

## 2012 Transitions Championship Pro-Am Sweepstakes Official Rules

**NO PURCHASE, PAYMENT OR SALES PRESENTATION OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. ENTRY PERIOD:** The 2012 Transitions Championship Pro-Am Sweepstakes ("**Sweepstakes**") entry period starts at 12:00:01 a.m. Eastern Time ("ET") on, January 8, 2012 and ends at 11:59:59 p.m. ET on February 20, 2012 ("**Entry Period**").

**2. ELIGIBILITY:** Sweepstakes is only open to legal residents of the fifty (50) United States and District of Columbia who are 21 years of age or older at time of entry. Employees, agents, successors, assignees, of Transitions Optical, Inc. ("**Sponsor**"), Eye Care Centers of America ("**ECCA**") retailers (EyeMasters, Visionworks, VisionWorld, Hour Eyes, EyeDRx, Doctors Valu Vision, Dr Bizer's Vision World, Dr Bizer's Valu Vision), each of their respective parents, affiliates, subsidiaries, retailers, advertising and promotion agencies including Eric Mower and Associates and each of their immediate family members (spouse, parents, children and siblings, and each of their spouses, regardless of where they live) and persons living in the household of each of these individuals, whether related or not, are ineligible to enter. Void where prohibited.

**3. HOW TO ENTER:** Consumers that visit a participating ECCA retailer (EyeMasters, Visionworks, VisionWorld, Hour Eyes, EyeDRx, Doctors Valu Vision, Dr Bizer's Vision World, Dr Bizer's Valu Vision) during the Entry Period and ask about Transitions lenses can receive a Sweepstakes Entry Postcard. **NO SALES PRESENTATION REQUIRED.** To enter the Sweepstakes, the consumer (each an "**Entrant**") should complete the required information on the Sweepstakes Entry Postcard and mail the Sweepstakes Entry Postcard to: 2012 Transitions Championship Pro-Am Sweepstakes, P.O. Box 7465, Prospect Heights, IL 60070 which must be postmarked by February 20, 2012 and to be received by Sponsor no later than February 26, 2012. When the Sweepstakes Entry Postcard is received, the Entrant will receive one (1) entry into the Sweepstakes. **ENTER WITHOUT A STORE VISIT:** During the Entry Period, on a piece of 3" x 5" paper, print your complete name, residential address including city, state and zip code, daytime and evening telephone numbers, your age in years, valid email address (optional), and the name of an ECCA retailer near your residence and mail to: 2012 Transitions Championship Pro-Am Event Sweepstakes, P.O. Box 7465, Prospect Heights, IL 60070 postmarked by February 20, 2012, and to be received no later than February 26, 2012. Each Entry must be in a separately postmarked outer envelope. Sponsor is not responsible for lost, late, illegible, mutilated, misdirected, postage-due or incomplete mail or entries. Entries become the property of the Sponsor and will not be returned. Limit one (1) Entry per person regardless of entry method.

Proof of mailing entry materials of any kind or nature does not constitute proof of delivery. Any individual submitting multiple entries will be disqualified.

**4. PRIZE: (1) Grand Prize:** Grand Prize winner will receive a six (6) day/five (5) night trip for winner and one (1) guest (who is 21 years of age or older) to the March 2012 Transitions Championship Tournament (“**Tournament**”) in Palm Harbor, Florida to take place between March 13, 2012 and March 18, 2012. The winner and guest will also be eligible to participate in the Transitions Championship Pro-Am on Wednesday, March 14, 2012 if the winner and guest have a qualifying USGA handicap of 18 or lower. If the winner or guest does not have a qualifying USGA handicap, he/she and his/her guest can walk inside the ropes as Honorary Observers. Trip Prize includes: round trip coach air travel for winner and one (1) guest from a major commercial U.S. gateway airport close to the winner’s home in the 50 U.S. or D.C. to Tampa, Florida; five (5) nights hotel accommodations (one standard double occupancy room; airport transfers between airport and hotel; two (2) tickets to the Transitions Championship on select days; an American Express debit card with \$100 per day per person food allowance and \$600 for miscellaneous expenses for the winner only (\$1,800 maximum). The approximate retail value (“**ARV**”) of the entire prize is \$5,000. Actual value of trip may vary based on point of departure and airfare fluctuations. Sponsor reserves the right to substitute ground transportation for air transportation if winner’s residence is within 150 miles of Tampa, Florida. Any difference between the ARV and actual cost will not be awarded. Selection of airline and hotel are solely within Sponsor’s discretion. Meals, gratuities, luggage fees, incidental hotel charges and any other travel-related expenses not specified herein are the sole responsibility of winner. All travel must be taken on dates specified or prize will be forfeited and may be awarded to an alternate; no alternative travel dates are available. Exact travel dates and arrangements subject to availability. Winner and travel guest must travel on same itinerary. Travel guest must sign and return a travel release before any ticketing of travel occurs. Winner and guest must have all necessary identification and/or travel documents (e.g., a valid U.S. driver’s license) required for travel. Winner is responsible for all applicable federal, state and local taxes and will receive a 1099 form. A potential prize winner may be required to submit to a confidential background check to confirm eligibility and help ensure that the use of any such person in advertising or publicity for the Sweepstakes will not bring Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sweepstakes or the Sponsor as solely determined by Sponsor.

**5. DRAWING DETAILS:** One (1) grand prize potential winner will be selected in a random drawing held on or about February 27, 2012, from among all eligible entries received during the Entry Period. The odds of winning a prize will be determined by the number of eligible entries received. Potential grand prize winner will be notified by telephone and/or email. Sponsor is not responsible for any change of email address, mailing address and/or telephone number of

entrants. Potential winner will be notified and will be required to complete and return a Declaration of Eligibility/Release of Liability and Publicity Release within three (3) days from date of notice sent. If the potential grand prize winner is found not to be eligible or not in compliance with these Official Rules, or if prize notification or any prize is returned as undeliverable, the potential grand prize winner will be disqualified, and an alternate grand prize winner may be selected, time permitting. If a winner(s) is not confirmed by March 5, 2012, an alternate winner will not be selected. No cash redemption, transfer of prize or substitutions, except as set forth herein.

**6. GENERAL TERMS AND CONDITIONS:** Participants agree that Sweepstakes Entities: (A) shall not be responsible or liable for, and are released from, any and all losses, damages or injuries of any kind (whether due to negligence or otherwise) to person, including death, and property, resulting in whole or in part, directly or indirectly, from participation in the Sweepstakes or any Sweepstakes related activities or from participants' acceptance, receipt, possession and/or use or misuse of any prize, including any travel related thereto and (B) have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, and **THE SWEEPSTAKES ENTITIES HEREBY DISCLAIM ANY AND ALL SUCH WARRANTIES INCLUDING, WITHOUT LIMITATION, THE WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.** Acceptance of a prize constitutes prize winner's permission (which shall be confirmed in writing upon the request of Sponsor) for Sweepstakes Entities to use prize winner's name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising, trade, commercial and/or publicity purposes worldwide in all forms of media now known or hereafter developed, including on the World Wide Web, at any time or times, in perpetuity, without further compensation (except where prohibited by law) and without notification, review or approval or further authorization. The Sweepstakes is subject to all applicable federal, state and local laws. Sponsor reserves the right at its sole discretion, to disqualify any individual (and all of his or her entries) who tampers with the entry process. Sponsor is not responsible for printing errors, clerical, typographical or other error whether human, mechanical, clerical, electronic, or technical in nature.

**7. FORCE MAJEURE AND PRODUCTION ERRORS:** Sponsor reserves the right, without prior notice and at any time, to terminate the Sweepstakes, in whole or in part, or modify, suspend or extend the Sweepstakes in any way, or deem the affected Sweepstakes materials void and invalid if it determines, in its sole discretion, that the Sweepstakes materials in question reflect printing or other errors or if it determines, in its sole discretion that the Sweepstakes is impaired or corrupted or that fraud has destroyed or severely undermined the proper play, integrity, and/or feasibility of the Sweepstakes. In the event Sponsor is prevented from continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or manmade

health epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal, provincial or local government law, order, or regulation, public health crisis, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), then subject to any governmental approval which may be required, Sponsor reserves the right to award the grand prize by a random drawing from among all eligible entries received prior to action taken by Sponsor, or in any other manner Sponsor deems fair and equitable. Only the type and quantity of prize described in these Official Rules will be awarded.

**8. PRIVACY:** By entering this Sweepstakes, you consent to the collection, use and sharing of information about you by Sponsor and Sponsor's authorized agents for the purpose of administering this Sweepstakes and prize fulfillment.

**9. DISPUTES:** Entrant agrees that; (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prize awarded, other than the administration of the Sweepstakes or the determination of winners, shall be resolved individually, without resort to any form of class action, and exclusively in the county and state of the party against whom the action is brought; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees and (3) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. By entering, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Florida without giving effect to any choice of law or conflict of law rules. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts located in Pinellas County, Florida.

**10. OFFICIAL RULES/WINNER LIST:** to receive a copy of the Official Rules, mail a SASE to: Transitions Championship Pro-Am Sweepstakes Rules, P.O. Box 921, Prospect Heights, IL 60070 for receipt by March 2, 2012; to receive an Official Winners List, mail a SASE to Transitions Championship Pro-Am Sweepstakes Winners, P.O. Box 921, Prospect Heights, IL 60070 for receipt by March 31, 2012.

**11. SPONSOR:** Transitions Optical, Inc., 9251 Belcher Road, Pinellas Park, FL 33782.

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ABBREVIATED RULES – Counter Card:

**NO PURCHASE, PAYMENT OR SALES PRESENTATION OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** Open to legal residents of the 50 U.S./D.C., 21 years of age or older at time of entry. Ends 11:59:59 p.m. ET 2/20/12. To enter visit a participating ECCA retailer, obtain and fill out a Sweepstakes Entry Postcard or **(to enter without visiting a store)** on a piece of 3x5 paper print your complete name, address, day and evening telephone numbers, email address (optional), age and the name of an ECCA retailer near your residence. Mail the postcard or paper entry to: 2012 Transitions Championship Pro-Am Sweepstakes, P.O. Box 7465, Prospect Heights, IL 60070, postmarked by 2/20/12, to be received by 2/26/12. **NO SALES PRESENTATION REQUIRED.** Limit one entry per person. Void where prohibited. **PRIZE (1):** Trip for winner and one guest (21 yrs or older) to the March 2012 Transitions Championship Tournament in Palm Harbor, FL from 3/13/12 to 3/18/12. The winner and guest will also be eligible to participate in the Transitions Championship Pro-Am on 3/14/12 if the winner and guest have a qualifying USGA handicap of 18 or lower, or can walk inside the ropes as Honorary Observers. ARV: \$5,000. Odds of winning a prize will be determined by the number of eligible entries received. **SPONSOR:** Transitions Optical, Inc., 9251 Belcher Road, Pinellas Park, FL 33782.

ABBREVIATED RULES – EMAIL

**NO PURCHASE, PAYMENT OR SALES PRESENTATION OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** Open to legal residents of the 50 U.S./D.C., 21 years of age or older at time of entry. Ends 11:59:59 p.m. ET 2/20/12. To enter visit a participating ECCA retailer to obtain an entry form or **to enter without visiting a store,** on a piece of 3x5 paper print your complete name, address, day and evening telephone numbers, email address (optional), age and the name of an ECCA retailer near your residence. Mail the postcard or paper entry to: 202 Transitions Championship Pro-Am Sweepstakes, P.O. Box 7465, Prospect Heights, IL 60070, postmarked by 2/20/12, to be received by 2/26/12. **NO SALES PRESENTATION REQUIRED.** Limit one entry per person. Void where prohibited. Odds of winning a prize will be determined by the number of eligible entries received. **SPONSOR:** Transitions Optical, Inc., 9251 Belcher Road, Pinellas Park, FL 33782.

ABBREVIATED RULES – WEB HOME PAGE

**NO PURCHASE, PAYMENT OR SALES PRESENTATION OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** See Official Rules for details.