

The Alamo® Get The Gang Back Together Sweepstakes & Instant Win Game **Official Rules**

NO PURCHASE NECESSARY TO ENTER, PLAY OR CLAIM A PRIZE.

A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

OPEN TO ALL LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA.

MUST BE 25 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY.

VOID IN PUERTO RICO AND WHERE PROHIBITED OR RESTRICTED BY LAW.

ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ENTRIES RECEIVED.

Entrants must have access to the Internet to enter this Promotion.

The Alamo Get The Gang Back Together Sweepstakes & Instant Win Game (the "Promotion") is sponsored by Enterprise Holdings, Inc., 600 Corporate Park Drive, St. Louis, MO 63105 ("Sponsor") and is administered by PrizeLogic, LLC, an independent judging organization, 25200 Telegraph Road, Suite 405, Southfield, MI 48033 ("Administrator" or "PrizeLogic").

- 1. PROMOTION PERIOD:** The Promotion consists of an Instant Win Game and a Sweepstakes that shall take place between October 24, 2011 at 12:00 P.M. Eastern Time ("ET") (noon) and December 16, 2011 at 11:59:59 P.M. ET (the "Promotion Period"). Administrator's clock is the official clock for this Promotion.
- 2. ELIGIBILITY:** The Promotion is offered only to legal United States residents in the 50 United States and the District of Columbia who are 25 years of age or older at the time of entry. Employees of Sponsor, Administrator, imc², Inc., The Walt Disney Company, and any of their respective owners, parent companies, affiliates, directors, subsidiaries, franchisees, representatives, advertising, promotion and production agencies, agents (collectively "Released Parties") and their immediate family members (*i.e.*, spouse, parent, child, sibling, and the "steps" of each) and persons living in the same household of each are not eligible to participate in the Promotion. All federal, state and local laws and regulations apply. Void in Puerto Rico, the United States Possessions and Territories, and where prohibited or restricted by law.
- 3. HOW TO ENTER THE SWEEPSTAKES AND PLAY THE INSTANT WIN GAME:** During the Promotion Period, an eligible Entrant must logon to <http://www.facebook.com/alamorentacar> (the "Page"). If the Entrant does not already "Like" the Page, the Entrant must "Like" the Page and allow Facebook® permissions. The Entrant then must register by entering the information requested on the registration page, including his/her valid e-mail address, first and last name (no initials), complete address (P.O. Boxes are not accepted), zip code, date of birth and telephone number.

This information is provided directly to Sponsor and not to Facebook®. For clarity, "Liking" the Page does not, by itself, constitute entry into the Promotion but rather simply enables the Entrant to access the Page. Except for providing Entrant with access to the Page, including the Instant Win Game and the registration form, "Liking" the Page will have no impact on the Entrant's chances to win the Sweepstakes or Instant Win Game. Entry into the Promotion is limited to the steps below.

After completing registration, the Entrant will have the opportunity to enter his/her Alamo Insiders® number for an additional entry into the Sweepstakes. If the Entrant does not have an Alamo Insiders® number, the Entrant will be given the opportunity to click through to the Alamo website, <https://www.alamo.com/genericPageTemplate.do?page=alamo-insiders-information>, and register for Alamo Insiders®. The Entrant is not required to enter his/her Alamo Insiders® number or sign up for Alamo Insiders and may skip this element of the Promotion. After either entering an Alamo Insiders® number or skipping the process set forth above, the Entrant will be required to play the Instant Win Game.

After the Entrant completes his/her registration, the Entrant will be instructed on how to play the Instant Win Game. The Entrant will be required to play the Instant Win Game “Pick a Suitcase?” The Entrant must then press a button that states “Pick a Suitcase to See if You Win” (the “Instant Win Game Play”). After completing the Instant Win Game Play by pressing the button, the Entrant will receive a win/lose Instant Win Game Play message. Each Entrant who receives a winning message will be deemed to be a potential Instant Win Game Winner pending confirmation and/or verification of the Entrant’s eligibility and compliance with the Official Rules as determined by Sponsor in its sole discretion.

Each day during the Promotion Period, an Entrant may play the Instant Win Game and receive one (1) entry into the Sweepstakes. If the Entrant has already entered his/her Alamo Insiders® number, he/she will receive an automatic bonus entry into the Sweepstakes. An Entrant is limited to a maximum one (1) entries per calendar day into the Instant Win Game and two (2) into the Sweepstakes, one (1) entry for logging on to the Page and one (1) bonus entry for having entered his/her Alamo Insiders® number. An Instant Prize may not be awarded on each day of the Promotion Period. A calendar day is defined as starting at 12:00 AM ET and ending at 11:59:59 P.M. ET of that day, except that, for the first day of this Promotion, October 24, 2011, a calendar day will begin at 12:00 PM ET (noon). No more than one (1) Instant Prize will be awarded per household per calendar day of the Promotion Period, regardless of the number of e-mail address used. An Entrant may win both an Instant Prize and the Sweepstakes Grand Prize.

To participate in the Promotion, Entrants will need to have an account on Facebook®. Entrants understand that they are providing their information to Sponsor and not Facebook®. Further, Entrants specifically release Facebook® from any and all liability associated with this Sweepstakes and with Entrants’ participation in the Sweepstakes.

4. INSTANT PRIZES, ODDS OF WINNING AND APPROXIMATE RETAIL VALUE (ARV):

A. Instant Prizes.

Instant Prize	ARV of Each Instant Prize	Quantity of Each Instant Prize	Total ARV Instant Prizes
Kermit shirt and poster	\$30.00	10	\$300.00
The Muppets soundtrack CD and movie poster	\$23.98	30	\$719.40

Two (2) The Muppets movie tickets	\$24.00	12	\$288.00
Full Package The Muppets OPI nail polish	\$96.00	8	\$768.00
Mini Pack The Muppets OPI nail polish	\$20.00	15	\$300.00
The Muppets movie posters	\$13.98	10	\$139.80
Gas Gift Card	\$50.00	39	\$1,950.00
Free One Day Alamo Car Rental Certificate	\$56.25	38	\$2,137.50
Total		162	\$6,602.70

Gas Gift Cards and Alamo Car Rental Certificates (“Certificates”) are subject to additional terms and conditions. The Gas Gift Cards are issued by third party issuer and neither Sponsor nor Administrator have any control over any fees, expiration dates, or similar restrictions imposed on such Gas Gift Cards by the applicable issuer or for the applicable issuer’s compliance with applicable laws, including the Card Accountability, Responsibility, and Disclosure Act of 2009. The Certificates are valid for the rental of a compact through full-size car, subject to availability and standard rental conditions. Rentals must be completed by December 31, 2012 at participating locations in the United States and Canada, unless a longer period is required by law. Each Certificate may be redeemed to cover base rate for the consecutive rental period designated on the face of the Certificate but excludes taxes, other governmentally-authorized or imposed surcharges, license recoupment/air tax recovery and concession recoupment fees, airport and airport facility fees, fuel, additional driver fee, one-way rental charge or optional items, which shall be the responsibility of renter. Check your auto policy and/or credit card agreement for rental vehicle coverage. The use of a Gas Gift Card or Certificate constitutes the user’s acceptance of such Certificate’s or Gas Gift Card’s terms and conditions, as applicable. Gas Gift Cards and Certificate may not be redeemed or exchanged for cash, except where required by law. Gas Gift Cards or Gift Certificates will not be replaced or replenished if lost, stolen, damaged, destroyed or used without permission and will be voided if altered or defaced.

B. **Odds of Winning an Instant Prize.** In order for an Entrant’s Instant Win Game Play to result in the Entrant being a potential Instant Prize Winner, it must have occurred either at the exact randomly predetermined winning time as determined by Sponsor and/or Administrator or, if no Instant Win Game Play has occurred at the exact randomly predetermined winning time, then it must be the Instant Win Game Play that occurred at the closest time immediately following the randomly predetermined winning time. If an Entrant receives a winning message, the Entrant will be deemed a potential Instant Win Game Winner pending confirmation and/or verification of the Entrant’s eligibility and compliance with the Official Rules as determined by Sponsor in its sole discretion. The number of Instant Prizes available to be won will decrease during the Promotion Period as Instant Prizes are played for and/or claimed. The total number of Instant Prizes will not exceed the number of Instant Prizes as set forth in the table in Section 4A. All Instant Prizes will be awarded provided there are a sufficient number of eligible Winners. Instant Prizes that are unclaimed, unredeemed or returned as undeliverable will not be awarded.

C. **ARV.** The aggregate ARV of all Instant Prizes is \$6,602.70

5. **RANDOM SWEEPSTAKES DRAWINGS:** On or about December 19, 2011, Administrator will

randomly draw one (1) potential Grand Prize Winner from among the eligible Entrants. The Entrant selected is deemed the potential Prize Grand Winner pending confirmation and/or verification of the Entrant's eligibility and compliance with the Official Rules as determined by Sponsor.

6. SWEEPSTAKES GRAND PRIZE AND ODDS OF WINNING:

A. Grand Prize (1): One (1) Sweepstakes Grand Prize Winner will receive a check in the amount of Five Thousand Dollars (\$5,000). The check will be made payable to the Grand Prize Winner.

B. Odds of Winning: The odds of winning the Sweepstakes Grand Prize depends on the total number of eligible entries received during the Promotion Period.

7. TOTAL ARV OF ALL PRIZES IN THIS PROMOTION IS \$11,602.70.

8. HOW TO CLAIM A SWEEPSTAKES PRIZE AND AN INSTANT PRIZE: The potential Sweepstakes Grand Prize Winner will be notified via telephone and/or via e-mail within ten (10) business days of the random drawing. The potential Sweepstakes Grand Prize Winner must reply to Administrator within the time period indicated after notification or Sponsor may select an alternative Sweepstakes Grand Prize Winner. Before being declared a Sweepstakes Grand Prize Winner, the potential Sweepstakes Grand Prize Winner will be required to execute and return an Affidavit of Eligibility/Liability & Publicity Release and a tax acknowledgment form, within ten (10) business days from the date it is postmarked as having been sent by the Sponsor or its representative, or the Sweepstakes Grand Prize may (in Sponsor's sole discretion) be forfeited. If a potential Sweepstakes Grand Prize Winner is found to be ineligible or not in compliance with these Official Rules, declines to accept the Grand Prize, Sponsor is unable to contact the potential Sweepstakes Grand Winner, or in the event that the Grand Prize confirmation or Grand Prize is returned undeliverable, the Grand Prize will be forfeited, and in the Sponsor's sole discretion, the forfeited Grand Prize may be awarded to an alternate potential Sweepstakes Grand Prize Winner. If the Sponsor wishes to select an alternative potential Sweepstakes Grand Prize Winner, Sponsor will select this alternative potential Sweepstakes Grand Prize Winner at random from the pool of eligible Entrants. The potential Sweepstakes Grand Prize Winner may be required to furnish proof of identification and other proof of eligibility under these Official Rules.

Each Instant Prize will be mailed to the Instant Prize Winner by first class mail. If a potential Instant Prize Winner is found to be ineligible or not in compliance with these Official Rules, declines to accept an Instant Prize, or if the Instant Prize is returned as undeliverable, the Instant Prize will be forfeited and, in the Sponsor's sole discretion, may or may not be awarded to an alternate Instant Prize Winner selected at random from the pool of eligible Entrants.

Allow 6-8 weeks for a delivery of a Prize. The Prize will be mailed to the address set forth on the potential Winner's registration page. The right to receive a Prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor who reserves the right to substitute prize of equal or greater value in case of unavailability of prize or force majeure. Federal, state and local taxes, if any, are the sole responsibility of each winner. No substitutions, cash equivalents or transfers of a Prize permitted by the Prize Winner. All other costs and expenses not expressly set forth herein shall be solely the Winner's responsibility, including, any and all applicable federal, state and local taxes.

9. LIMITATION OF LIABILITY: Facebook® and the Released Parties are not responsible for illegible, lost, late, incomplete, stolen, misdirected, postage due, or undeliverable e-mail or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt or jumbled transmissions, service provider/Internet/web site/use net accessibility, availability, or traffic

congestion, or any technical, mechanical, printing, or typographical or other error, or unauthorized human intervention, or the incorrect or inaccurate capture of registration information, or the failure to capture, or loss of, any such information. Facebook® and Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any web site users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Promotion and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any web site(s). Facebook® and Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Promotion and/or accepting a Prize. If, for any reason, an entry is confirmed to have been erroneously deleted, lost or otherwise destroyed, corrupted or for any other reason not accepted as an entry into the Instant Win Game or the Sweepstakes, the Entrant's sole remedy is to submit another entry into the Instant Win Game or the Sweepstakes. If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of Instant Game Prize Winners and the Sweepstakes Grand Prize Winner, in a manner it deems fair and reasonable including the selection of winners from among eligible entries received prior to such cancellation, termination, modification or suspension.

In no event will more Instant Prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical or other errors, there are more potential Instant Prizes Winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the Prize Winners. All federal, state and local laws and regulations apply.

Except for using the Facebook® platform and Page as specified herein, Facebook® and Released Parties shall not be responsible or liable for entries that are entered by any automated computer program mechanism, entity, or device), in excess of the stated limit, or for entries that are late, forged, destroyed, lost, misplaced, stolen, misdirected, tampered with, incomplete, deleted, damaged, garbled, or otherwise not in compliance with the Official Rules, and all such entries will be disqualified. By entering the Promotion, each Entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and decisions of Sponsor and Administrator which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action, or proceeding against any of Facebook® or Released Parties in connection with the Promotion; and (iv) to forever and irrevocably agree to release, defend, indemnify, and hold harmless each of Facebook® and the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Promotion, including but not limited to any Promotion-related activity or element thereof, and the Entrant's entry, participation or inability to participate in the Promotion, (b) the violation of any third party privacy, personal, publicity or proprietary rights, (c) typographical or printing errors in these Official Rules or any Promotion materials, (d) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability, or due to reasons beyond Sponsor's control, including but not limited to by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement,

cancellation, or modification of the Promotion, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of the entry (including, without limitation, the information or any parts thereof), (i) any technical malfunctions or unavailability of the Websites or any telephone network, computer system, computer online system, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an Entrant, (j) interruption or inability to access the Promotion, the Page or any other Promotion-related web pages, or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to Entrant's (or any third person's) computer and/or its contents related to or resulting from any part of the Promotion, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, illegible, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries, (n) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties, (o) lost, late, stolen, misdirected, damaged or destroyed prize (or any element thereof), (p) the collection, use and/or sharing of Entrant's personally identifiable information by Sponsor or its designees or (q) the negligence or willful misconduct by Entrant.

10. DISPUTES: THE PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MISSOURI, EXCEPT FOR SUCH LAWS, RULES, OR STATUTES THAT WOULD RESULT IN THE APPLICATION OF THE LAWS OF A STATE OTHER THAN THE STATE OF MISSOURI, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN ST. LOUIS COUNTY, MISSOURI. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MISSOURI. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN ST. LOUIS COUNTY, MISSOURI. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION ACCRUED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

11. PRIVACY POLICY: Any personally identifiable information collected during an Entrant's participation in the Promotion will be collected by Sponsor or its agent and used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and in accordance with Sponsor's Privacy Policy as stated at <https://www.alamo.com/privacy.do> and any opt-ins an Entrant may have agreed to during the registration process.

12. PUBLICITY RIGHTS: By participating in the Promotion and/or accepting a Prize, each Prize Winner agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use his/her name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including live television, world wide, including but not limited to on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.

13. GENERAL: If it is discovered that an Entrant has registered or attempted to register more than once using multiple e-mail addresses, telephone numbers or multiple identities, all of the Entrant's entries will be declared null and void and any prize an Entrant might have been entitled to will not be awarded. In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to the applicable Facebook® account. Sponsor and Administrator reserve the right, to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Promotion; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of a Promotion. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** All entries and/or materials submitted become the property of Sponsor and will not be returned. The Released Parties are not responsible for any lost, late, undeliverable/undelivered, or postage due mail. Federal, state and local taxes, if any, are the sole responsibility of winner. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in Promotion Materials (including but not limited to point of sale, television, and print advertising, promotional packaging, and other promotion media), the details of the Promotion as set forth in these Official Rules shall prevail.

14. WINNERS' LIST. For a list of prize winners, interested individuals should place their name and address on a 3"x 5" card and mail it in an envelope to: Winners List, Alamo® Get the Gang Back Together Sweepstakes & Instant Win Game, P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests will only be accepted after the Promotion's end date (listed above) and requests must be received no later than January 15, 2012.

Customer services inquiries can be made at [Contact Us](#).

Sponsored by Enterprise Holdings, Inc., 600 Corporate Park Drive St. Louis, MO 63105.

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