

ALLSTATE INSURANCE COMPANY

“Ultimate Game Day Experience Presented by Allstate Insurance Company ”

Official Contest Rules

Sweepstakes Dates: August 19, 2008 and ends at 11:59 PM AZT, December 18, 2008

NO PURCHASE OR CONSIDERATION NECESSARY.

Sponsor: Allstate Insurance Company, 2775 Sanders Road, Northbrook, Illinois 60062.

The Sweepstakes administrator is Allstate Southwest Regional Marketing (the

“Administrator”), 5343 N. 16th Street. Suite 300. Phoenix, AZ 85016.

Eligibility: The “Ultimate Game Day Experience Presented by Allstate Insurance Company” (the “Sweepstakes”) is open only to legal residents currently residing in the states of Arizona, USA and who are under 18 years. Employees, directors and officers of Sponsor, Arizona Cardinals Football Club, Inc., and New Cardinals Stadium, and their respective parent companies, affiliates, subsidiaries or any of their agents, advertising, promotional and other agencies, and their immediate families (parents, siblings, children and spouse) and persons living in the same household (whether related or not) are not eligible to enter the Contest or win a prize. Allstate Insurance Company and each of their respective management companies, subsidiaries, affiliates and agents, advertising agencies, distributors, brokers and their retailers are not eligible to enter or win.

Timing. Sweepstakes begins at 12:01 AM Arizona Time (“AZT”), August 19, 2008 and ends at 11:59 PM AZT, December 18, 2008 (“Sweepstakes Period”).

How to Enter: During Contest Period go to any Arizona Allstate Agency location and complete provided entry form. Complete the entry form including first and last name, complete mailing address, and phone number(s). Click onto Allstate.com for the nearest location.

Submissions will also be accepted by going to azcardinals.com (contest page). Complete provided entry form. Complete the entry form including first and last name, complete mailing address, and phone number(s).

Entries that are late, incomplete or inaccurate, illegible, lost, or damaged are void. No mechanically reproduced entries will be accepted. Entry materials that have been tampered with or altered are void. By entering, entrants acknowledge compliance with the official rules including all eligibility requirements. Entries become the property of the Administrator and will not be acknowledged nor returned. Neither Allstate Insurance Company, Arizona Cardinals Football Club, Inc., and New Cardinals Stadium, and their respective parent companies, management companies, affiliates, subsidiaries, divisions, advertising and promotion agencies, and their respective officers, directors, shareholders, employees and agents are responsible for incorrect or inaccurate transcription of entry information.

Entrants have the option to, but are not required to, receive marketing materials from Allstate Insurance Company. Opting to receive the above mentioned materials is not necessary to enter and will not increase your chances of winning.

Drawings: Contestants will be selected in a random drawing from all eligible entries received. There will be eight (8) Home Game Prize drawings. Drawings will be conducted on or about ten (10) days prior to each Arizona Cardinals regular season home game through December 18, 2008. Approximate drawing dates are: September 4, September 25, October 2, October 31, November 13, November 27, December 4, and December 18 under the supervision of Arizona Cardinals Marketing. Contestants will be notified via phone. Contestants will be required to sign and return an Affidavit of Eligibility, a Liability Release and a Publicity Release (where legal), prior to event date. Non-compliance with any of these requirements may result in disqualification with an alternate contestant being selected at random. Sponsor reserves the right, at its sole discretion, to cancel/suspend/modify the Contest if it becomes corrupted in any manner, such that it cannot be conducted as originally planned and, in such event, to select winner by random drawing from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. By participating, entrant agrees to the official rules and judges' decisions.

Prizes. Home game prize (drawing dates above): 2 tickets to a 2008 regular season Cardinals home game, 1 parking pass, Pre-game on field experience for two, Authentic gloves worn by a Cardinals player. All home game prize recipients (8 winners) will also receive an invitation to have dinner with an Arizona Cardinal (player and date to be determined). No prize transfer. No prize substitution or cash equivalent. Odds of winning depend on total number of eligible entries received. ARV of Home Game Prize \$274.50
*Value is approximate value, actual retail price has not been determined at time of printing

Prizes are non-transferable and substitutions of cash or equivalent are not allowed other than a substitution by the Administrator that may be necessary due to the unavailability of a prize. No proxies (authorized agents or written authorizations) are accepted. The actual prize-winner must claim prize. By accepting the prize, the winner accepts to take the prize as outlined in such promotion. If winner is not able or chooses not to accept prize "as is", winner forfeits his/her prize. The Administrator reserves the right to select another winner. Winner is responsible for all costs associated with travel to any venue or event for which a prize was awarded, unless otherwise specified. Winner agrees that acceptance of any prize from is done entirely upon the winner's own initiative, risk, and responsibility. Should a winner die before claiming his/her prize, said prize will be awarded to winner's estate, subject to all other applicable laws. The Administrator will not be responsible for lost, stolen, misdirected, or late mail. Prizes mailed with or without winner's request cannot be replaced. Allstate Southwest Regional Marketing could request that a prize be picked-up at the office.

Verification of Potential Winners: Winner may be required to complete, sign, and return an affidavit of eligibility and liability/publicity release (where legal) which must be completed and returned within seven (7) days of issuance of notification. If the Administrator does not receive such documents properly signed within seven (7) days of issuance, or if prize notification is returned as undeliverable, prize will be forfeited and an alternate winner will be selected.

Publicity: Each winner agrees that the Administrator can use his/her voice, name, photograph and likeness for promotional purposes without additional compensation. All participants agree to and are bound by the Sweepstakes official rules.

General Conditions: As a condition of winning, no Sweepstakes winner may represent, or appear in an advertisement for any other insurance company, other than Allstate Insurance Company for a period of one year from the date they win the contest. Winners also may not grant interviews about their participation in any Allstate Southwest Regional Marketing Office contest or make public comments in any medium, including the Internet without prior written permission of the Allstate Southwest Regional Marketing Office. Additionally, no prize may be used in any way that would be disparaging to the Allstate Southwest Regional Marketing Office.

The Sweepstakes are void where prohibited or restricted by law. All Federal, State, Local laws and regulations shall apply. If any portion of the above rules is determined to be unenforceable due to local or state laws, all other portions of these official rules shall remain in effect.

Decisions by the Administrator regarding winner and all contest details are final and binding in all respects.

The Administrator and its sponsors are not responsible for any typographical or other error in printing of the offer, administration of the sweepstakes or in the announcement prizes.

The Administrator reserves the rights, in its sole discretion, to cancel, modify, or suspend the Sweepstakes should technical or other occurrences beyond the control of the Administrator compromise the administration, security, or proper play of the sweepstakes.

Limitations of Liability: The Sweepstakes Entities are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, or by any of the equipment associated with or utilized in the Sweepstakes; (2) mechanical failures of any kind, including, but not limited to malfunctions, interruptions, or faulty equipment; (3) unauthorized human intervention in any part of the Sweepstakes; (4) any error which may occur in the administration of the Sweepstakes or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been

erroneously lost or otherwise destroyed, entrant's sole remedy is another entry in the Sweepstakes, provided that if it is not possible to award another entry due to discontinuance of the Sweepstakes, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded.

Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court of Arizona – Phoenix or the appropriate Arizona State Court located in Maricopa County, Arizona U.S.A.; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the participant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Arizona, without giving effect to any choice of law or conflict of law rules (whether of the State of Arizona or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Arizona.

Entrant's Personal Information: Information collected from participants is subject to the Allstate Privacy policy http://www.allstate.com/about/priv_AIC.asp

Sweepstakes Results: For a copy of the official contest rules or a list of winners please send a self-addressed stamped envelope to: Allstate Southwest Regional Office Marketing 5343 N. 16th Street. Suite 300. Phoenix, AZ 85016. Requests will be honored until December 20th, 2008.

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