



Cousins Subs Moo-la-palooza® Mooing Contest 2010 Official Rules

1. No Purchase Necessary. Contestants must be 5 years of age or older. Those under the age of 18 are eligible to participate with the signed permission of a parent or legal guardian. To enter, complete a registration form between 12:00-12:45 p.m. on Wednesday, August 11, 2010 at the Cousins Subs Amphitheater at the Wisconsin State Fair and return it to registration table officials. A contestant may only register once.
2. Only the first seventy-five (75) individuals to turn in their completed registration packet will be allowed to participate. Registration entry must include the following information: name, age, address, telephone number of the contestant. Sponsor reserves the right to add additional contestants including but not limited to past winners. Contestants must be legal US residents.
3. Any individuals that cut in line or demonstrate other rude and disorderly behavior while waiting in line may be deemed ineligible for registration as determined by sponsor.
4. A participant's registration may be terminated should any part of that contestant's registration materials or information prove false. In this case, one (1) additional registrant will be permitted to replace each terminated contestant to be determined by sponsor.
5. By registering for the contest, it is assumed that each contestant has attended the contest to compete and help raise money for charity. Therefore, it is strongly recommended that each contestant is serious about entering the contest in order to maximize the charity donation.
6. By participating, the contestant authorizes the use of their photo image, audio video, etc. to be used without limitation for promotional purposes, without further compensation, except where prohibited.
7. The "grand prize" winner will receive \$1000.00 (U.S. Dollars) plus will receive a free, one-year supply of Cousins Subs (\$260 Cousins Subs gift card). Federal, state and local taxes on prizes are the sole responsibility of the winner. The "grand prize" winner of the contest is defined as the numbered contestant who earns the highest points during the competition based on the judge's ratings for realism and stage presence.
8. Winners must be present at the end of the contest to win. Winners will be required to participate in photo op during check presentation.
9. In the event that the winning contestant is deemed ineligible, the award money will be forfeited and awarded to the runner-up contestant. If the runner-up contestant is not eligible, no prize money will be awarded.
10. In the event of a tie, the highest scoring participants will compete in a final moo-off at which time the grand prize winner will be determined by the judges.
11. All judges' decisions are final.
12. Employees of *Cousins Submarines, Inc.*, *Cousins Subs Systems, Inc.*, participating Cousins Subs® outlets, their franchisees, affiliates, and subsidiaries, *Zeppos & Associates, Inc.* and *Wisconsin State Fair* are not eligible to compete.
13. Prizewinners will be required to sign a liability release or the prize will be forfeited. Acceptance of prizes shall further constitute and signify the winner's agreement and consent that the Sponsors may use the winner's name, likeness, photo image, audio, video and/or prize information without limitation for promotional purposes, without further compensation, except where prohibited.
14. Sponsor shall have the right to revise these rules during the term of the contest as needed. Any reward forfeited due to an ineligible entry may or may not be re-awarded at the sole discretion of *Cousins Submarines Inc.* management.
15. In the event of Acts of God or other events that prevent *Cousins Subs®* from executing the event on the designated date, *Cousins Submarines Inc.* will have the right to extend or suspend the contest with no additional obligation.
16. All contestants agree that *Cousins Submarines Inc.*, *Cousins Subs Systems, Inc.*, participating *Cousins Subs®* outlets, their franchisees, affiliates, subsidiaries, *The Wisconsin 4-H Foundation*, *The Wisconsin State Fair*, *Zeppos & Associates, Inc.*, advertising and sales promotion agencies and their shareholders, affiliates, directors, officers, employees or agencies will have no liability whatsoever for any injuries, losses or damages of any kind caused by or in connection with participation in the contest or resulting from acceptance, possession or use of any prize.
17. By participating in this contest, entrants agree to be bound by the Official Rules. Sponsors are not responsible for any typographical or other error in printing, offering or administration of contest, or in announcement of prizes. Decisions of the Sponsor are final on all matters relating to this contest.

Sponsor: Cousins Submarines Inc., N83 W13400 Leon Road,
Menomonee Falls, WI 53051