

Official Promotional Rules for the Nebraska Lottery "Holiday" Promotion

1. Overview

Promotional Times and Dates: This promotion runs from September 29, 2014, 9:00 a.m. CT, through January 18, 2015, 11:59 p.m. CT. One drawing will be held on January 20, 2015, to select winners.

2. Prizes: There are six prizes for this promotion. The prizes are as follows:

- One (1) Grand Prize -2015 Jeep® Cherokee Trailhawk, including the federal and state withholding taxes and cash for a prize value of \$46,500: Jeep® Cherokee Trailhawk: \$31,134, Cash \$1,416, Federal Withholding: \$11,625: State Withholding: \$2,325;
- Five (5) Second Prizes - \$300 in Nebraska Lottery Scratch Tickets.

3. Eligibility and Entry:

3.1 The Nebraska Lottery's "Holiday" Promotion is only open to individuals 19 years of age or older.

3.2 To participate, an individual must enter through his or her MVP Club memberships at www.nelottery.com. Entry steps are as follows:

- a. To enter, participants will receive an entry for each unique submission of the ticket numbers from any of the four non-winning Holiday Scratch games.
- b. Players may enter any of the following non-winning tickets to gain an entry. The number of entries received will be based on which game was entered as follows:

- \$1 12 Days of Christmas (game number 817)* = **1 Entry**
- \$2 Tree Trimming Treasures (game number 818)* = **2 Entries**
- \$5 Dashing Through The Dough (game number 819)* = **5 Entries**
- \$10 Candy Cane Ca\$h 9X (game number 820)* = **10 Entries**

3.3 The Nebraska Lottery reserves the right to add an alternative valid promotional game(s) in case of limited, sold out or closed game inventory of any of the original promotional games. If a game is added as an alternative valid promotional game, the Nebraska Lottery will make a public announcement on their webpage. In addition, the Nebraska Lottery will send a terminal message to all retailers and Lottery Sales Representatives will inform retailers of changes during their next visit.

3.4 The Nebraska Lottery must be able to contact winners by, at the option of the Nebraska Lottery, the phone number, address or email address provided at the time of entry. After winner selection, the Nebraska Lottery will contact the winner and mail the winner a claim form. The name and other information provided on the claim form must match information provided at the time of entry. Proof of identification will be required at the discretion of the Nebraska Lottery to include, but is not limited to, a photocopy of a valid driver's license or

other state issued identification, valid military identification or valid passport. If any of these criteria are not met, the prize cannot be claimed and another winner will be chosen.

4. Entry Rules and Regulations

- 4.1 MVP Club players will receive an entry or entries for each unique submission of the ticket numbers from non-winning Holiday scratch tickets through the Nebraska Lottery website by the deadline of January 18, 2015 at 11:59 p.m. CT. **Players must keep these tickets for verification. See nelottery.com for more details.**
- 4.2 The Nebraska Lottery will not accept entries at any of their claim centers or retail locations.
- 4.3 A player may enter multiple times, but the non-winning ticket numbers may only be entered once.
- 4.4 Entries will be accepted until 11:59 p.m. CT on January 18, 2015. Entries received after this time will not be eligible for the final drawing and will be destroyed.

5. Prize Selection:

- 5.1 A drawing will be held January 20, 2015. Only entries that have been submitted at www.nelottery.com by January 18, 2015, 11:59 p.m. CT, will be eligible to win. The winners will be notified by telephone and email when they will be asked to provide their mailing address for prize fulfillment. The Nebraska Lottery will use the email and other information provided at the time of entry.
- 5.2 The prizes are not exchangeable or otherwise transferable. Cash will NOT be awarded in lieu of a merchandise prize. Federal, state or local taxes on any prize are the sole responsibility of the winner.
- 5.3 All applicable federal, state or local laws apply. The second place prizes will be mailed to the winner at the address provided when contacted by the Nebraska Lottery by email or phone.
- 5.4 If agreed upon with the contest winner, the second place prize can be picked up at the Nebraska Lottery office located at 1800 "O" Street, Suite 101, Lincoln, Nebraska.
- 5.5 If a second place prize is returned to the Nebraska Lottery, the Lottery may declare the prize forfeited by the winner and the winner will have no further right to the prize.
- 5.6 The winner's entry and acceptance of a prize constitutes permission to use the winner's name, photograph or likeness for purposes of advertising, publicity or promotion on behalf of the Nebraska Lottery. The name of the winner and town/city/state will be posted on the Nebraska Lottery Facebook page following winner notification.
- 5.7.1 Pursuant to Neb. Rev. Stat. § 9-810(5), prior to the payment of any lottery prize in excess of five hundred dollars for a winning lottery ticket presented for redemption to the

Nebraska Lottery, including the applicable prizes provided in this promotion, the Nebraska Lottery shall check the name and social security number of the winner with a list provided by the Department of Revenue of people identified as having an outstanding state tax liability and a list of people certified by the Department of Health and Human Services as owing a debt as defined in section 77-27,161. The Nebraska Lottery shall credit any such lottery prize against any outstanding state tax liability or certified debt owed by such winner and the balance of such prize amount, if any, shall be paid to the winner by the Nebraska Lottery. Any such credit of a lottery prize against a state tax liability or certified debt is collectively referred to as an “offset.”

5.7.2 In regards to the Grand Prize winner, if the state tax liability or certified debt is greater than the cash prize amount, the Nebraska Lottery will provide a substitute prize for the merchandise prize. The substitute prize will be a cash amount determined by the Nebraska Lottery in its sole discretion, which amount will not be subject to appeal by the prizewinner and will not include the value of any state or federal tax (collectively referred to as the “cash equivalent”). The cash prize amount and the cash equivalent will be credited against the state tax liability or certified debt and, if applicable, the remaining amount paid to the winner. As an alternative, the prizewinner may elect to pay the full amount of the state tax liability or certified debt in the amount and in the manner as determined by the Nebraska Lottery in its sole discretion. If the Nebraska Lottery determines the full amount of the state tax liability or certified debt has been paid in the manner as prescribed by the Nebraska Lottery, the prizewinner will receive the Grand Prize as detailed in the promotion.

5.8 Odds: Odds of winning depend on the number of entries received.

6. General Contest Terms

6.1 Chrysler Group LLC is not a sponsor of this promotion. Jeep, Cherokee and Trailhawk are registered trademarks of Chrysler Group LLC.

6.2 Only entries submitted by legally eligible players through their MVP membership at www.nelottery.com and containing complete and valid information are eligible for this promotion contest.

6.3 Entries which are lost, late, illegible, incomplete, misdirected or incompletely received, including by reason of technical malfunction, network congestion or system incompatibility are ineligible.

6.4 Information provided to the Nebraska Lottery will be kept confidential, except as provided in 6.5, below, and will be used solely by or on behalf of the Nebraska Lottery and will not be shared with or sold to outside parties without prior approval.

6.5 The drawing will be conducted by a computer random number generator program at Nebraska Lottery headquarters in Lincoln, Nebraska. The Nebraska Lottery will notify the contest winner. The identity of contest winners is public information pursuant to Lottery regulations and may be posted on the Lottery website and publicized by other means including,

but not limited to, news releases and articles in the Nebraska Lottery players digest and retailer newsletter.

6.6 Prizes awarded in this and any other promotional contest conducted by the Nebraska Lottery are taxable income and may be reported for tax purposes. Winners of prizes over \$500 in value will be checked for outstanding tax and child support liabilities to credit prize awards in accordance with state law. Prizes over \$5,000 in value will automatically have state and federal income tax of 5 percent and 25 percent, respectively, withheld in accordance with state and federal law.

6.7 Prizes won in this contest are not transferable and, unless otherwise stated in the contest rules, may not be assigned except by judicial order. The Nebraska Lottery will substitute a prize of equal or greater value if the advertised prize cannot be awarded due to unavailability for any reason. In such event, certain conditions and restrictions may apply.

6.8 The Nebraska Lottery is not responsible for any travel, lodging, meals or other expense related to claiming any prize. Non-cash prizes may not be exchanged or redeemed for cash value. Prizes consisting of lottery tickets will be mailed to Nebraska addresses only. Out-of-state winners may pick up lottery ticket prizes at a Nebraska Lottery claim center location by arrangement.

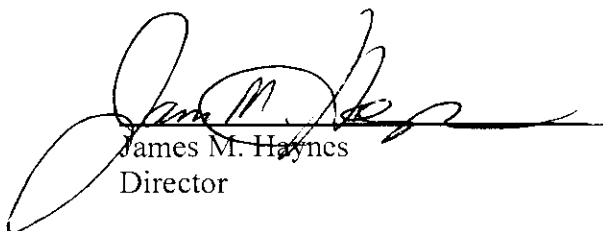
6.9 Participants must be 19 years of age or older to enter this contest. Employees of the Nebraska Lottery and its contractors, subcontractors and their immediate family members residing in their same household are ineligible.

6.10 Nebraska Lottery MVP Club membership entitles one to receive information concerning Nebraska Lottery products and promotions according to his or her stated preferences. An MVP Club member may modify his or her member profile at any time by following the directions on the MVP Club member login page on the Nebraska Lottery website at www.nelottery.com.

6.11 For on-line entries, the actual tickets from which numbers are submitted must be retained for prize verification and received by the Lottery, along with a valid claim form. The Lottery is not responsible for lost, stolen, misdelivered, damaged, illegible, or incompletely received tickets or claim forms.

6.12 Contest rules, drawing dates, deadlines and procedures are subject to change without notice as may be deemed necessary or appropriate by the Nebraska Lottery in its sole discretion. By entering this contest, all participants agree to be bound by Nebraska state law and the rules and regulations of the Nebraska Lottery.

The foregoing promotion rules are effective this 9th day of September, 2014.


James M. Haynes
Director