

"Name the Pigs" Contest Rules

Sponsors: U.S. Bank, The Seattle Times Company, Woodland Park Zoo

U.S. Bank, The Seattle Times Company, Woodland Park Zoo, its subsidiaries and affiliated companies (together, the "Sponsors"), will conduct the Contest substantially as described in these rules, and by participating, each participant agrees as follows:

1. Description of Contest/Participation.

A. Dates of Contest: The Contest will begin on Sunday, July 22, 2012 and end at 5:00 p.m. PDT on Saturday, August 4, 2012.

B. How to Enter: NO PURCHASE NECESSARY. Clip out an entry form in the Seattle Times. Forms will appear in the paper every day between July 22 – August 3, 2012. Vote for up to three (3) names for the pigs at Woodland Park Zoo. Entries may be submitted at participating U.S. Bank branches. Each winner may only qualify once in this contest. Entry forms may also be submitted by mailing a postcard to: Marketing Department, Woodland Park Zoo, 601 North 59th Street, Seattle, WA 98103.

C. Winner Selection: A random drawing will be held from all eligible contest entries. One grand prize winner and two (2) runner-up winners will be drawn for this contest without regard to the content or results of the naming votes. Odds of winning depend upon the number of participants.

D. Disclaimer: The Sponsors reserves the right to amend these rules at any time without notice. The decisions of the Sponsors on all issues regarding this contest are final. Participation is void where prohibited by law.

2. Prize(s). The prize(s) that may be awarded to the eligible winner(s) are:

Grand prize: One \$500 Visa gift card, courtesy of U.S. Bank plus a Woodland Park Zoo Visayan warty pig "ZooParent" adoption package (Grand Prize value: \$600)

Runner-Up Prizes: Two runners-up will each receive one \$100 Visa gift card courtesy of U.S. Bank plus a Woodland Park Zoo Visayan warty pig "ZooParent" adoption package (Runner-Up Prize Value: \$200)

Prizes are not transferable, redeemable for cash or exchangeable for any other prize. All prizes must be redeemed within 30 days of the contest end date. If a winner cannot be contacted or is disqualified, the Sponsors reserve the right to determine an alternate winner or not to award that winner's prize, in their sole discretion.

3. Eligibility and Limitations. Participants and winner(s) must be Washington State residents. Minors may enter, but if a contest prize is won by a minor, a parent or

guardian of any participant who is a minor must sign a release on behalf of the minor to be eligible to receive a prize. One (1) entry per person. Only one (1) prize per household for the Contest. Employees of the Sponsors, their advertising agencies, and members of the immediate family of any such persons are not eligible to participate and win.

4. The Sponsors disclaim all liability for any delays, misdelivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. The Sponsors are not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind. Entry forms in a register-to-win contest must be handwritten. No photocopies or mechanical reproductions of entry forms is permitted.

5. Contest Rules and Decisions. By participating in contest, each participant agrees to be bound by the official contest rules and the decisions of the Sponsors. Persons who violate any rule, gain unfair advantage in participating in the Contest, or obtain winner status using fraudulent means may be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. The Sponsors will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and the Sponsors' decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the Sponsors, the Sponsors reserve the right to terminate this Contest, or make such other decisions regarding the outcome as the Sponsors deem appropriate. The Sponsors may waive any of these rules in its sole discretion.

6. Publicity; Use of Personal Information. By participating, where allowed by law, all participants and winner(s) grant the Sponsors exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use. By participating in the Contest, where allowed by law, participants agree that the Sponsors may disclose personal information obtained from participants in the Contest to third parties and use such information for marketing and other purposes.

7. Consumer Created Content. If the entry for the Contest requires creative material from the participant/entrant, by submitting your entry: (1) you agree that your disclosure is gratuitous, unsolicited and without restriction and will not place the contest sponsors under any fiduciary or other obligation, that the Sponsors are free to disclose the ideas on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you; (2) you acknowledge that, by acceptance of your submission, the contest sponsors do not waive any rights to use similar or related ideas previously known to sponsor, or developed by their employees, or obtained from sources other than you; (3) you are verifying that you are the owner and producer of the submitted material and that no third party ownership rights exist to any material submitted, and (4) you are hereby granting the Sponsors a perpetual, worldwide, non-exclusive, royalty-free, sub-licensable

(through multiple tiers) right and license to use, publish, reproduce, display, perform, adapt, modify, distribute, have distributed and promote such content in any form, in all media now known or hereinafter created, anywhere in the world, for any purpose.

8. Release. By participating in the Contest, each participant and winner waives any and all claims of liability against the Sponsors, its employees and agents, the Contest's sponsors and their respective employees and agents, for any personal injury or loss which may occur from the conduct of, or participation in, the Contest, or from the use of any prize. In order to receive a prize, participants (or the parent or guardian of participants who are minors) must sign an official release form provided by the Sponsors.

9. Taxes. Any valuation of the prize(s) stated above is based on available information provided to the Sponsors, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes related to the prize(s) and paying any expenses associated with any prize which are not specifically provided for in the official rules. Each winner must provide the Company with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Any person winning over \$600 in prizes from the Sponsors will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS.

10. Miscellaneous. The Sponsors disclaim any responsibility to notify participants of any aspect related to the conduct of the Contest. For a copy of the rules, or a list of winners, submit a self-addressed, stamped envelope and request to: Promotions Manager, Woodland Park Zoo, 601 North 59th Street, Seattle, WA 98103. All entries become the property of the Sponsors and will not be returned. This Contest shall be governed in any respect not set forth in these rules by the laws of the State of Washington.