Crossed By Cupid – Contest Rules

CONTEST FACTS

Eligibility: open to legal residents of the 50 United States or D.C., ages 21 or older. Certain employee restrictions apply. Limit one entry per person.

Grand Prize: $1,000 in Shop Etc. gift cards and a vacation getaway with Apple Vacations valued at $2,800. Travel package includes: seven-night stay in Cancun, Mexico for two adults; round-trip charter air (from select gateway cities listed below); transfers to/from resort; non-motorized water sports; assistance from an in-resort Apple Representative; food and drinks at the destination venue. See details below for additional terms. Total ARV of Grand Prize: $3,800.

1st Place Prize: $500 in Shop Etc. gift cards.

2nd Place Prize: $250 in Shop Etc. gift cards.

Winners to be announced 2/14/2011.
See Official Rules below for complete entry details, terms, and prize restrictions.

CONTEST DATES

"Entry Period"	"Fan Voting Period"
January 17, 2011 9:00am CT through January 31, 2011 11:59pm CT	February 4, 2011 12:00am CT through February 11, 2011 10:00am CT

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. This promotion is not administered by, sponsored, endorsed, or associated with Facebook. This Contest is solely sponsored by General Growth Management, Inc. ("GGMI" or "Sponsor"). It is a national Contest marketed at each of the Participating Malls listed below. Internet access and valid email account are necessary to enter this contest.

TO ENTER: Limit one entry per person. Submit your entry during the "Entry Period" online by visiting and "Liking" one of the Facebook pages associated with the list of Participating Malls listed below and completing each step of the entry directions as outlined through the submission process on the Valentine's Day tab. Entrants must allow the "request for permission" through the contest sponsored application in order to participate. Entries must include all of the following (collectively, the "Submission"):

- Entry must be 200 words or less;
- The submitted entry must be original, true, not previously published, and does not use the real name or age of any third party;
- Entry must be a story about your worst Valentine's Day mishap or gift.

The following requirements also apply:

● Submissions must be family friendly and appropriate for all ages. The decision regarding the appropriateness of any content in a Submission shall be the Sponsor's; the Sponsor will remove and void any Submission it considers inappropriate.

● A Submission cannot defame or invade the rights or privacy of any person, living or deceased, or otherwise infringe upon any third party's personal or proprietary rights. If Sponsor receives a legitimate request from a third party to remove a posted Submission, the Submission will be removed and will not be judged or eligible to win. Sponsor will attempt to work with any Entrant who is subject to having their Submission removed provided the Sponsor is aware of a simple way to correct the problem.

● By taking part in this Contest you agree to be bound by these rules and all decisions of the judges and Sponsor which are final and binding. You warrant you have explicit rights to your Submission that your Submission: i) is original and does not infringe the intellectual property (copyright, trademark, patent) rights of any third party; ii) has not been published in any medium.

● Entries that exceed specified word limit or, in the judges' sole discretion, contain excessive grammar or spelling errors, or contain any type of vulgarity or objectionable content will be disqualified. Entries that do not meet the stated criteria, or entries that may technically meet the stated criteria but do not reflect the intent and the spirit of the provisions related to participation, are not eligible.

ELIGIBILITY TO ENTER: The Contest is open to legal residents of the 50 United States or D.C., ages 21 or older. Employees and officers of GGMI, or Wildfire Interactive, Inc., and their respective parent and subsidiary companies and affiliates are not eligible to enter or win. Immediate family members and household members of such individuals are also not eligible to enter or win. "Immediate family members" shall mean parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, or spouses. "Household members" shall mean those people who share the same residence at least three months a year. Subject to all applicable laws. Void where prohibited.

JUDGING/WINNER SELECTION: All Submissions will be judged by a panel of judges determined by the Sponsor. Judges will select the top 10 finalists (the "Finalists") on or about February 4, 2011 based on the following criteria: 70%: Humor and entertainment (story holds interest of reader and merits retelling), 30%: Spelling, grammar and original content.

Public Voting During the Fan Voting Period: Submissions of each Finalist will be posted on FB and open to public voting during the Fan Voting Period. To vote, a voter must 'like' one of the FB pages associated with the list of Participating Malls listed below and answer "allow" upon reading the "request for permission" statement. Voter must be a legal resident of the 50 United States or D.C., 18 years of age or older. A voter can cast up to 3 votes per day, but no more than 1 vote per day for any one Finalist. After votes from public have been tallied, Sponsor will determine the 3 Finalists who received the highest number of votes from the public and Sponsor will contact those Finalists concerning prize redemption.

Employee Eligibility to Vote During the Fan Voting Period: Officers and directors of Wildfire Interactive, Inc., and their respective parent companies and affiliates and their advertising, promotion, and fulfillment agencies are not eligible to participate in the public voting. Employees of GGMI or General Growth Properties, Inc. are eligible to participate in the public voting, but may not enter or win this Contest.

Odds Statement: The odds of becoming a Finalist depend on the quality of your Submission as determined by the Judges. The odds of becoming a Winner depend on the quality of your Submission as determined by the voting public. In the event of a tie at point during the Contest, the Sponsor will rejudge the tied entries based on the above-stated criteria.

PRIZES: Three (3) prizes will be awarded. Approximate retail value ("ARV") of all prizes to be awarded in this Contest: $4,550.00

One (1) 2nd Place Prize **-** $250 in Shop Etc. gift cards. ARV $250

One (1) 1st Place Prize **-** $500 in Shop Etc. gift cards. ARV $500

One (1) Grand Prize - $1,000 in Shop Etc. gift cards and a vacation getaway with Apple Vacations valued at $2,800. Travel package includes seven-night stay in Cancun, Mexico for two adults; round-trip charter air (from select U.S. gateway cities listed below), transfers to/from resort, non-motorized watersports, assistance from an in-resort Apple Representative, and food and drinks at the destination venue. See details below for additional restrictions and conditions. Total ARV of Grand Prize: $3,800.

Airfare and hotel stay valid through **December 10, 2011**. Round-trip charter air to and from Cancun and these gateway cities only: **Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Denver, Detroit, Lansing, Los Angeles, Milwaukee, Minneapolis, New York, Philadelphia, Pittsburgh, Rockford, and St Louis** (departures from some airports listed may be seasonal).

All vacations are approved on a promotional basis & are subject to availability. Travel dates are final and will not be extended. Travel is not permitted during holiday periods including both 5 days prior and after. Apple Vacations reserves the right to substitute the vacation with another of equal value, equal Apple rating or within the same hotel chain should any unforeseen circumstance occur. Hotel to be determined by Apple Vacations. Valid for 2 adults ONLY per room. NO room upgrades or special promotions apply. Restrictions apply including expiration dates and blackout dates. Winner is responsible for any costs/expenses not specifically listed above including, but not limited to, travel to a gateway city, taxes, insurance, optional excursions, health expenses, gratuity, baggage fees, communication charges, and all personal expenses and incidentals. The Sponsor or its' prize provider determine the hotel room and air travel, this determination is based on availability and is not negotiable. All gift cards are subject to the terms and conditions of the gift card issuer, including service fees. Hotel stay and travel must be used prior to expiration date, any unused portion of the prize will be automatically forfeited. Winner must make arrangements directly with Sponsor's prize provider, Sponsor will provide all applicable information for the winner to correspond with Sponsor and its' Agents concerning prize redemption details. Once booking is finalized, no deviations will be allowed for any portion of the prize. The Grand Prize must be accepted as awarded and may not be sold or transferred and is not convertible to cash. Sponsor and its' Agents reserve the right to require additional documentation from winner and their guest. Additional prize restrictions and terms may be imposed by prize providers. The Sponsors reserve the right to substitute a prize in whole or in part in the event that all or any component of the Grand Prize is unavailable. All travelers must possess required travel documents. Grand Prize Winner may bring one guest who is age 18 or over. Both travelers must travel on the same itinerary. The Sponsor, or its agent, shall determine hotel and travel accommodations; this determination is based on availability and is not negotiable. The actual retail value of the Grand Prize may depend on Winner's point of departure/return; winner will not receive compensation for any difference between actual value and stated value. Other restrictions may apply. Prizes consist only of those items specifically listed. All prizes are awarded without warranty, express or implied, of any kind.

VERIFICATION AND CLAIMING PRIZES: The winners (unverified) will be contacted by the Sponsor via email or phone. Unverified Grand Prize winner must verbally accept Grand Prize at the time of notification or they will be designated a 1st or 2nd place winner. Unclaimed prizes or return of any prize notification as undeliverable will be deemed a forfeit and an alternate winner will be selected. Contest materials, entries and Submissions are subject to validation by the Sponsor. Sponsor reserves the right to require additional documentation from any potential prize winner.

● The unverified Grand Prize winner must sign an Affidavit of Eligibility & Liability and Publicity Release ("Affidavit/Release") which must be received by Sponsor, with a photo copy of their government issued ID within 14 days of receipt or the prize will be forfeited and an alternate winner selected. Grand Prize winner will be required follow the proper booking procedures given by the prize provider and complete additional documents including a Reservation Request From.

● The unverified First and Second Place Prize winners must submit a photo copy of their government issued ID within 14 days of notification or the prize will be forfeited and an alternate winner selected.

ALL TAXES ARE THE SOLE RESPONSIBILITY OF THE WINNERS. Sponsor will not distribute more than the stated number of prizes described. All properly claimed prizes will be awarded.

GENERAL CONDITIONS/INDEMNIFICATION: By participating in this Contest and/or by accepting any prize that you may be awarded, you agree that Sponsor, Wildfire Interactive, Inc., Apple Vacations, Facebook, and their respective parents, subsidiaries and affiliated companies, units and divisions; and Sponsor's advertising and promotional agencies and prize suppliers; each of their respective officers, directors, agents, representatives and employees; and their respective successors, representatives and assigns (collectively, the "Indemnified Parties") shall not be liable for any and all actions, claims, including any injuries, losses or damages of any kind caused by your participation in this Contest or resulting from acceptance, possession or use of a prize. By participating in the Contest and/or accepting any prize that you may be awarded, you agree to fully indemnify each Indemnified Party from any and all such claims by third parties. Entrants authorize the Indemnified Parties to use their name, photo, hometown, and entry materials in programming or promotional material, worldwide in perpetuity, or on a winner's list, if applicable, without further compensation unless prohibited by law. Sponsor is not obligated to use any of the above mentioned information, Submissions, or materials, but may do so, and may edit such information or materials, in Sponsors' sole discretion, without further obligation or compensation. The Indemnified Parties shall not be liable for: (i) late, lost, delayed, stolen, misdirected, incomplete, unreadable, inaccurate, garbled or unintelligible entries, communications or submissions; (ii) technical or computer malfunctions, or transmission errors; (iii) data corruption, theft, destruction, unauthorized access to or alteration of entry or other materials; (iv) claims based on publicity rights, defamation, or invasion of privacy; or (v) any printing, typographical, administrative or technological errors in any materials associated with the Contest. Sponsor may prohibit participation in the Contest if, in its sole discretion, it determines a user is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or any other unfair playing practices of intending to annoy, abuse, threaten or harass any other participants or Sponsor representatives. Submissions will not be returned and Submissions that do not contain all of the required information will be disqualified. Any attempt at or form of entry other than as expressly specified in these rules (including but not limited to automated, copied, third-party or mechanically reproduced entries) is strictly prohibited and will result in disqualification. Sponsor may provide status of votes received from public prior to the close of the Fan Voting Period. Submissions may be judged by Sponsor on a rolling basis. Sponsor reserves the right to add or delete a Participating Mall. In the event of a dispute regarding the identity of a person submitting an entry, the entry will be deemed to be submitted by the person in whose name the email account is registered at time of entry. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST'S WEBSITE OR UNDERMINES THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHALL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE CONTEST. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

ENTRANT'S PERSONAL INFORMATION: Information concerning pertaining to entrant's and voter's FB friends, user ID, etc. is gathered solely to administer this promotion and Sponsor's third party administrator has signed a confidentially agreement. If an entrant elects to opt-in to The Club, the entrant will receive information from The Club via email. The Club's privacy policy is available at connectshopsave.com and on the FB application pertaining to this Contest.

GOVERNING LAW/ SEVERABILITY: This Contest is governed by the internal laws of the State of Illinois without regard to principles of conflict of laws. All cases and claims pertaining to this Contest must be brought in a court of competent jurisdiction in the City of Chicago, without recourse to class-action suits. If any provision of these Rules is found to be invalid or unenforceable by a court of competent jurisdiction or appointed arbitrator, such determination shall in no way affect the validity or enforceability of any other provision herein.

WINNER'S LIST: For a list of winners, send a stamped, self-addressed envelope to be postmarked by February 16, 2011 to: Crossed By Cupid Winner's List, 110 N Wacker, BSC 3-01, Chicago, IL 60606.

PARTICIPATING MALLS:

Alderwood Mall
Altamonte Mall
Animas Valley Mall
Apache Mall
Augusta Mall
Kenwood Towne Centre
Lakeland Square
Lakeside Mall
Lansing Mall
Lynnhaven Mall
Rivertown Crossings
Rogue Valley Mall
Saint Louis Galleria
Salem Center
Sikes Senter

Baybrook Mall
Bayside Marketplace
Beachwood Place
Bellis Fair
Birchwood Mall
Boise Towne Square
Brass Mill Center
Bridgewater Commons
Carolina Place
Chapel Hills Mall
Chico Mall
Christiana Mall
Chula Vista Center
Clackamas Town Center
Coastland Center
Collin Creek
Colony Square Mall
Columbia Mall
Columbiana Centre
Coral Ridge Mall
Coronado Center
Crossroads Center (MN)
Cumberland Mall
Deerbrook Mall
Eastridge Mall (CA)
Eastridge Mall (WY)
Eden Prairie Center
Fashion Place
Fashion Show
First Colony Mall
Florence Mall
Foothills Mall
Four Seasons Town Centre
Fox River Mall
Galleria at Tyler
Gateway Mall
Glenbrook Square
Glendale Galleria
Governor's Square
Grand Teton Mall
Grand Traverse Mall
Greenwood Mall
Harborplace and The Gallery
Hulen Mall
Jordan Creek Town Center
Mall of Louisiana
Mall St. Matthews
Mall St. Vincent
Market Place Shopping Center
Mayfair Mall
Meadows Mall
Mizner Park
Mondawmin Mall
Montclair Plaza
Natick Collection
Neshaminy Mall
Newgate Mall
NewPark Mall
North Point Mall
North Star Mall
Northbrook Court
Northridge Fashion Center
NorthTown Mall
Oak View Mall
Oakbrook Center
Oakwood Center (LA)
Oakwood Mall (WI)
Oglethorpe Mall
Otay Ranch Town Center
Oxmoor Center
Paramus Park
Park City Center
Park Meadows
Park Place
Peachtree Mall
Pecanland Mall
Pembroke Lakes Mall
Perimeter Mall
Pierre Bossier Mall
Pine Ridge Mall
Pinnacle Hills Promenade
Pioneer Place
Providence Place
Provo Towne Centre
Quail Springs Mall
Red Cliffs Mall
Regency Square Mall
Ridgedale Center
River Hills Mall
Riverchase Galleria
Silver City Galleria
Sooner Mall
Southlake Mall
Southland Center (MI)
Southland Mall (CA)
Southwest Plaza
Spokane Valley
Spring Hill Mall
Staten Island Mall
Steeplegate Mall
Stonebriar Centre
Stonestown Galleria
The Boulevard Mall
The Crossroads (MI)
The Grand Canal Shoppes (w/ Palazzo)
The Maine Mall
The Mall in Columbia
The Oaks Mall
The Parks at Arlington
The Shoppes at Buckland Hills
The Shoppes at River Crossing
The Shops at Fallen Timbers
The Shops at La Cantera
The Streets at Southpoint
The Woodlands Mall
Town East Mall
Towson Town Center
Tucson Mall
Tysons Galleria
Valley Hills Mall
Valley Plaza Mall
Village of Merrick Park
Visalia Mall
Vista Ridge Mall
Water Tower Place
West Oaks Mall
West Valley Mall
Westlake Center
Westroads Mall
Westwood Mall
White Marsh Mall
White Mountain Mall
Willowbrook Mall (NJ)
Willowbrook Mall (TX)
Woodbridge Center

All of the above centers are owned by General Growth Properties, Inc.

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