

The City of Lowell's "Live, Work, Play" Sweepstakes OFFICIAL RULES

1. NO PURCHASE NECESSARY TO WIN. To enter The City of Lowell's "Live, Work, Play" Sweepstakes, send an email with your full name, email address and daytime phone number to contests@singlesourcepromo.com. Entries can also be mailed to The City of Lowell's "Live, Work, Play," Sweepstakes c/o Single Source, P.O. Box 29, Danvers, MA 01923. All entries become the exclusive property of The City of Lowell (The City) and will not be returned.

2. LIMIT ONE ENTRY PER PERSON PER DAY. The sweepstakes runs from 04/18/11 through 05/22/11. Winners will be selected or chosen by 05/23/11 or before. The City is not responsible for late, lost, misdirected, altered, incomplete or illegible entries. By entering this sweepstakes, entrants accept and agree to be bound by these rules and the decisions of the judges, which shall be final on all matters.

3. PRIZES AND APPROXIMATE RETAIL VALUES: There will be five (5) winners. Each winner will receive two (2) tickets to a Lowell Summer Music Series concert and a \$50 gift certificate to Lowell Beer Works (approximate retail value of \$120). All prizes will be awarded (assuming sufficient number of entries). Sponsor responsible only for prize delivery; not responsible for prize utility, quality or otherwise.

4. DRAWING: Prize(s) will be awarded by random drawing at Lowell City Hall, Lowell, MA, from among all valid entries received. The drawings will occur on the following dates: 04/25/11, 05/02/11, 05/09/11, 05/16/11 and 05/23/11. Decisions of the judges are final. Winners will be notified by email and will be required to sign an affidavit of eligibility. No cash alternatives or substitutions in lieu of stated prize will be awarded except as stated above or if deemed necessary by The City. In the event that The City believes that any portion of this Sweepstakes has been compromised, corrupted or impaired, The City reserves the right at its sole discretion to suspend or terminate the Sweepstakes. Odds of winning dependent on number of eligible entries received.

5. ELIGIBILITY: Sweepstakes open only to residents of MA and NH over age 18, except if they are employees, vendors or immediate family members or members of the same household of employees of The City or vendors of The City and its subsidiaries. No groups, clubs or organizations may participate in this offer or reproduce or distribute any portion of these rules or entry forms to their members. Void where prohibited, taxed or otherwise restricted by law. All federal, state and local laws and regulations apply. If prize notification is returned as undeliverable or winners cannot be located or does not respond by 5/9/11 (first drawing), 05/16/11 (second drawing), 05/23/11 (third drawing), 05/30/11 (fourth drawing) or 06/06/11 (fifth drawing) an alternative winner will be chosen and prize will be awarded. All taxes are the sole responsibility of the winner. Prize is non-transferable and non-refundable. Winners will be required to sign a release form. Prizes will only be awarded if winner complies with official rules. All entries become the property of The City. Entry constitutes each winner's permission to use their names, photographs and/or voice recordings for publicity purposes without additional compensation or permission except where prohibited by law.

6. WINNERS' LIST: To obtain a winners' list, send a stamped, self-addressed envelope to: The City of Lowell's "Live, Work, Play" Sweepstakes c/o Single Source, P.O. Box 29, Danvers, MA 01923 after 8/12/11.

7. RELEASE: All entrants release The City, and their directors, employees, officers, clients and agents, including without limitation, its advertising and promotion agencies, from any and all liability, loss or damages arising from or in connection with the awarding, receipt, and/or use or misuse of prize or participation in any prize-related activities. Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or otherwise in violation of the rules. Sponsor is not responsible for incorrect data or for technical malfunction of computer hardware or software or for technical failure of any kind, including error in entry submission, whether human, mechanical or electronic.

8. SPONSOR: The City of Lowell, 375 Merrimack Street, Lowell, MA 01852.