

**"Blinker's Off Free Book Giveaway"**  
**OFFICIAL RULES & Regulations**

No Purchase Necessary to enter or win this Sweepstakes, nor will a purchase improve the chances of winning

The following promotion is intended for viewing and participation in the 50 United States and the District of Columbia only (excluding, without limitation, Puerto Rico, other U.S. territories and overseas military installations) and shall only be construed and evaluated according to U.S. law. Do not proceed if you are not a legal U.S. resident of the 50 United States or the District of Columbia (excluding, without limitation, Puerto Rico, other U.S. territories and overseas military installations), 18 years of age or older. Entrants must have Internet access prior to Date to enter. Void where prohibited by law.

**1. SWEEPSTAKES TERM:** From 12:01 A.M. ET on **8/28/08** to 11:59 P.M. ET on **10/31/08**. For purposes of these Official Rules, all times are Eastern Time (ET).

**2. MEANS OF ENTRY:** No Purchase Necessary. To enter, visit <http://www.bloodhorse.com/equiform/blinkers-off-promo/>, enter your email address, and hit submit. You do not have to be a registered member of ExclusivelyEquine.com or BloodHorse.com in order to participate, nor do you have to be a subscriber to Blood-Horse magazine.

Limit one (1) entry per person (regardless of whether a person has more than one email address) or email address (regardless of whether more than one person uses the same email address) per week. If more than one (1) entry is received per person or email address, only the first entry will be accepted.

**EMAIL CHANGE OF ADDRESS POLICY:** It is the sole responsibility of the entrant to notify Sponsor if his or her e-mail address changes.

In the event of a dispute about the identity of an entrant, entries will be declared made by the authorized account holder of the email address submitted at time of entry. Authorized account holder is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. The potential winner may be required to provide Sponsor with proof that the potential winner is the authorized account holder of the email address associated with the winning entry. Entries must be submitted from a valid email account, which may be identified by reverse domain name search.

**3. PRIZE DRAWING:** One (1) Weekly prize winner will be selected by random drawing from among all eligible entries received. Eligible entries must provide a valid email address.

**4. PRIZE:** One (1) Weekly Prize winner will receive a free copy of the book, *Blinkers Off*, courtesy of Exclusively Equine and Equiform.com. (Approx. Retail Value: \$29.95) Actual value may vary depending upon shipping costs and all applicable taxes. All Federal, state and local taxes, and all income and any other taxes, fees and surcharges will be the sole responsibility of the prize winner. Odds of winning depend on the number of eligible entries received. No substitution or transfer of prizes or cash equivalent is permitted, but Sponsor reserves the right to substitute a prize of equal or greater value if advertised prize is unavailable. Sponsor will not replace any lost, stolen, or damaged prize items. A failure to comply may result in disqualification of the winner and selection of an alternate winner.

Winner will be notified by email within seven (7) days after the drawing date and must complete, sign, notarize and return an Affidavit of Eligibility and Liability Release, and where permitted by law, a Publicity Release within seven (7) days following attempted notification. Failure to comply within this time period may result in disqualification and selection of an alternate winner. Any prize notification/documentation/prize returned as undeliverable for any reason may result in disqualification and selection of an alternate winner. If winner is ineligible or cannot be notified an alternate winner will be selected.

**5. ELIGIBILITY:** This Sweepstakes is open only to legal U.S. residents of the 50 United States and the District of Columbia (excluding, without limitation, Puerto Rico, other U.S. territories and overseas military installations) who are 18 years of age or older as of the date of entry. Void where prohibited by law. Employees (and the members of the immediate families or households of such employees) of The Blood-Horse, Inc. and all other Sweepstakes promotional partners are not eligible to participate in this Sweepstakes.

**6. TERMS:** By participating entrants agree (a) to be bound by these Official Rules and by the decisions of the Sponsor and judges, which are final on all matters pertaining to this Sweepstakes, and (b) to release, indemnify and hold harmless The Blood-Horse, Inc. (and their parents, affiliates, subsidiaries, related entities, divisions, distributors, wholesalers, partners, licensees, retailers, sponsors, partnerships, representatives, vendors, contractors, successors, assigns, principals, shareholders, directors, officers, employees and agents, and their advertising, promotion, fulfillment agencies and all other Sweepstakes promotional partners) (collectively the "Promotional Partners") from any and all liability, claims for damages, or from (i) altered, late, lost, damaged, destroyed, inaccurate, defaced, misdirected, mutilated, illegible, stolen, delayed, garbled, misrouted, incomplete entries or human, telephone, computer, online or technical malfunctions (including busy lines and

disconnections), or (ii) their participation, or (iii) the awarding, acceptance, receipt, use, misuse, possession, loss or misdirection of any prize or preparing for or participation in any prize-related activity and any travel related thereto. This Sweepstakes is governed by, and these rules will be construed and interpreted pursuant to, the laws of the United States. All Federal, state and local laws and regulations apply. Restrictions, conditions, and limitations apply.

The prizes are awarded "AS IS" and without warranty, guaranty or representation of any kind, expressed or implied, (including without limitation, any implied warranty of merchantability or fitness for a particular purpose). The acceptance of a prize constitutes the grant of an unconditional right for Sponsor and promotional partners to use winner's (and travel companion's) name, address, voice, likeness, photograph, biographical and prize information and/or statements about the promotion for any publicity, advertising and promotional purposes without additional compensation, except where prohibited by law. Sponsor is not responsible for the inability of a winner to accept a prize for any reason. Normal Internet access and usage charges imposed by an entrant's online service will apply. This Sweepstakes may be presented in different creative presentations by the participating companies.

**7. CONDUCT:** Sponsor reserves the right at its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or web site; to be acting in violation of the Official Rules. Sponsor reserves the right to lock out an entrant whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY ALTER OR DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

**8. LIMITATIONS OF LIABILITY:** Sponsor and Promotional Partners are not responsible for typographical, printing or other errors in the offer or administration of this Sweepstakes, including but not limited to errors in advertising, the Official Rules, the selection, notification and announcement of the winner or the distribution of the prizes, nor are they responsible for any incorrect or inaccurate information, whether caused by web site users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of submissions in the Sweepstakes. Sponsor and Promotional Partners assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft of or destruction or unauthorized access to, or alteration of, entries. Sponsor and Promotional Partners are not responsible for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, hardware/software, players or browsers, failure of email or entrants due to or resulting from technical problems or traffic congestion on the Internet or at any web site or combination thereof, including injury or damage to participants or to any other person's computer related to or resulting from participating or downloading materials in this Sweepstakes.

If for any reason the Sweepstakes is not capable of running as planned due to: (a) infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes; or (b) earthquake, flood, fire, storm or other natural disaster, act of God, labor controversy or threat thereof, civil disturbance or commotion, disruption of the public markets, war or armed conflict (whether or not officially declared) the Sponsor reserves the right at its sole discretion to cancel, terminate, or suspend the Sweepstakes without obligation or prior notice and in such event to determine the winner via random drawing from among all valid entries received up to the time of such cancellation, termination or suspension.

**9. PRIVACY:** By entering the Sweepstakes, you agree to the use of your personal information as described in the Privacy Policy, located at [ExclusivelyEquine.com/contests](http://ExclusivelyEquine.com/contests). You further agree that the personal information collected during this Sweepstakes may be shared with the aforementioned companies above whose use of such information shall be governed by their own privacy policies.

**10. RULES/WINNERS LIST:** Official Rules and a Winners List may be obtained by sending a self-addressed, stamped #10 envelope to "Did You Know Sweepstakes", ATT: Chris Dawahare, P.O. Box 4038, Lexington, KY 40544. Indicate "Rules Request" or "Winners List" on the outside of the envelope as applicable. Winners List available after **10/31/2008**. Limit one (1) request per outer envelope. Requests must be received within 60 days after the completion of the Sweepstakes Term.

**11. SPONSOR:** The Blood-Horse, Inc., 3101 Beaumont Centre Circle, Lexington, KY 40513.