

CBS 5 Pay it Forward Contest

NO PURCHASE NECESSARY TO ENTER OR WIN.

CBS 5 Pay It Forward Contest begins August 31, 2010, and ends December 28, 2010. Entries must be received by 11:59 p.m., on December 28, 2010. Entries become the property of KPHO/Meredith Corporation, 4017 N. Black Canyon, Phoenix, AZ 85017 and will not be acknowledged or returned. Non-winning weekly entries will be carried forward to subsequent weekly winner selection.

ENTRY: Go to kpho.com and tell us in 150 words or less how you would give \$500 to an individual in only 60 minutes, who it would be and why. Also, provide the name of the individual and your relationship to that person. Entries must also include entrant name, address and daytime telephone number. Entrant cannot nominate themselves or keep the money and the money cannot be given to a relative (family member). CBS 5 cameras must be able to video tape and televise the process. Sponsor reserves the right, in its sole discretion, to request additional information from entrants, reject, disqualify, modify, edit, and revise any entries that are obscene, defamatory, profane, offensive, lewd, pornographic, false, misleading, deceptive, or otherwise inconsistent with its editorial standards, audience expectations, or reputational interests or that Sponsor believes may violate any applicable law or regulation or the rights of any third party. Sponsor reserves the right, in its sole discretion, to verify any element of any entry or related materials and to disqualify any entrant whose participation may subject the contest, Sponsor, or Sponsor's advertisers, clients, or customers to controversy, negative publicity, scorn, or ridicule.

LIMIT: One entry per household. No group entries.

ELIGIBILITY: Legal residents of Arizona, who are 18 years of age or older are eligible to submit one (1) nomination, except employees of Sponsor, and any other organizations affiliated with the sponsorship, fulfillment, administration, prize support, advertisement or promotion of the Contest and/or their respective agents, affiliates, subsidiaries, and members of their immediate families or persons residing at the same address. Winners of a prize from Sponsor within the past thirty (30) days from the beginning date of this contest are not eligible.

JUDGING: On or about September 6, September 13, September 20, September 27, October 4, October 11, October 18, October 25, November 1, November 8, November 15, November 22, November 29, December 6, December 13, December 20, December 27, a qualified panel of judges will judge eligible entries on the basis of why the individual deserves to be nominated (75%), and how the prize will impact the individual (25%). One (1) winning nomination will be selected each week. In the event of a tie, the winning entry will be the entry among the tied entries with the higher/highest score in the criterion of why individual deserves to be nominated. Potential winning nominators and nominees will be notified via phone and the prize delivered approximately thirty (30) days from date of winner verification. Sponsor reserves the right to select fewer than thirteen (13) winning nominations if, in its sole discretion, it does not receive a sufficient

number of eligible and qualified entries. Decisions of judges are final and binding in all respects.

PRIZING: Seventeen (17) winning nominees will each receive \$500. One prize per individual. Previous Pay-it Forward winners are not eligible to win again. Sponsor reserves the right to substitute a prize (or portions thereof) of equal or greater value if prize (or portions thereof) cannot be awarded as described. Sponsor will determine all elements of prizing in its sole discretion. Prize may not be assigned, transferred, or changed, except at the sole discretion of Sponsor. Prize is awarded “as is” with no warranty or guarantee express or implied. Sponsor disclaims all and any liability for the actual provision, quality or nature of any third party product or service accepted by the winners. The awarding of any prize is contingent upon full compliance with these Official Rules. Entrants agree to be bound by Official Rules and agree that if any nominator or nominee fails to provide proof of identity, refuses to provide required paperwork, is found to have violated the Official Rules or otherwise does not meet eligibility criteria, prize will be forfeited and awarded to an alternate winner with the next highest score. Entrants understand that Sponsor is not liable for injuries, losses or damages of any kind arising from participation in this promotion and acceptance, possession and use of prize. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the contest or in the announcement of the prize. Decisions of Sponsor are final and binding in all respects.

PRIVACY: Information collected from online entrants is subject to Sponsor’s online privacy policy at Sponsor’s web site listed above.

OTHER: Sponsor assumes no responsibility for entries it is unable to process due to network, hardware or other technical failures; or any other reason, or incomplete, damaged, misdirected, or lost entries. Sponsor reserves the right, in its sole discretion to disqualify any person tampering with the entry process, the operation of the web site or otherwise in violation of the rules. Sponsor further reserves the right, in its sole discretion, to cancel, terminate or modify this promotion if not capable of completion as planned, including infection by computer virus, technical corruption, non-authorized human intervention or force majeure. In the event of cancellation, Sponsor reserves the right to select winning nominations/nominees from among all eligible entries received prior to date of cancellation. The use of automated entry systems or any other conduct that impedes the integrity of the contest is prohibited. In the event of a dispute regarding online entry, entry will be deemed made by the holder of an established e-mail account associated with the entry.

GENERAL: Except where prohibited by law: (i) nomination constitutes permission for Sponsor to use winning nominators’ entry, name, hometown, likeness, photograph, voice and statements regarding this contest for editorial, public relations, promotional and advertising purposes on behalf of Sponsor without compensation; (ii) winning nominators will be required to complete and return an Affidavit of Eligibility/Ownership/Liability Release, License of Pre-Existing Work and Publicity Release within five (5) days of notification and before the prize is released to the winning nominee. Winning nominee

must complete and return a Release form within five (5) days and prior to accepting prize. If a potential winning nominator/nominee cannot be contacted, fails to claim prize, or fails to respond to the winner notification, the potential winning nominator/nominee is disqualified and the prize is forfeited. If forfeited, an alternate winner may be determined. By participating and winning a prize, nominator and nominee release Sponsor, its parents, affiliates, subsidiaries and agents, and their respective officers, directors, employees and agents from any and all liability with respect to the prize won and participation in the contest. Subject to all U.S. federal, Arizona state and local laws and regulations. Void where prohibited. Applicable taxes, if any, are the sole responsibility of the winning nominee. For the winners' list, send a self-addressed, stamped envelope after January 10, 2011, to Winners' List/ CBS 5 Pay It Forward, 4016 N Black Canyon, Phoenix AZ 85017.