

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO PERSONS 18 YEARS OF AGE OR OLDER. VOID WHERE PROHIBITED BY LAW.

1. Promotion Period: The Sweepstakes begins on February 8, 2010 at 12:01am Eastern Time (ET) and ends on February 28, 2010 at 11:59:59pm PT ("Promotion Period").

2. Sponsor: Campus Dining & Shops – FSA; 146 Fargo Quad, Buffalo NY 14261
Administrator: Campus Dining & Shops – FSA; 146 Fargo Quad, Buffalo NY 14261

3. Eligibility: Open to all who are at least 18 years of age at the time of entry. Employees, officers and directors of Sponsor, Administrator and Sweepstakes Partners ("Partners"), their respective related companies and agents, as well as the immediate family (defined as parents, spouse, children, siblings and grandparents) and household members of each are not eligible to enter. Participation constitutes entrant's full and unconditional acceptance of these Official Rules and Sponsor's decisions, which are final. Winning a prize is contingent upon fulfilling all requirements as set forth in these Official Rules.

4. How to Enter: To participate in Campus Dining & Shops' Go For The Gold contest, fill out an entry blank located at following: Bert's Food Court, Putnam's Food Court, Ellicott Food Court, The Elli convenience store and you will be automatically entered to win. Limit one entry per person per day. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for late, lost, incomplete, unintelligible, invalid, or misdirected requests, which will be disqualified.

5. Drawing for Winners: Prize winners will be determined in a random drawing to take place on March 1, 2010, from among all write-in entries received during the Promotion Period. Only one prize per person. Winners will be notified by email through their @buffalo.edu email account.

6. ALL POTENTIAL WINNING ENTRIES ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND THE POTENTIAL WINNING ENTRY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

7. Prizes: Four (4) Prizes will be awarded: Each of the four locations will draw one winner; each to be awarded a \$100 American Express Gift Cheque (ARV \$100). The prize drawing will be held on March 1, 2010 from all eligible entries received during the Promotion Period. Approximate Retail Value (ARV): \$400.00. **Random drawing will be conducted by the Administrator.** Total Retail Value of prize is \$400.00. No prize substitutions, cash equivalent, or transfer of prizes permitted except at the sole discretion of the Sponsor. Odds of winning a prize are based on the number of eligible Sweepstakes entries received during the Promotion Period.

8. Verification of Winners: All winners will receive a Prize Notification form via e-mail that will provide instructions on picking up their prize from the Administration Offices of Campus Dining & Shops. Prize winners will have seven (7) days to claim their prize. Any prize unclaimed will be forfeited.

9. General Rules: Where permitted by law, entrants that become prize winners grant to Sponsor, and those acting pursuant to Sponsor's permission, the right at any time to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the world wide web, winner's name, portrait, picture, voice, likeness and biographical information as news or information and for advertising, trade and promotional purposes without additional consideration, and without review, notice or approval. Sponsor and/or Administrator reserve the right, at their sole discretion, to disqualify any individual found, in their sole discretion, to be (a) tampering with the entry process or the operation of the Sweepstakes, the (b) acting in violation of these Official Rules; (c) acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

10. LIMITATION OF LIABILITY: BY PARTICIPATING IN THE SWEEPSTAKES, ENTRANTS AGREE TO ABIDE BY THE TERMS OF THESE OFFICIAL RULES AND THE DECISIONS OF THE SPONSOR AND ADMINISTRATOR, WAIVE ANY RIGHT TO CLAIM AMBIGUITY IN THE RULES, AND RELEASE, INDEMNIFY, AND HOLD HARMLESS THE SPONSOR, ADMINISTRATOR, OR OTHER SWEEPSTAKES PARTNERS, AND EACH OF THEIR PARENTS, AFFILIATES, SUBSIDIARIES, PRIZE SUPPLIERS, ADVERTISING AND PROMOTION AGENCIES, AND ALL OF THEIR RESPECTIVE AGENTS, REPRESENTATIVES, OFFICERS, DIRECTORS, SHAREHOLDERS, MEMBERS AND EMPLOYEES (COLLECTIVELY, "RELEASEES") FROM AND AGAINST ANY INJURIES, LOSSES, DAMAGES, CLAIMS, ACTIONS, OR ANY LIABILITY OF ANY KIND RESULTING FROM OR ARISING FROM PARTICIPATION IN THE SWEEPSTAKES OR ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF THE PRIZE THAT MAY BE AWARDED. WINNERS AGREE TO ACCEPT THE PRIZE "AS IS", AND ENTRANTS HEREBY ACKNOWLEDGE THAT THE SPONSOR, ADMINISTRATOR OR PARTNERS HAS NEITHER MADE NOR IS IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY WARRANTY, OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE PRIZE, INCLUDING EXPRESS WARRANTIES (IF ANY) PROVIDED EXCLUSIVELY BY A PRIZE SUPPLIER THAT ARE SENT ALONG WITH THE PRIZE.

11. Additional Terms and Conditions: Entrants agree that any and all disputes shall be governed by the laws of the State of New York. Releases are not responsible for printing or typographical errors in any Sweepstakes-related materials; or for transactions (including response submissions) that are lost, misdirected, fail to enter into the processing system, or are processed, reported, or transmitted late or incorrectly or are lost for any reason including computer, telephone, paper transfer, mail system, human or other error; or for electronic, computer, or telephonic malfunction or error, including inability to access any web site associated with this Sweepstakes, or process any transaction thereon. If in the Sponsor or Administrator's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if unauthorized intervention, fraud, or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, the Sponsor, Administrator and partners reserve the right at their sole discretion to disqualify any individual who tampers with the entry process and or void any entries submitted fraudulently, modify or suspend the Sweepstakes, or to terminate the Sweepstakes and award the remaining prizes using all eligible, non-suspect entries received as of the action requiring such termination. Sponsor reserves the right to modify or terminate the Sweepstakes in its entirety at any time and at its sole discretion. Should the Sweepstakes be terminated or modified prior to the stated end date, notice will be posted on <http://www.myubcard.com> or as redirected to an alternative link.

12. Winners List or Rules Requests: Send a self-addressed, stamped envelope to: Go For The Gold – Winners List/Rules, Campus Dining & Shops, 146 Fargo Quad, Buffalo, NY 14261. Requests must be received by March 12, 2010. Copyright © 2010 Campus Dining & Shops. All Rights Reserved.