

Unwrap the Holidays & Win \$25,000 Cash Contest

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. THE FOLLOWING CONTEST IS OPEN TO LEGAL RESIDENTS OF THE UNITED STATES, WHO MEET THE ELIGIBILITY REQUIREMENTS (AS DEFINED IN THE RULES BELOW). VOID ELSEWHERE AND WHEREVER PROHIBITED. DO NOT PARTICIPATE IN THE CONTEST IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

Contest Name: PREIT Malls 'Unwrap the Holidays & Win \$25,000 Cash' Contest (the "Contest").

Promotion Period: Contest registration is scheduled to begin on **11/27/09** and end on **12/13/09** (the "Registration Period"). Registration deadlines for each of the methods of entry are set forth below. Each grand prize contest is scheduled to occur at the designated participating PREIT Mall location on its designated grand prize event date between **12/15/09 – 12/17/09** (see list of participating Malls and corresponding grand prize event dates schedule below). The contest is subject to all applicable federal, state and local laws and regulations and is void where prohibited.

Who May Enter: Contest is open to legal residents of the 50 United States and District of Columbia ("D.C."), who reside within 250 miles of a participating PREIT Mall location; and who are age 18 or older as of date of entry with a valid driver's license, except the following classes of persons who are not eligible:

- (a) Employees, officers, direct and indirect directors and representatives of PREIT ("Sponsor"), Portfolio Marketing Group, Service Management Systems, Total Mall Maintenance (TMM), Allied Barton, American Express Travel Related Services Co, Million Dollar Media, LLC, participating radio stations, any other participating sponsors, and each of their respective affiliated companies, parents and subsidiaries, distributors, retailers, printers, and the advertising and promotion agencies of each, and any and all other companies associated with the design or execution of this promotion (collectively, "Promotion Entities and Released Parties"), and the members of the immediate families or households of any of the above, whether or not related. "Immediate family members" includes, for purposes of this contest, parents (including in-laws), grandparents, siblings (including step-siblings), children (including step-children), grand children (including step grand children) and each of their respective spouses, regardless of where they reside.
- (b) Individuals or who are unable or unwilling to be present to participate in the grand prize contest event scheduled to occur at their designated participating PREIT Mall location between 12/15/09 – 12/17/09. Each participating location will specify its grand prize event date and time (see below).

How to Enter – Two Ways:

1. **Receive an Official Entry Blank with every \$75.00 Purchase at a participating PREIT Mall location (limit 3 entries per day, receipts must be presented same day of purchase):** Make any purchase of \$75.00 or more at a participating PREIT Mall location during normal business hours between the Registration Period. Present your receipts, the same day of purchase, at the participating Mall customer service desk/Mall management office to receive an official entry form. Fully complete the official entry form with all required information including your complete name, complete address (*including city, state and zip*), valid email address, birth date, and phone number(s) (*including area code(s)*). Deposit your completed entry in the specially designated entry box available at the customer service desk at that participating location. All entry forms must be hand printed. No photocopied or mechanically reproduced entries permitted. Limit of three (3) official entry blanks per person per day, regardless of the total amount of purchases/receipts. Last date to make a purchase and present an eligible receipt to receive an entry blank is 12/13/09. All entries must be submitted and received no later than close of business on 12/13/09.
2. **Mail-In Entry – No Purchase Required:** To enter the Contest by mail (no purchase necessary), handprint, on an approximately 3" x 5" card or piece of paper, your complete name, address (*including city, state and zip code*), email address, birth date, daytime and evening phone numbers (*including area codes*), and mail your entry in a #10, business-size envelope with first-class postage affixed to: **PREIT Malls 'Unwrap the Holidays' Contest – {Designated Mall Location}, P.O. Box 278, Woodbridge, NJ 07095. You must designate the specific Mall location drawing that you wish to enter – see list of participating Mall locations below. Failure to specify a specific Mall location will disqualify that mail-in entry.** Limit one mail-in entry per outer mailing envelope. Limit of one (1) mail in entry per person per day. **All mail-in entries must be postmarked by 12/7/09 and received by 12/12/09.**

Enter as often as you wish, subject to the limitations noted above. Any incomplete or illegible entries will be disqualified. Released Parties are not responsible for lost, late, misdirected, illegible, incomplete, invalid, unintelligible, damaged, or postage due mail entries, or for lost or stolen entries boxes, or for entries submitted in a manner that is not expressly allowed under these rules; all of which will be disqualified.

Each participant must submit an entry on his/her own behalf. Any entry submitted on behalf of another individual or using another person's email address or name will be disqualified and ineligible to claim any prize. No mechanically reproduced or automated entries permitted. **Use of any automated system to participate is prohibited and will result in disqualification and all such entries will be deemed void.**

Semi-Finalist Selection & Notification: Random drawings will be held at each participating PREIT Mall location from among all eligible entries currently received at that location from all entry methods combined at the time of each drawing, to select a

maximum of **(34) semi-finalists** to participate in the grand prize contest event at that location (*see contest description below*). (If insufficient entries are received, or any participating location is unable to contact or notify up to 34 semi-finalists, a lesser number of semi-finalists may be selected.)

Maximum of one semi-finalist qualification per household. Each selected semi-finalist will be notified initially by phone and/or email of their selection. Any semi-finalist that cannot be reached or contacted, or does not respond within 24 hours of notification, to confirm their selection after an initial phone call or email to the number or email address listed on their entry, may be disqualified and an alternate semi-finalist may be selected and notified, time permitting. During the semi-finalist notification phone call or email acceptance, each potential semi-finalist must confirm their eligibility, and indicate their willingness and ability to attend the grand prize event at that participating Mall location to participate in the grand prize contest (*see contest description below*).

Any selected semi-finalist who does not meet the eligibility requirements, does not confirm their selection, does not wish to participate in the grand prize contest, or who is unable or unwilling to attend the grand prize event will be disqualified. An alternate semi-finalist will then be randomly selected from all remaining eligible entries received, and notified per the procedures outlined above, time permitting. Only semi-finalists selected and notified by sponsor will be eligible for a chance to participate in the grand prize contest. All other entrants are ineligible. Semi-finalist selection and participation is non-transferable. No other individual may participate on behalf of a selected semi-finalist. Decisions of judges in the selection of semi-finalists, and all matters related to this contest are final.

Selected semi-finalist(s) must be present at the date, time and location as specified by sponsor to participate in the grand prize contest. Any semi-finalist who fails to appear by the required deadline as stated by Station will be disqualified, and will not receive any alternate contest attempts, prize substitution or compensation. Sponsor reserves the right in its sole discretion to change the date, time or location of the grand prize contest. Semi-finalists will be notified of any changes at the time of their selection and/or notification. **Difficulties with getting to location to enter or participate in the contest are not the responsibility of Sponsors.**

Participating PREIT Mall Locations & Event Dates: Participating PREIT Mall locations and scheduled grand prize event dates are as follows (*each participating Mall location will post or notify selected semi-finalists of scheduled time of grand prize contest event*):

| Participating Mall Location (City, Mall) | State | Scheduled Grand Prize Event Date | Time |
|---|----------------|---|-------------|
| Dothan, Wiregrass Commons Mall | Alabama | 12/17/2009 | 6:30pm |
| Gadsden, Gadsden Mall | Alabama | 12/17/2009 | 6:30pm |
| Orlando, Orlando Fashion Square | Florida | 12/16/2009 | 7:00pm |
| Frederick, Francis Scott Key Mall | Maryland | 12/15/2009 | 6:00pm |
| Hagerstown, Valley Mall | Maryland | 12/17/2009 | 5:00pm |
| Hyattsville, The Mall at Prince Georges | Maryland | 12/17/2009 | 7:00pm |
| Dartmouth, Dartmouth Mall | Massachusetts | 12/16/2009 | 6:00pm |
| Grand Rapids, Woodland Mall | Michigan | 12/17/2009 | 2:00pm |
| Cherry Hill, Cherry Hill Mall | New Jersey | 12/16/2009 | 6:30pm |
| Jersey City, Hudson Mall | New Jersey | 12/16/2009 | 6:00pm |
| Moorestown, Moorestown Mall | New Jersey | 12/17/2009 | 6:30pm |
| Phillipsburg, Phillipsburg Mall | New Jersey | 12/15/2009 | 6:00pm |
| Vineland, Cumberland Mall | New Jersey | 12/17/2009 | 6:30pm |
| Voorhees, Voorhees Town Center | New Jersey | 12/15/2009 | 6:30pm |
| Jacksonville, Jacksonville Mall | North Carolina | 12/17/2009 | 6:00pm |
| Allentown, South Mall | Pennsylvania | 12/16/2009 | 6:00pm |
| Altoona, Logan Valley Mall | Pennsylvania | 12/15/2009 | 6:00pm |
| Camp Hill, Capital City Mall | Pennsylvania | 12/17/2009 | 6:00pm |
| Chambersburg, Chambersburg Mall | Pennsylvania | 12/15/2009 | 6:00pm |
| Easton, Palmer Park Mall | Pennsylvania | 12/15/2009 | 6:00pm |
| Exton, Exton Square Mall | Pennsylvania | 12/15/2009 | 6:30pm |
| Hanover, North Hanover Mall | Pennsylvania | 12/15/2009 | 6:00pm |
| Monaca, Beaver Valley Mall | Pennsylvania | 12/17/2009 | 6:30pm |
| Pennsdale, Lycoming Mall | Pennsylvania | 12/15/2009 | 7:00pm |
| Philadelphia, The Gallery at Market East | Pennsylvania | 12/16/2009 | 7:30pm |
| Plymouth Meeting, Plymouth Meeting Mall | Pennsylvania | 12/17/2009 | 6:00pm |
| Scranton, Viewmont Mall | Pennsylvania | 12/15/2009 | 6:00pm |
| Selinsgrove, Susquehanna Valley Mall | Pennsylvania | 12/17/2009 | 7:00pm |
| Springfield, Springfield Mall | Pennsylvania | 12/17/2009 | 7:30pm |
| State College, Nittany Mall | Pennsylvania | 12/17/2009 | 7:00pm |
| Uniontown, Uniontown Mall | Pennsylvania | 12/17/2009 | 7:00pm |
| Washington, Washington Crown Center | Pennsylvania | 12/16/2009 | 6:00pm |
| Wilkes-Barre, Wyoming Valley Mall | Pennsylvania | 12/15/2009 | 6:00pm |
| Willow Grove, Willow Grove Park | Pennsylvania | 12/16/2009 | 6:30pm |
| Forence, Magnolia Mall | South Carolina | 12/17/2009 | 6:30pm |
| Christiansburg, New River Valley Mall | Virginia | 12/17/2009 | 6:30pm |
| Newport News, Patrick Henry Mall | Virginia | 12/17/2009 | 6:00pm |
| Beckley, Crossroads Mall | West Virginia | 12/17/2009 | 6:00pm |
| La Crosse, Valley View Mall | Wisconsin | 12/16/2009 | 6:00pm |

Grand Prize Finalist Selection: During the grand prize contest event, each semi-finalist qualifier will be required to check-in with the designated Mall location by the stated deadline. One ‘wrapped packages’ will be displayed for each semi-finalist present at the event, up to a total of (34) wrapped packages. Once all semi-finalists have checked-in, or by the stated time deadline – the Mall will begin the contest by allowing each semi-finalist to randomly select a package from the contest display. The order of selection will be as solely determined and designated by the Contest Administrator at each event. Each wrapped package will contain a semi-finalist prize with a maximum retail value not to exceed \$25. One of the wrapped packages will contain a certificate designating the semi-finalist who selected that package as the grand prize finalist. The semi-finalist who selects the package with the grand prize finalist certificate will be allowed to participate in the grand prize contest described below.

Grand Prize ‘Unwrap The Holidays’ Contest: Only the designated grand prize finalist will be allowed to participate in the ‘Unwrap The Holidays’ grand prize contest. All other semi-finalists will not be allowed to participate. The grand prize finalist will have the opportunity to participate in the ‘Unwrap The Holidays’ lucky 3 of 15 pick contest for a chance to win the grand prize.

A total of (15) ‘Wrapped Packages’ (or other sponsor designated items) will be displayed for the grand prize contest attempt at each participating Mall location. Each wrapped package shall contain a sealed contest envelope. A total of (3) sealed contest envelopes at each participating Mall location will contain winning prize certificates. The remaining (12) sealed contest envelopes at each location will contain non-winning certificates.

The finalist will select and open a maximum of three (3) sealed contest envelopes from their display. In order for the **grand prize** to be awarded to an eligible finalist, that finalist must have selected the **(3)** sealed contest envelopes from the set of **(15)** available for their contest attempt that **each** contain an official “Winning Prize Certificate”. In order a **bonus prize** to be awarded to an eligible finalist, that finalist must have selected **(3)** sealed contest envelopes from the set of **(15)** available for their contest attempt that contain either **one** or **two** of the official “Winning Prize Certificates”.

The following will apply to each grand prize contest attempt:

- All contest attempts must occur in the presence of the designated contest administrator. Any attempt not made in the presence of the contest administrator for any reason will be disqualified and is not eligible for the grand prize.
- Each eligible finalist will be presented with a display that contains a total of **(15)** sealed contest envelopes. Each sealed contest envelope will be identical in size, shape, and color, with the exception of the envelope number printed on its label.
- Each of the sealed contest envelopes will be labeled with a number to encompass the entire range of numbers from 1 to **15**. No two contest envelopes will be printed with the same number within the set of **(15)** contest envelopes.
- Each eligible finalist will be allowed to select a maximum of **(3)** sealed contest envelopes from their display. In the event any wrapped package contains more than one (1) sealed contest envelope – the finalist will be required to select only one of the envelopes, for a maximum total of (3) sealed contest envelopes for their attempt.
- Each eligible finalist will then open each selected contest envelope, and remove the enclosed prize certificate contained inside. Opening more than **(3)** sealed contest envelopes for any reason will disqualify the contestant, and void any opportunity to claim the grand prize.
- The eligible finalist must reveal each prize certificate contained in their selected sealed contest envelopes to the contest administrator to determine if the certificate is a “Winning” or “Non-Winning” prize certificate.

In order to claim the grand prize, the **(3)** sealed contest envelopes selected and opened by an eligible finalist must **EACH** contain a “Winning” prize certificate. The winning symbol printed on each grand prize winning certificate for this contest are as follows: **PREIT Holiday Logo and one of the following words: ‘Unwrap – The – Holidays’** or other similar text clearly distinguishing it as a “Winning” certificate. Each “Non-Winning” prize certificate will be printed with **“X – Sorry, This is not a Winning Certificate”** or other similar text clearly distinguishing it as a “Non-Winning” certificate.

If any finalist selects a sealed contest envelope that contains a “Non-Winning” prize certificate, then they will not be considered a grand prize winner, **and the grand prize will not be awarded for that corresponding PREIT Mall location.**

IMPORTANT: In the event of an error in the preparation of the contest materials or any tampering that results in any particular set of **(15)** sealed contest envelopes containing more than **(3)** “Winning Prize Certificate”, that particular contestant attempt is void. The corresponding contestant will be entitled only to re-attempt the contest, and will be provided a new set of sealed contest envelopes for their re-attempt.

Prize Awards & Delivery:

Finalist Prize: Each semi-finalist who is selected to participate in the grand prize contest will be awarded a ‘semi-finalist prize’. Each semi-finalist prize is at the option of the participating PREIT Mall Location, and will have a maximum retail value not to exceed: **\$25**.

Grand Prize: In the event any eligible finalist successfully completes the grand prize winning requirements by selecting and opening the (3) sealed contest envelopes that each contain a winning prize certificate, that finalist will be eligible to claim the grand prize, subject to approval and verification of compliance with these official rules. The grand prize for this contest is: **\$25,000 Cash**. In the event of a grand prize winning attempt, the corresponding finalist will receive a check in the amount of \$25,000 within approximately two weeks from the date the prize claim is verified and approved.

All other costs and expenses related to prize acceptance and use not specified herein as being provided are the sole responsibility of each Grand Prize winner, including but not limited to all income, federal, state and local taxes.

Bonus Prize Awards: The grand prize finalist will be eligible to receive the following bonus prizes based upon the results of their sealed prize envelope selection attempt:

- Select sealed prize envelopes that contain (0) of the (3) winning certificates
Win a finalist prize package from the participating PREIT Mall location with a maximum retail value not to exceed \$50.
- Select sealed prize envelopes that contain (1) of the (3) winning certificates
Win \$100 Gift Card to the participating PREIT Mall location
- Select sealed prize envelopes that contain (2) of the (3) winning certificates
Win \$1,000 Cash

All prizes awards in the lucky envelope pick contest are non-cumulative. All prize awards are non-transferable and no cash redemption or prize substitution allowed, except at Administrator's sole discretion or as provided herein. Sponsor reserves the right to substitute a prize of equal or greater value if an advertised prize becomes unavailable.

All other costs related to prize delivery and acceptance is the responsibility of winner including but not limited to all applicable taxes. All properly claimed prizes will be awarded. Prize winner(s), if any, of prize values exceeding \$600.00 will be required to complete and return a W-9 form, affidavit of eligibility, and liability/publicity release, and present a valid driver's license and social security card before prize will be awarded. Winners of prizes greater than \$600.00 will be issued a 1099 form reflecting the value of the prize(s) and are responsible for paying all taxes on prize(s). Failure to collect or properly claim any prize in accordance with these rules will result in forfeiture of the prize. If forfeited for any reason, contestant will not receive any other prize substitution or compensation. **Total maximum value of all available prizes: \$25,000** per participating location.

Additional Rules & Restrictions: By participating in this contest, entrants agree to abide by and be bound by the Official Rules and the decisions of the Administrator, which shall be final in all matters relating to this contest. In the event an entrant wins a prize, and is later found to be in violation of these rules he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after winner has used the prize. Participation in contest constitutes permission for the Sponsor and its agencies to use winners' names and/or likenesses for purposes of advertising and trade in any media worldwide without limitation or further compensation unless prohibited by law. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize.

Sponsor and Administrator are not responsible for any typographical or other error in the printing or advertising of the offer, administration or execution of the contest or in the announcement of the prizes/prize winners. By accepting prizes, winners agree to hold sponsor, and released parties (collectively "Releasees"), from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to entrant's participation in this contest, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel related thereto), and to assume all liability in connection therewith.

Releasees shall not be liable to any winner, entrant or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Releasees' sole control. No more than the advertised maximum number of prizes will be awarded for any reason.

IN CASE OF DISPUTES: By participating, each entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of New Jersey; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with this Promotion, shall be governed by, and construed in accordance with the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of New Jersey or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of New Jersey.

Odds: The odds of being selected as an official semi-finalist are dependent upon the total number of eligible entries received. The odds of being selected as the official grand prize finalist at each event are 1:34, based upon all semi-finalists being present. The odds of winning the grand prize once selected as the official grand prize finalist are **1:455**.

Winners List: For a copy of these official rules or a list of prize winner(s), send a self addressed, stamped envelope to: **PREIT Unwrap the Holidays Contest, P.O. Box 278, Woodbridge, NJ 07095**. PLEASE SPECIFY which you are requesting – Official Rules or Winners List. Requests must be received by 2/17/2010.

Contest Sponsor/Administrator: This contest is administered by **PREIT Services LLC, 200 South Broad Street, 3rd Floor, Philadelphia, PA 19102**.