

COMPLETE OFFICIAL RULES

" Why I Love Arizona" -- A Photograph Contest from Long Companies

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY OR REQUIRED

1. WHAT IS THE CONTEST?

The "Why I Love Arizona" contest (the "Contest") is developed to allow Participants the ability to show through photo Submissions pride in Arizona, and a chance to win a Grand Prize of \$1,926.

2. WHO MAY PARTICIPATE IN THE CONTEST?

You may participate if:

- You are a legal resident of the United States or the District of Columbia
- You are at least 18 years old when you send in your Submission.

You may NOT participate if:

You are an agent or employee of Long Companies and their respective franchisees, parents, affiliates, subsidiaries, advertising and promotion agencies, and website providers/web masters (collectively referred to as "Affiliates"); or

You are an immediate family member (parent, child, spouse, sibling or spouse thereof) of an agent or employee Long Companies or its Affiliates; or

You live in the same household (whether or not you are related) as an agent or employee of Long Companies or its Affiliates.

You are not located within the United States.

The Contest, and any web site pages and advertisements relating thereto, is intended for viewing only within the United States. The Contest is void outside of the 50 United States (and the District of Columbia), in Puerto Rico, U.S. territories, possessions and commonwealths, and where restricted or prohibited by law.

3. DO I HAVE TO BUY SOMETHING TO ENTER?

NO. NO PURCHASE IS NECESSARY OR REQUIRED TO ENTER OR TO WIN THE CONTEST.

4. WHEN WILL THE CONTEST RUN?

The submission period for the Contest will begin on **September 13, 2011 at 9:00a.m.** Arizona Time ("AT"), and end on **October 31, 2011 at 5.00 p.m.** ("AT") (the "Entry Period"). Submit your photographs to the Contest at WhyILoveArizona.com or through a Long Realty agent website between those dates. Long Companies will not verify receipt of entries.

5. WHAT CAN I SUBMIT?

During the Entry Period, you may submit a photograph (the "Submission") which should be a representation of why you love living in Arizona .

Photo Submission Requirements:

Only jpeg file types are accepted
There is a 100MB limitation on file size.
Must comply with all Content Restrictions listed in Section 6 below.

6. IS THERE ANYTHING I CANNOT SUBMIT?

Your Submission must NOT contain images that are or contain:

Copyrighted, trademarked, protected by trade secret or otherwise subject to third party proprietary rights, including privacy and publicity rights, unless you are the owner of such rights or have permission from their rightful owner to post the material;

Material that is hateful, tortuous, defamatory, slanderous or libelous;

Gratuitous violence or dangerous stunts;

Real weapons of any kind;

Illegal drug use;

Nudity, lewd or vulgar behavior;

Material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or any other basis protected by Federal, State, or Local Law, Ordinance, or Regulation; and

Material in violation of or contrary to the laws or regulations of Arizona.

If your Submission does not comply with the above restrictions (collectively the "Content Restrictions"), as determined by Long Companies in its sole discretion, it will be disqualified.

7. HOW DO I ENTER A PHOTOGRAPH INTO THE CONTEST?

Go to www.WhyILoveArizona.com or a Long Realty agent website and follow the links and instructions for Submission. A valid email address and phone number are required for submission.

8. CAN I ENTER MORE THAN ONE PHOTOGRAPH?

No, only one Submission is permitted per person. Multiple Participants are not permitted to share the same email address. Any attempt by any Participant to enter more than one Submission by using multiple/different email addresses, identities, registrations, or any other methods may, at the sole discretion of Long Companies, be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the registrant or Participant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder.

9. WHAT CAN I WIN?

THERE IS 1 GRAND PRIZE. The Grand Prize Winner (the "Winner") will receive the sum of one thousand, nine-hundred and twenty-six dollars (\$1,926.00). The Winner is responsible for all federal, state and local taxes, if any, as well as any other costs and expenses associated with acceptance and use of the prize.

10. HOW IS THE WINNER SELECTED?

Entries will be judged by a panel selected by Long Companies. At the conclusion of the Entry Period, 20 photos will be selected by the panel to be the finalists.

The 20 photos selected as finalists will be posted on whyilovearizona.com and on Long Realty agent websites. Online voting to select the Winner will begin on **November 14, 2011 at 9:00a.m.** Voting ends on **December 2, 2011 at 5pm ("AT")**. (the "Voting Period"). Up to five (5) votes, per IP address, per 24 hour period during the Voting Period.

The Winner will be determined as the photo with the most online votes after the Voting Period ends on December 2. The potential Winner will be notified by email and/or mail within approximately fourteen (14) days of the determination. If a potential Winner cannot be reached within seven (7) calendar days from the first notification attempt, then such person shall be disqualified and an alternate Winner will be selected.

Beginning on or about **December 19, 2011**, you may obtain the name of the Winner by going to www.WhyILoveArizona.com

11. WHAT ARE THE CONTEST RULES?

By participating in the Contest, all entrants ("Participants") agree to be bound by these Official Rules and the decisions of the Long Companies, its sole discretion, which decisions shall be final.

You grant Long Companies a perpetual, non-exclusive, worldwide, royalty-free, irrevocable, fully and freely assignable and sub-licensable license to any rights you have in the Submission - including, but not limited to, the rights to use, display, publish, reproduce, distribute, modify, prepare and sell derivative works based upon the Submission (or any part thereof) online and offline in any form, media or technology now known or hereafter devised without attribution or compensation to the contestant, his or her successors or assigns, or any other entity. By entering, Participants represent they have obtained permission from the people featured in the Submission to enter the photograph in this Contest. Entries will not be acknowledged or returned.

The Winner will additionally be required to execute an Affidavit of Eligibility, a Liability Release and a Publicity Release ("Affidavit/Release"). The Affidavit/Release must be returned by the date and/or time indicated within the Affidavit/Release. If the potential Winner fails to return the Affidavit/Release within that time, or if an entrant is found to be ineligible, or if he/she does not comply with the Official Rules, then the potential Winner will be disqualified and an alternate winner will be selected.

Except where prohibited by law, the Winner's entry and acceptance of the Prize constitutes permission for the Long Companies to use said Winner's name, photograph, likeness, statements, biographical information, voice, and city and state address on a worldwide basis, and in all forms of media, in perpetuity, without further compensation.

Any personal information collected through the Contest is for contest use only. First names only will be displayed on www.WhyILoveArizona.com and Long Realty agent websites with Submissions. During the registration process, you will be required to confirm that you agree to be bound by these Official Rules. Any Submission that includes content that is deemed inappropriate, indecent, obscene or otherwise does not comply with the Content Restrictions listed in Section 6 above, as determined by Long Companies in its sole discretion, will not be eligible.

Long Companies may prohibit an entrant from participating in the Contest or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Long Companies representatives.

In case of dispute as to the identity of any entrant, entry will be declared made by the authorized account holder of the email address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational, institution, etc.) responsible for assigning email addresses or the domain associated with the submitted email address. The potential Winner may be requested to provide proof that such Winner is the authorized account holder of the email address associated with the winning entry.

Limitations of Liability:

Long Companies is not responsible for lost, late, misdirected, undeliverable or incomplete Online Entries due to system errors or failures, or faulty transmissions or other telecommunications malfunctions and/or Online Entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete or garbled computer or telephone transmissions, typographical or system errors and failures, or faulty transmissions, or for any problems or technical malfunctions.

Further, if for any reason the Contest is not capable of running as planned by reason of infection by virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of the Long Companies, may corrupt or effect the administration, security, fairness, integrity or proper conduct of this Contest, Long Companies reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest, and select the winner for the Contest from the entries received prior to the action taken or in other such manner as deemed fair and appropriate by Long Companies.

Participants, by participating in the Contest, hereby waive and release, and agree to hold harmless, the provider of the prize and Long Companies and its parents, subsidiaries, affiliates, and distributors, and all of their respective officers, directors, employees, representatives and agents, from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death and property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of the prize in the Contest, or their participation in the Contest, or their participation in any Contest or prize related activity, or any travel related to the Contest or any travel for any prize related activity.

Participants also further acknowledge that Long Companies, the prize provider, and their respective parents, subsidiaries, affiliates, and distributors, and all of their respective officers, directors, employees, representatives and agents, have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law relative to any prize or this Contest including but not limited to quality, condition or fitness for a particular purpose.

The Contest is governed by Long Companies privacy policy, which is available on the Web Site.

All applicable federal, state and local laws and regulations apply. Void where prohibited or restricted by law.

Prize Provider and primary sponsor: Roy H. Long Realty Company, Inc. dba Long Companies, 900 E. River Road, Tucson, AZ 85718. To obtain a copy of these Rules, send a self-addressed stamped envelope to: Long Companies, att: I Love Arizona Contest, 900 E. River Road, Tucson, AZ 85718.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS

AND SHOULD SUCH AN ATTEMPT BE MADE, LONG COMPANIES RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.