

OFFICIAL RULES AND REGULATIONS

1. **NO PURCHASE NECESSARY.** The 2012 “PGA *TEE IT FORWARD*” Sweepstakes (“Sweepstakes”) is open to all legal residents of the 50 United States and the District of Columbia, age 18 years or older, except employees, officers, directors, agents and shareholders (and their immediate families (spouse, parent, child, sibling and their respective spouses) and household members (whether or not related) of PGA of America (the “Sponsors”), and their parents, subsidiaries, divisions, trustees, franchisees, participating vendors, distributors, advertising and promotion agencies and affiliated entities (collectively, with the Sponsors, the “Sweepstakes Entities”). Void wherever prohibited by law. The Sweepstakes is governed by U.S. law and subject to all applicable federal, state and local laws and regulations. By entering the Sweepstakes, entrants agree to accept and be bound by all terms of these Official Rules and Regulations (“Official Rules”).

2. **HOW TO ENTER:** No Purchase Necessary. Sponsors will conduct a Sweepstakes of all registered entrants as of the conclusion of the entry period, as defined below. To register, participants will provide entry information as follows:

- a. All eligible parties that complete the online “*TEE IT FORWARD*” survey will be provided direction on how to complete an information request, the completion of which will enter them into the Sweepstakes. The “*TEE IT FORWARD*” survey can be found at PlayGolfAmerica.com/TEEITFORWARD. Entry information must be submitted between May 21, 2012 and July 31, 2012 to be eligible for the Sweepstakes. Any eligible party may complete the survey without any additional obligations; or
- b. Any eligible party that provides name, address, phone number (with area code), and email address, via the online submission tool, available at PlayGolfAmerica.com, will be entered into the Sweepstakes, provided the submission is received no later than July 31, 2012.

The Sweepstakes Entities are not responsible for misdirected, incomplete, lost, late, illegible, undelivered, inaccurate or delayed entries, or for technical, hardware, or software failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmissions or other errors or problems which may limit or affect a person’s ability to participate in the Sweepstakes, whether human, mechanical, typographical, printing, electronic, network or otherwise, relating to or in connection with the Sweepstakes or the related survey, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prizes or in any Sweepstakes-related materials. In the event of sabotage, acts of God, terrorism or threats thereof, computer virus or other events or causes beyond the Sponsors’ control, which corrupt the integrity, administration, security or proper operation of the Sweepstakes, Sponsors reserve the right, in their sole discretion, to modify, cancel or suspend the Sweepstakes. In the event of cancellation, Sponsors reserve the right to award prizes from among all eligible, non-suspect entries received prior to the event requiring such cancellation. False or deceptive entries or acts will render the entrant ineligible. Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the web site or otherwise attempting to undermine the legitimate operation of the Sweepstakes. Use of bots or other automated process to enter is prohibited and may result in disqualification at the sole discretion of Sponsor. All entries become the property of the Sponsors and will not be acknowledged or returned. Notice of cancellation will be posted at PGA.com. All entries must be received on or before the close of

business (4:30 p.m. EST) on the applicable dates listed above to be included in the drawing,
3. HOW TO WIN: Winner selection will be conducted by random drawing from all eligible entries on or about August 1, 2012 (the “Drawing Date”). One (1) random drawing will be conducted from among all entries received as of the conclusion of the applicable entry period to pick the three (3) prize winners (“Winner”). No responsibility is assumed by the Sweepstakes Entities for lost, late, or misdirected entries or any computer, online, telephone, or technical malfunctions that may occur. All entries become the property of the Sweepstakes Entities and will not be returned. Odds of winning a prize depend on the number of eligible entries received. Each eligible party may only enter the Sweepstakes once. Limit one prize per person, per calendar year, regardless of the number of entries. No substitution, transfer, or assignment of prize permitted, except that the Sweepstakes Entities reserve the right to substitute a prize of equivalent value in the event the offered prize is unavailable. All taxes on prizes are the sole responsibility of the prize winners.

Any potential winner will be notified by mail, e-mail and/or telephone. If a potential winner: (i) cannot be contacted; (ii) does not respond within five (5) days from the date the Sponsor first tries to notify him/her; (iii) fails to return the Affidavit and Release as specified in Rule 5; (iv) refuses the prize; and/or (v) the prize or prize notification is returned as undeliverable, such potential winner forfeits all rights to win the Sweepstakes or receive the prize, and an alternate potential winner may be selected. (After five (5) such alternate potential winners have been selected without securing an eligible winner, the prize may remain un-awarded.) Upon contacting a potential winner and determining that he/she has met all eligibility requirements of the Sweepstakes, including without limitation the execution of required waivers, publicity and liability releases and disclaimers, such individual will be declared the “winner” of the Sweepstakes.

4. PRIZES:

The Prizes will be drawn in the following order:

- The first name drawn as indicated above will be deemed the Grand Prize Winner;
 - The second name drawn as indicated above will be deemed the Runner-Up Prize 1 Winner; and
 - The third name drawn as indicated above will be deemed the Runner-Up Prize 2 Winner.
1. Grand Prize : Two (2) weekly grounds tickets to the 2012 Ryder Cup at Medinah.
Winner will receive access for the applicable winner and one guest to attend the 2012 Ryder Cup at Medinah Country Club in Medinah, Illinois, September 28-30, 2012.
 - Grand Prize Winner will receive two (2) tickets for the 2012 Ryder Cup scheduled to be held at Medinah Country Club in Medinah, Illinois, September 28-30, 2012
 - Prize must be redeemed, in its entirety, at one time. Prize will be considered redeemed once used for entrance to the 2012 Ryder Cup. No alternative prize will be provided in the event that the tickets are not used.
 - Winner and guest will be responsible for all additional expenses, including but not limited to, travel, food and entertainment expenses, etc
 - **Approximate Retail Value of Prize: \$1,000.00. (\$500.00/ticket)**
 2. Runner-Up Prize 1 - (2) weekly grounds tickets to the 2013 U.S. Open at Merion Golf Club in Ardmore, Pennsylvania, June 13 – 16, 2013.

- Runner-Up Prize 1 Winner will receive two (2) tickets for the 2013 U.S. Open scheduled to be held at Merion Golf Club in Ardmore, Pennsylvania, June 13 – 16, 2013
 - Prize must be redeemed, in its entirety, at one time. Prize will be considered redeemed once used for entrance to the 2013 U.S. Open. No alternative prize will be provided in the event that the tickets are not used.
 - Winners and guests will be responsible for all additional expenses, including but not limited to, travel, lodging, food and entertainment expenses, etc.
 - Tickets may not be resold or transferred by Winner or guest.
- **Approximate Retail Value of Prize: \$900.00 (\$450.00/ticket)**
3. Runner-Up Prize 2 - (2) weekly grounds tickets to the 2013 PGA Championship at Oak Hill, Rochester, New York, August 8 – 11, 2013
- Runner-Up Prize 1 Winner will receive two (2) tickets for the 2013 PGA Championship scheduled to be held at Oak Hill Country Club, Rochester, New York, August 8 – 11, 2013
 - Prize must be redeemed, in its entirety, at one time. Prize will be considered redeemed once used for entrance to the 2013 PGA Championship. No alternative prize will be provided in the event that the tickets are not used.
 - Winners and guests will be responsible for all additional expenses, including but not limited to, travel, lodging, food and entertainment expenses, etc.
 - Tickets may not be resold or transferred by Winner or guest.
- **Approximate Retail Value of Prize: \$570.00 (\$285.00/ticket)**

No substitution or transfer of prizes or cash redemptions permitted by the applicable Winner. The Sweepstakes Entities reserve the right to substitute for any reason whatsoever a prize (or portion thereof) of comparable or greater value, at their sole discretion. Prizes are awarded “as is” with no warranty or guarantee, either express or implied by Sponsors. The Winners are responsible for the reporting and payment of all taxes (if any) as well as any other costs and expenses associated with acceptance and use of a prize not specified herein as being awarded. All prize details are at Sponsors’ sole discretion.

SPONSOR ENTITIES MAKE NO WARRANTIES, REPRESENTATIONS OR GUARANTEES, EXPRESS OR IMPLIED, IN FACT OR IN LAW, AS REGARDS THIS SWEEPSTAKES OR THE MERCHANTABILITY, QUALITY OR FITNESS FOR A PARTICULAR PURPOSE REGARDING ANY PRIZE OR ANY COMPONENT OF ANY PRIZE.

The value(s) of the prize(s) set forth above represent Sponsor’s good faith determination of the approximate retail value(s) thereof; the actual fair market value(s) as ultimately determined by Sponsor are final and binding and cannot be challenged or appealed. In the event the stated approximate retail value(s) of a prize is more than the actual fair market value of that prize, the difference will not be awarded in cash or otherwise. No substitution or compensation will be given for any portion of the prize that is not used.

5. GENERAL RULES AND REGULATIONS: By entering the Sweepstakes, participants grant Sweepstakes Entities and their designees the right, unless prohibited by law, to use their

names, cities and states of residences, voices, pictures and likenesses, without compensation, notification or approval, for the purpose of advertising and publicizing the goods and services of the Sweepstakes Entities and all matters related to the Sweepstakes, in any manner or medium, now or hereafter known, throughout the world in perpetuity as well as to use participant's contact information for future contact and promotional opportunities. Winners may each be required to execute an affidavit of eligibility, liability release, and tax acknowledgment form and, except where prohibited by law, a publicity release and return within five (5) business days of issuance of notification. Noncompliance within this time period or failure of potential winner to respond to a notification attempt within five (5) days of such attempt may result in disqualification and, at Sponsors' discretion; an alternate winner may be selected. If: (i) any prize or prize notification is returned as undeliverable, (ii) a potential Winner declines his or her prize, (iii) the potential Winner is unable to travel on dates approved by Sponsors or (iv) a potential Winner fails to comply with any of the Official Rules as outlined herein, such potential Winner will be disqualified and an alternate winner will be selected by random drawing at the Sponsors' sole discretion. The Sweepstakes Entities expressly disclaim any responsibility and entrants agree to indemnify and hold harmless the Sweepstakes Entities from and against any and all claims, actions, demands and/or liability for injury, damage or loss whatsoever relating to or arising in connection with participation in the Sweepstakes (regardless of the cause of such injury, damage or loss) and/or the delivery and/or subsequent use or misuse of any of the prizes awarded (including any travel or activity related thereto).

Potential Winners may be required to sign an affidavit of eligibility (including social security number) and a liability/publicity release within five (5) days of receipt or an alternative winner may be selected. Entry and acceptance of any prize constitutes permission to use winners' names, photographs, or other likenesses for the purpose of advertising, trade and promotion by Sponsors without further compensation to the winner, unless prohibited by law. 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.

For a list of winners (available after August 15, 2012 but before September 15, 2012), send a self-addressed, stamped envelope to: "*TEE IT FORWARD*" Sweepstakes Winner, c/o The PGA of America, 100 Ave of Champions, Palm Beach Gardens, Florida 33418.

6. APPLICABLE LAWS AND JURISDICTION. This Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of Florida, without regard to any principles of conflict of laws. All disputes arising out of or connected with this Sweepstakes will be resolved individually, and without resort to class action, exclusively by a state or federal court located in Palm Beach County, Florida. Should there be a conflict between the laws of the State of Florida and any other laws, the conflict will be resolved in favor of the laws of the State of Florida. To the extent permitted by applicable law, all judgments or awards shall be limited to actual out-of-pocket damages (excluding attorneys' fees) associated with participation in this Sweepstakes and shall not include any indirect, punitive, incidental and/or consequential damages.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND

DAMAGES (INCLUDING WITHOUT LIMITATION ATTORNEYS' FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

SPONSORS: The PGA of America, 100 Avenue of the Champions, Palm Beach Gardens, Florida 33418