

**State Farm® “Now What”  
Instant Win Game and Giveaway**

Sponsored by State Farm Mutual Automobile Insurance Company, One State Farm Plaza  
Bloomington, IL 61710 (the “Sponsor”).

**Draft Rules**

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR  
CHANCES OF WINNING.**

**I. Eligibility:** The State Farm “Now What” Instant Win Game and Giveaway (the “Game and Giveaway”) is open to legal residents of the 50 U.S., and the Canadian Provinces of Alberta, New Brunswick and Ontario, ages eighteen (18) years or older as of June 12, 2008. **Void in Puerto Rico and where prohibited by law.** Employees, officers, directors, representatives and agents of State Farm Mutual Automobile Insurance Companies (“Sponsor”), its subsidiaries & affiliated companies, advertising, promotion and administrative agencies and their immediate families (spouse, parent, child, sibling and their respective spouses) and those living in their same household, whether or not related, are not eligible to enter or win. Void where prohibited. Game subject to all federal, state, provincial and local laws and regulations.

**II. To Obtain a Game Piece:** 1) Obtain an official game piece (“Game Piece”) at select State Farm sponsored events from June 12, 2008 through October 20, 2008 (“Game Period”) (or while supplies last); OR 2) To enter online at [www.nowwhat.com](http://www.nowwhat.com) or [www.nowwhat.ca](http://www.nowwhat.ca) without a game piece by following the directions below.

**Note: You do not have to obtain a quote or purchase insurance for a chance to play and win.**

**III. How To Play with or without obtaining a Game Piece:** , Log on to [www.nowwhat.com](http://www.nowwhat.com) or [www.nowwhat.ca](http://www.nowwhat.ca) no later than 11:59:59PM (“PT”) on 10/20/08, **click the appropriate game play button, then** fill out the registration form completely and submit the form. Once you submit the form, you will be prompted to click the appropriate game play button. If you have obtained a Game Piece, click the “Play with Game Piece” button, place your Game Piece over the decoding box provided on your computer screen to decode the hidden message. If the decoded message on your Game Piece says “You’ve Won”, you have won the stated prize, subject to verification of eligibility and compliance with the terms of these rules. If you do **NOT** have a Game Piece, click the “Play without Game Piece” button and you will be directed to a Prize Notification screen that will indicate if you are a winner. If you are a winner, you will receive a winning “You’ve Won” message on your computer screen. Please allow 8-10 weeks following conclusion of the verification process to receive your prize. If the decoded message on your Game Piece or computer screen says, “Try again tomorrow” you are not a winner today, please try again tomorrow. All eligible entries for the Instant Win Prizes will receive (1) One entry into the random Grand Prize drawing. Limit one game play per email address and per person per day.

Limit of one Instant Win Prize per person. Any attempt by any participant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other method will void that participant's plays/entries and that participant will be disqualified. All prize claims are subject to verification by Fulfillment Systems, Inc, an independent judging organization, whose decisions are final & binding on all matters relating to this Game.

#### **IV. Prizes:**

##### ○ Daily Instant Win Prizes

- (131) Daily Instant Win Prizes – Each winner will receive one (1) \$150 Ticketmaster gift card, redeemable towards the purchase of any concert of your choice in 2008 or 2009 that is on sale through Ticketmaster (approximate retail value \$150.00 each).

##### ○ Grand Prize

- (1) Grand Prize -- One winner will receive a trip for winner and three (3) guests to see Lollapalooza in Chicago, IL, in 2009. Prize package consists of round trip coach class air transportation for winner and three (3) guests from a major U.S. or Canadian airport close to winner's U.S. or Canadian residence, as determined by Sponsor, to Chicago, IL; hotel accommodations (two standard, double occupancy rooms) for 5 days/4 nights; ground transportation between airport/hotel and hotel/concert venue in Chicago, four (4) VIP passes to see Lollapalooza concert in 2009 Dates TBD. (4) Four MP3 players and \$100 gift cards for music downloads and \$2,000 spending money for winner. (Approximate total Retail Value of Grand Prize is: \$12,000). Sponsor is not responsible for concert venue change and/or cancellation. In the event of a concert venue change and/or cancellation and at the sole discretion of the Sponsor, the winner and guests may be sent to the alternate concert location or a similar event. Winner is solely responsible for all expenses not specified in these Official Rules including but not limited to meals, incidentals, tips, telephone calls or other personal expenses or hotel charges incurred during the trip. Winner will be contacted regarding travel portion of the prize by a representative of the judging agency to coordinate travel dates and itinerary. Winner must confirm travel dates selected by Sponsor by 5/1/09 and winner must be able to travel so as to attend concert on determined date. Traveling companions must be over the age of 18 or accompanied by a parent or guardian. If winner is unable to take required actions by stated dates (i.e., make travel arrangements by 5/1/08), prize will be forfeited in its entirety and an alternate winner will be selected. Winner and guests must travel together on the same itinerary (as set by Sponsor). Winner will be issued a 1099 federal tax form.

Approximate retail value of all prizes is \$31,650. All prizes are expressly limited to the items listed above and do not include any other accessories, services or expenses. Taxes (if any) are the responsibility of the prizewinner. Sponsor reserves the right to substitute a prize of equal or greater value at Sponsor's sole discretion. Names of concert events are used for purposes of prize description only and such use is not

intended to suggest or imply the concert events sponsorship, endorsement, or approval of Sponsor or this Sweepstakes.

**V. Winner Selection and Notification.** Prizes will be awarded in one of two ways: (i) instantly upon entry (Instant Prizes), and (ii) upon random drawing (Grand Prize).

- Instant Prizes. After registering at [www.nowwhat.com](http://www.nowwhat.com) or [www.nowwhat.ca](http://www.nowwhat.ca), entrants must click the decoder box and will learn immediately whether they have won an Instant Prize, subject to verification. Odds of winning instantly depend on the number of eligible entries received during a given day and time during the entry period. During the entry period there will be randomly selected times with prizes randomly assigned to each time. The first participant who registers at the randomly selected time is the potential winner assigned to that prize. If no one registers at the randomly selected time, the first participant who submits an entry after the randomly selected time will be the potential winner, subject to verification. Instant Prizes will be mailed to winners within 90 days from date/timestamp Instant Win notification on line. Unclaimed prizes will not be awarded. No more than the number of prizes stated in these Official rules will be awarded.
- Random drawing. The Grand Prize winner will be randomly selected on or about October 31, 2008, from all eligible entries received prior to the entry deadline (through and including October 20<sup>th</sup>, 2008). Odds of winning a Grand Prize depend on the number of eligible entries received for game play. The winner will be notified by mail, and will be required to execute and return an Affidavit of Eligibility, Liability/Publicity Release, and Travel Companion documents within 10 days of notification, or the prize will be forfeited. If a winner is found to be ineligible, or cannot or does not comply with these Official Rules, that winner will be disqualified and an alternate winner may be selected.
- **FOR RESIDENTS OF CANADA ONLY:** In order to be awarded a prize and declared a winner, the selected entrant must correctly answer, unaided, a time-limited, mathematical, skill testing question. If the selected entrant is unable to answer the skill-testing question, the selected entrant will be deemed to have forfeited the prize and an alternate winner will be selected from among all remaining eligible entries.

**VI. General Conditions:** All federal, state, provincial, and local laws apply. Void where prohibited. By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor and waive any right to claim ambiguity in the Giveaway or these Official Rules. Winners and entrants agree that [C3 Presents, LLC](#) and State Farm Mutual Automobile Insurance (Sponsor), their affiliate companies, parents, subsidiaries, and all of their respective officers, directors, employees, representatives, and agents shall not be responsible and will have no liability whatsoever for losses or injuries of any kind resulting from participation in this Giveaway including, but not limited to: any injury or

damage to person or property while attending any function which is part of or related to any prize; the acceptance/possession and/or use/misuse of any prize; any injury or damage to entrant's or third person's property related to or resulting from any part of the Giveaway; or any technical malfunctions of, or non-authorized human intervention ("hacking") into, the entry system including computer online system, computer dating mechanism, software, or any combination thereof. Sponsor shall have no liability for any incomplete or late entries or entries not in compliance with these Official Rules, and such entries will be disqualified. Sponsor reserves the right, in its sole discretion, to cancel, terminate, suspend, or amend this Giveaway for any reason including but not limited to a virus, bugs, non-authorized human intervention or other cause beyond the control of Sponsor, which corrupt or impair the administration, security, fairness, or proper play of the Giveaway. In such event, winners will be selected in a manner determined by Sponsor, deemed to be fair, appropriate and consistent with the spirit of these Official rules. Notice of such action will be posted at [www.nowwhat.com](http://www.nowwhat.com) or [www.nowwhat.ca](http://www.nowwhat.ca).

ANY PERSON ATTEMPTING TO DEFRAUD OR IN ANY WAY TAMPER WITH OR UNDERMINE THE LEGITIMATE OPERATION OF THE GIVEAWAY WILL BE INELIGIBLE FOR PRIZES AND MAY BE PROSECUTED TO THE FULL EXTENT OF THE LAW. SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH PERSON.

- VII. Winners List/Rules:** The Official Rules are available online at [www.nowwhat.com](http://www.nowwhat.com) or [www.nowwhat.ca](http://www.nowwhat.ca) during the entry period. For a list of winners, send a SASE to: **State Farm "Now What" Instant Win Game, PO Box 3381, St. Cloud, MN 56397-3381, all requests must be postmarked by 12/31/08.**
- VIII.** Sponsored by State Farm Mutual Automobile Insurance Company, One State Farm Plaza, Bloomington, IL 61710. State Farm is in the business of insurance and financial services.