

BUG OUT! SWEEPSTAKES

OFFICIAL RULES

No Purchase Necessary to Enter or Win. The **Bug Out! Sweepstakes** (the "Sweepstakes") begins October 19, 2009 at 12:01 a.m. Pacific Time ("PDT") and ends on October 31, 2009 at 11:59 p.m. PT (the "Sweepstakes Period"). During the Sweepstakes Period, Sweepstakes is sponsored and hosted by the California Academy of Sciences, 55 Music Concourse Drive, San Francisco CA 94118 ("Academy"), in affiliation with Cirque du Soleil.

1. **ELIGIBILITY.** Sweepstakes is open only to current legal residents of U.S. (excluding military bases overseas, Puerto Rico, and its Territories) who are at least 18 years (or the age of majority) in their respective jurisdiction. Employees, officers, directors, agents, representatives of the Academy and their immediate family members and those living in their household, and each person or entity connected with the production, administration or judging of the Sweepstakes, are not eligible.

2. **HOW TO ENTER.** There are two ways to enter. (1) General Admission entry: Deposit your entry form in the **BUG OUT! SWEEPSTAKES** box when you enter the Academy of Sciences. (2) Mail-in entry: In the alternative, put the words '**Bug Out! Sweepstakes**' on a 3x5 card, along with your name, mailing address, and email address, and mail the card to **Bug Out! Sweepstakes**, California Academy of Sciences, 55 Music Concourse Drive, San Francisco CA 94118. On premise entry forms must be deposited by the close of the Sweepstakes Period, October 31, 2009. Mail-in entries must be postmarked by the close of the Sweepstakes Period, October 31, 2009 and received by November 9, 2009 (the "Mail-In Deadline"). Only one entry per natural person. All entries submitted become the sole property of the Academy and will not be acknowledged or returned.

3. **SELECTION AND NOTIFICATION OF CHOSEN ENTRANT.** On or about November 9, 2009 ("Drawing Date"), 1 (one) entrant will be selected at random by a representative of the Academy from among all eligible entries received during the Sweepstakes Period and the Mail-In Deadline (the "Selected Entrant"). The Selected Entrant will be required to respond (as directed) to the phone and/or e-mail notification within 72 hours of attempted notification. The failure to respond timely to the notification may result in forfeiture of the prize and, in such case, the Academy may randomly select an alternate Selected Entrant from among all remaining eligible entries. Except where prohibited by law, Selected Entrants must allow the Academy to use their name, picture, and winning story for Academy promotional and marketing purposes. Selected Entrants may also be required to provide name, U.S. Social Security Number (for tax form purposes), birth date, current address and phone number. Unless restricted by law, the Selected Entrant will be required to complete and return the Release within the time period specified therein. An Alternate Selected Entrant may be randomly selected from among the remaining eligible entries if a Selected Entrant: (i) cannot be reached after diligent effort; (ii) fails to obtain all signatures on the Releases and to return the documents in a timely manner as required pursuant to these Official Rules; or (iii) cannot accept, receive, or qualify for the prize for any reason. Selected Entrant will be responsible for coordinating OVO attendance date directly with Cirque du Soleil.

4. PRIZES. GRAND PRIZE: 1 (one) Grand Prize. Four VIP tickets to Cirque du Soleil's OVO show in San Francisco, between November 27, 2009 and January 3, 2010, plus four (4) Academy Admissions with Platinum Insect Tours. In the event the Grand Prize is not available, or the Academy determines that it cannot award the Prize for any reason, Selected Entrant shall be entitled to a substitute prize of \$200.00. Prize is not transferable for any reason. The Prize consists only of the OVO tickets and Academy admission and tour. Transportation to and from Prize locations, as well as any hotel or meal accommodations, are the sole and exclusive responsibility of Selected Entrant.

Total number of Prizes: 1. Total value of all Prizes: For purposes of this promotion, the Prize has been valued at \$1,400.00.

5. ODDS. The odds of winning depend on the total number of eligible entries received.

6. CONDITIONS. Sweepstakes is subject to these Official Rules. By participating, entrants agree to be bound by these complete Official Rules. Sweepstakes may be suspended or cancelled in the event the legitimate play of the Sweepstakes is undermined or compromised. All decisions of the Academy are final and binding; and entrants agree to waive any right to claim ambiguity in the Sweepstakes or these Official Rules, except where prohibited by law. By accepting a prize, Selected Entrant agrees to release the Academy and Cirque du Soleil, their attorneys and affiliates, together with the respective directors, employees, officers, licensees, licensors and agents of each, including without limitation, their respective advertising and promotion entities and any person or entity associated with the production, judging, or administration of the Sweepstakes (collectively, the Releasees), from any and all liability, loss or damage arising from or in connection with awarding, receipt and/or use or misuse of prize or participation in any prize-related activities. The Academy reserves the right to use the Sweepstakes for publicity purposes in any media, and to use the name, likeness, and hometown name and/or prize information of Selected Entrants as part of that publicity, without any compensation or prior review unless prohibited by law. Any such use with respect to minors shall be subject to prior approval of parent or legal guardian. Taxes, if any, are the sole responsibility of Selected Entrants, and Selected Entrants who are U.S. residents may be issued an IRS Form 1099 for the ARV of any awarded prize. This Sweepstakes is void outside the continental US, Alaska, Hawaii, and Canada, and where prohibited or restricted by law, and subject to applicable federal, state, provincial and local laws. The Academy reserves the right to disqualify any entrant it finds to be tampering with the entry process or the operation of the Sweepstakes or violating these Official Rules. The Releasees shall not be liable for: (i) late, lost, delayed, stolen, misdirected, postage-due, incomplete unreadable, inaccurate, garbled or unintelligible entries, communications or affidavits, regardless of the method of transmission; (ii) telephone system, telephone or computer hardware, software or other technical or computer malfunctions, lost connections, disconnections, delays or transmission errors; (iii) data corruption, theft, destruction, unauthorized access to or alteration of entry or other materials; (iv) any injuries, losses or damages of any kind caused by the prize or resulting from acceptance, possession or use of a prize, or from participation in the Sweepstakes; or (v) any printing, typographical, administrative or technological errors in any materials associated with the Sweepstakes. The Academy disclaims any liability for damage to any computer system resulting from participating in this Sweepstakes, and reserves the right, in its sole discretion, to cancel, modify or suspend the Sweepstakes should

a virus, bug, computer problem, unauthorized intervention or other causes beyond the Academy's control, corrupt the administration, security or proper play of the Sweepstakes. The Academy may prohibit an entrant from participating in the Sweepstakes or winning prize if, in its sole discretion, it determines such entrant is attempting to undermine the legitimate operation of the Sweepstakes in any way by cheating, hacking, deception, or any other unfair playing practices or intending to annoy, abuse, threaten or harass any other players or Academy representatives. Use of any automated system to participate is strictly prohibited and will result in disqualification. The Academy may disqualify at its sole discretion any entries it believes are created by an automated system. Disputes regarding these Official Rules and/or this Sweepstakes will be governed by the internal laws of the State of California. Any and all legal actions or claims arising in connection with this Sweepstakes must be brought in a court of competent jurisdiction within the United States. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE SWEEPSTAKES. SHOULD SUCH AN ATTEMPT BE MADE, THE ACADEMY RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

7. PRIVACY. All personal information collected by the Academy will be used for administration of the Sweepstakes, and, in the event an entrant signed up for a membership, shall be governed by the terms of the membership package, which privacy information is located at www.calacademy.org. In addition, entrants shall receive email correspondence from, or on behalf of the Academy, subject to the Academy's privacy policy. The Academy uses reasonable commercial efforts to comply with Federal CAN-SPAM guidelines, and entrants may subsequently opt-out of receiving further emails by following the opt-out instructions contained in the email.

8. OFFICIAL RULES AND WINNERS LIST. For a copy of these Official Rules or a winners list, logon to www.calacademy.org, or send your request in a self-addressed, stamped envelope (WA and VT residents need not affix return postage) to: BUG OUT! SWEEPSTAKES, California Academy of Sciences, 55 Music Concourse Drive, San Francisco CA 94118. Request must be received by January 31, 2010.