

PGA FREE LESSON MONTH SWEEPSTAKES

Official Sweepstakes Rules

NO PURCHASE NECESSARY.

Sweepstakes begin 5/1/10 and end 5/31/10.

Sweepstakes entrants must be amateur golfers (as defined by the U.S.G.A.).

1. Sweepstakes begins 12:01 AM ET 5/1/10 and ends 11:59 PM ET 5/31/10. Online entries must be received by 11:59 PM ET 5/31/10. Print FLC's must be postmarked by 5/31/10 and received by 6/15/10. To enter schedule a 10-minute Free Lesson with any participating PGA/LPGA Professional. The full list of participating PGA/LPGA Professionals is available www.PlayGolfAmerica.com/FLM and will be updated regularly. Once you have taken the 10-minute Free Lesson either 1) visit www.playgolfamerica.com/FLM to complete the entry form and submit it as directed or 2) have the PGA/LPGA Professional complete and sign the Free Lesson Card ("FLC") available in the May 2010 newsstand issue of Golf Digest Magazine and mail it to the address printed on the card. **Residents of California do not need to take the free 10-minute lesson.** One entry per person. Entries that are lost, late, misdirected, incorrect, garbled, or incompletely received, for any reason, including by reason of hardware, software, browser, or network failure, malfunction, congestion, or incompatibility at Sponsors' servers or elsewhere, will not be eligible. Sponsors, in their sole discretion, reserve the right to disqualify any person tampering with the entry process or the operation of the web site. Use of bots or other automated process to enter is prohibited and may result in disqualification at the sole discretion of Sponsors. Sponsors further reserve the right to cancel, terminate or modify any promotion not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, force majeure or technical failures of any sort. In the event of a dispute, entries will be deemed submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet Access Provider, online service provider, or other organization (e.g., business, educational institute) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

2. On or about 7/1/10, One (1) potential Grand Prize winner and one hundred (100) potential Runners-Up will be selected in a random drawing from all eligible entries. Potential winners will be notified by e-mail, mail and/or telephone. If any potential winner cannot be contacted, does not respond within five (5) days, or the prize notification is returned as undeliverable, such potential winner forfeits all rights to any prize, and an alternate winner may be

selected. By participating in the Sweepstakes, you agree to be bound by all decisions and rules of Sponsors, which are final and binding in all respects.

3. Sweepstakes Grand Prize: two (2) round-trip economy airline tickets from a major commercial airport nearest winner's primary residence in the U.S. to Port St. Lucie, FL, one (1) standard hotel room (double-occupancy) for two (2) nights, attendance for two (2) for two and a half days at the PGA Golf School at the PGA Center for Golf Learning and Performance in Port St. Lucie, FL, taught by a PGA/LPGA Professional, and one (1) set of fourteen (14) golf clubs chosen by Sponsors (one (1) driver, eight (8) irons:3-PW, two (2) wedges, one (1) hybrid, one (1) fairway wood, one (1) putter and one (1) golf bag). Approximate retail value of the Grand Prize is \$6,500, depending on exact itinerary. Actual value may vary based on fluctuations in price for airfare and/or accommodations, and distance between departure and destination. Ground transportation, meals, in-room or other personal charges at lodging (e.g., mini-bar, movies), telephone calls, gratuities, incidentals, and all other expenses are not included. Winner and travel companion must be available to travel on the same itinerary. Trip must be booked by July 1, 2010 and completed by December 31, 2010, and may be subject to certain other restrictions, including without limitation blackout dates. Sponsor will attempt to accommodate winner's preferred itinerary, but all specifics thereof will be at Sponsor's sole discretion. If, in the sole judgment of Sponsors, air travel is not required due to winner's proximity to prize location, ground transportation may be substituted for roundtrip air travel. Unless child of winner, travel companion must be 18 years of age or older as of the date of departure

4. Sweepstakes Runner-Up Prize: Each of the one hundred (100) runners-up will receive one (1) copy of the *PGA First Swing Golfer's Guide* and one (1) copy of the 2009 PGA Championship DVD. Approximate retail value: \$50.

5. Except where prohibited: (i) acceptance of prize constitutes consent to use winners' names and likenesses for editorial, advertising and publicity purposes, without further compensation; (ii) potential winners may be required to sign an affidavit of eligibility (including social security number) and liability/publicity release; and (iii) potential grand prize winner (and travel companion) may be required to execute releases of Sponsors from any and all liability with respect to participation in the sweepstakes and/or use of the prize. Affidavits and releases must be returned within ten (10) days of attempted notification or an alternate winner may be chosen. By providing your e-mail address, you grant Sponsors the right to send you commercial messages and share your address with others, unless specified otherwise as indicated on the entry form.

6. Sweepstakes is open only to legal residents of the 50 United States or District of Columbia who are 18 years of age or older at the time of entry.

Employees of Sponsors and their immediate families and those persons living in the same household are not eligible. Prize is not transferable, nor redeemable for cash. No substitution of prizes permitted except by Sponsors, in which case a prize of equal or greater value will be substituted. Odds of winning the Sweepstakes will be determined by the number of eligible entries received. Subject to all federal, state, and local laws and regulations. Income and other taxes, if any, are the sole responsibility of the winners. Void outside the 50 United States and the District of Columbia and where prohibited or restricted by law.

7. For a list of winners (available after 7/1/10 but before 1/1/10), send a self-addressed, stamped envelope to: Free Lesson Month Sweepstakes Winners, c/o Gabriella Buerman, Golf Digest, 4 Times Square, 14th Floor, New York, NY 10036-6518. Sweepstakes Sponsors: Golf Digest Publications, 4 Times Square, New York, NY 10036-6518; The PGA of America, 100 Ave of the Champions, Palm Beach Gardens, FL 33418.