

**PPA "Escape to Paradise" Sweepstakes
Official Rules**

NO PURCHASE NECESSARY. The "Escape to Paradise" Sweepstakes (the "Promotion") at each participating Professional Photographers of America (PPA) and Society of Sport and Event Photographer (SEP) member location in the 50 United States and the District of Columbia starts at opening of business on April 1, 2007 at each respective participating location, and ends at close of business on December 21, 2007 at that location (the "Promotional Period"), subject to the time zone of each participating location. Promotion valid at participating PPA and SEP member locations in the 50 United States and the District of Columbia. **VOID WHERE PROHIBITED.**

ELIGIBILITY: Entrants must be legal residents of the 50 United States or the District of Columbia, who are 18 years of age or older at time of entry. Employees of Professional Photographers of America ("Sponsor"), The National Sweepstakes Company ("Sweepstakes Administrator"), its parent companies, affiliates, contractors, subsidiaries, distributors, sales representatives, retailers, advertising and promotion agencies, and any others engaged in the development, production, execution or distribution of this Promotion, including, but not limited to, the entities supplying the prizes herein (collectively the "Promotion Entities"), and their immediate family members (parents, children, siblings or spouse, regardless of where they live, or persons living in same household, whether related or not), are not eligible to participate.

TO ENTER: Visit a participating Professional Photographer of America(PPA) or Society of Sports and Event Photographer (SEP) member location and complete the official entry form in its entirety, including your full name, complete address, daytime phone, date of birth, and e-mail address (if available). Submit your completed entry form into the box provided.

The maximum number of entries allowed during the Promotional Period is one (1) per person. If it is discovered that you attempted to enter more than once during the Promotion Period, all of your entries will be disqualified. All entries become the property of the Sponsor. Sponsor not responsible for lost or misdirected entries. In the event that supply of entry forms is depleted upon your arrival, you may enter by submitting a 3"x5" index card hand-printed with the same information; full name, complete address, daytime phone, date of birth, and e-mail address (if available).

DRAWINGS: On or about January 7, 2008, prize winners will be selected in a random drawing conducted under the supervision of The National Sweepstakes Co., an independent judging organization, whose decisions are based on their sole discretion and interpretation of these official rules, and are final and binding in all respects. Odds of winning depend upon the total number of eligible entries received. Limit of one prize per person/household.

PRIZES/VALUES

GRAND PRIZE: One (1) Grand Prize of a 7 day/6 night cruise for two (2) to the Classic Southern Caribbean on Princess Cruise Lines will be awarded. Winner and travel companions will receive one (1) 7 day/6 night cruise for up to two (2) people with accommodations (1 cabin, double occupancy), airfare to and from major airport nearest winner's home and ground

transportation to and from airport to port of departure. The approximate retail value (ARV) of the cruise and airfare package: \$5,000.

Expenses of personal nature (including without limitation, gratuities, phone calls, shore excursions, gift shop purchases, some beverages, meals in alternate dining venues, etc.) are the financial responsibility of the Prize winner. **Winner must complete travel by December 31, 2008.** Any taxes imposed on the income of the Prize winner as a result of winning the Third Grand Prize and all other expenses not specifically mentioned herein as part of the Third Grand Prize are solely the responsibility of the Prize winner. All travel subject to space availability at time of request, blackout dates including holidays and other restrictions may apply. Travel must be roundtrip. Sponsor is not responsible for airlines cancellations or delays. Winner must give 30 days notice prior to intended date of departure. Prize winner and travel companions must travel on same itinerary and must have valid required travel documents (i.e., valid photo ID, passport, birth certificate) before departure. Prize winner and travel companions are solely responsible for determining and obtaining, each at his/her own cost, required travel documents. All minors (based on age of majority in resident's province) must be accompanied by minor's parent or legal guardian. Travel companions (or their legal parent/guardian of a minor) must sign and return a liability/publicity release. No transfer or substitution of prize is allowed except at the sole discretion of the Sponsor. There is no cash alternative offered, except at the sole discretion of the Sponsor. The winner is required to comply with any and all applicable federal, state and local laws, rules and regulations. The value of the prize is taxable as income and winner is solely responsible for all matters relating to the prize, including, but not limited to all applicable federal, state and local taxes that become due with respect to the prize.

FIRST PRIZE: Five (5) First prizes of a \$1,000 America Express Gift Card will be awarded. The approximate retail value of each First Prize is \$1,000. Total ARV of all First Prizes is \$5,000.

SECOND PRIZE: Ten (10) Second prizes of a \$500 American Express Gift Card will be awarded. The approximate retail value of each Second Prize is \$500. Total ARV of all Second Prizes is \$2,500.

Total ARV of all prizes to be awarded: \$15,000. No transfer or substitution of prize is allowed except at the sole discretion of the Sponsor. There is no cash alternative offered, except at the sole discretion of the Sponsor. The winner is required to comply with any and all applicable federal, state and local laws, rules and regulations. The value of the prize is taxable as income and winner is solely responsible for all matters relating to the prize, including, but not limited to all applicable federal, state and local taxes that become due with respect to the prize.

PRIZE WINNERS: Except where prohibited, the potential prizewinner will be sent a confirming letter and an affidavit of eligibility/liability/publicity release within fourteen (14) business days of winning. In order to be declared a winner, the potential prizewinner must sign and return the affidavit of eligibility/liability/publicity release within fourteen (14) business days of receipt of confirming letter. If a potential winner cannot be contacted within fourteen (14) days of the first attempt to contact him/her or if he/she fails to sign and return the affidavit of eligibility and liability/publicity release within the required time period, an alternate entrant will be selected in his/her place at random from among all eligible entries received.

GENERAL RULES OF PARTICIPATION: This Promotion is subject to all applicable federal, state, and local laws. By participating, entrants and their participating entities agree to be bound by these Official Rules and the decisions of the Sponsor and the Independent Sweepstakes Administrator and waive any right to challenge the decision of the Independent Sweepstakes Administrator regarding any claim of ambiguity in the Promotion or these Official Rules, whose decision shall be binding. Promotion Entities are not responsible for lost, late, misdirected, undeliverable or incomplete entries, whether due to system errors or failures, faulty transmissions or other telecommunications malfunctions, typographical, or otherwise. Sponsor may prohibit an entrant from participating in the Promotion or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Promotion by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants, Sponsor, or Promotion Entities. If for any reason this Promotion is not able to be conducted as planned, including, but not limited to, by reason of tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion and randomly draw from those entries received up to the cancellation/suspension date. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.**

SWEEPSTAKES ADMINISTRATOR: The National Sweepstakes Company, 693 East Ave, Rochester, NY 14607, who is responsible for overseeing awarding of prizes, and whose decisions are final.

WINNER'S LIST/RULE REQUEST: Send self-addressed, stamped envelope by January 7, 2008 to: PPA "Escape to Paradise" Sweepstakes –Specify Winner's List or Rules Request, PO Box 10505 Rochester, NY 14610.

SPONSOR: Professional Photographers of America, 229 Peachtree St., Atlanta, GA 30303.