



Shield HealthCare “What Makes Caregiving Rewarding?” Readers’ Choice Contest Official Rules

Rules. What Makes Caregiving Rewarding? Readers’ Choice Contest (“Readers’ Choice Contest”) selections were made from the pool of entrants into the Shield HealthCare (“Sponsor”) What Makes Caregiving Rewarding? contest that ended on November 30, 2011. The top twenty (20) stories were chosen by a group of Shield HealthCare judges. The twenty (20) stories were submitted to the outside judge who determined three (3) Grand Prize winners and five (5) Runner Up winners. The twelve (12) stories that were not selected for a Grand or Runner Up prize are automatically entered into the Reader’s Choice contest. Voting for the top three (3) Readers’ Choice stories will take place from December 28, 2011 to January 31, 2012. The twelve (12) finalists will be notified of their status by December 28, 2011 and will appear on www.shieldhealthcare.com/caring on December 28, 2011. At that time, the public can vote on our website for three (3) Readers’ Choice Contest winners.

Voting is open to all residents of the United States, 18 years or older, except employees of the Sponsor and their immediate family members. Voting can be done online only. 1 vote per person for each of three Readers’ Choice stories. Voting ends at 12:00am midnight Pacific Standard Time on January 31, 2012.

The Sponsor reserves the right to suspend, modify or terminate the contest in the event that tampering or corruption impairs the administration, security, fairness or proper operation of the contest. Incomplete, illegible, lost, late, or misdirected votes, due to any reason, will not be counted. The Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the voting process; tampering with the operation of online voting system; or otherwise violating the rules. It further reserves the right to cancel, terminate, or modify the Readers’ Choice Contest if the contest is not capable of completion as planned, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, force majeure, or technical failures of any sort. The decisions of the Sponsor regarding the selection of Readers’ Choice Contest story entries and all other aspects of the contest shall be final and binding.

Winner Selection. The three (3) stories receiving the most votes during the contest entry period will receive prizes. Three (3) Readers’ Choice winners will be awarded after the results have been published on or around February 10, 2012. Winners will be notified on or around February 5, 2012. Winners of all contests will be contacted by a representative of the Sponsor and presented with the award. The Sponsor will deliver in person or via carrier the contest prize to the address supplied by the winners. Two (2) attempts to deliver the prize in person or via carrier to the winners will be made in the month of February 2012. Failure to respond after two (2) attempts shall mean that the winner forfeits the prize. The Sponsor is not required to award elsewhere any prizes forfeited by the chosen winner(s).

Prizes. The three (3) entries with the most votes will receive one hundred and fifty dollars (\$150) in American Express gift cards. The approximate retail value of all prizes is four hundred and fifty dollars (\$450). Income and other taxes, if any, are the sole responsibility of each winner. Such benefits are subject to all federal, state, and local laws and regulations. This contest is void outside the fifty (50) United States and the District of Columbia, and where prohibited. No prize is transferable. There will be no substitutions for the prize(s) except by the Sponsor in its sole discretion. The Sponsor may substitute a prize of equal or greater value.

Winner Notification and Acceptance. Winners will be notified by telephone within five (5) days after selection. Sponsor will call during regular business hours at the phone number provided on the entry form and is not required to leave a message. Failure to reach winner by phone may result in disqualification of winner, forfeiture of his or her interest in all prizes, and selection of a substitute winner from among all remaining eligible entries.

Winners may waive their right to receive prizes. Prizes are non-assignable and nontransferable. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and



payment of any taxes, title, license and services fees. Winners may be required to complete an affidavit of eligibility/liability and publicity release (except where prohibited by law) which must be returned within ten (10) days of date of personal delivery or date of postmark. Failure to sign and return the affidavit as required, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. Except where prohibited, acceptance of any prize constitutes winner's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation the Internet, or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

Participation. By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor. The Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this contest as solely determined by Sponsor. In the event the contest is compromised by tampering or other causes beyond the reasonable control of Sponsor, which corrupts or impairs the administration, security, fairness or proper operation of the contest, Sponsor reserve the right in its sole discretion to suspend, modify or terminate the contest. Should the contest be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date.

Sponsor. The "What Makes Caregiving Rewarding Readers' Choice" contest is sponsored by Shield HealthCare. The decisions of the Sponsor regarding the selection of winners and all other aspects of the contest shall be final and binding in all respects. The Sponsor is not responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the contest. For a list of winners or a copy of these Official Rules, send a self-addressed, stamped envelope to "Winners List/Official Rules" (as applicable), "What Makes Caregiving Rewarding Readers' Choice Contest" c/o Shield HealthCare, 27911 Franklin Parkway, Valencia, CA 91355. The list of Readers' Choice winners will be available by 2/29/12.