

American Airlines – America’s Horse Great Escape!
Official Rules

1. NO PURCHASE NECESSARY. OPEN TO LEGAL RESIDENTS OF THE CONTINENTAL UNITED STATES OR CANADA (EXCLUDING THE PROVINCE OF QUEBEC), WHO ARE LEGAL AGE OF MAJORITY IN JURISDICTION OF RESIDENCE.

2. HOW TO ENTER. Complete an official American Airlines America’s Horse Great Escapes I entry form (“entry blank”) available only at www.duderanch.org:

Entry Forms are only available online by visiting Dude Ranchers’ Association (DRA) web site at www.duderanch.org.

No facsimiles, mechanical reproductions or alternate form of entries will be accepted. No entries will be accepted via U.S. mail. **There is a limit of one entry per person.**

ALL ENTRIES MUST BE RECEIVED BY March 1, 2005.

3. SCHEDULE. Giveaway begins on November 1, 2004 and the deadline to submit entries is 5 p.m. Central Time, Tuesday, March 1, 2005.

4. DRAWING. Winner will be selected by random drawing, to be held on or about March 10, 2005 at AQHA’s headquarters (1600 Quarter Horse Drive, Amarillo, Texas). American Quarter Horse Association, Dude Ranchers’ Association and American Airlines (Sponsors), whose decisions are final and binding in all respects, will conduct the drawing. By participating, entrants agree to be bound by the Official Rules, and the Sponsors’ decisions. The drawing will consist of all eligible entries received. Winner need not be present at AQHA.

5. PRIZE, ODDS OF WINNING. 1 [One] Grand Prize – a seven-day, six-night trip to Drowsy Water Dude Ranch located in Granby, Colorado. Two round-trip tickets on American Airlines to the airport serviced by American Airlines near Drowsy Water Ranch (Approximate retail value - \$4,500). Grand Prize must be used between May 29 – September 9, 2005 and is based on availability of selected week. There is no prize substitution whatsoever.

Grand Prize winner is solely responsible for all unspecified expenses associated with registering, claiming or using the prize, including but not limited to meals, incidental expenses, ground transportation, taxes, travel insurance or other fees.

Approximately XX entry blanks will be distributed during the Giveaway. Odds of winning depend upon number of eligible entries received. Winner will be notified by phone and/or by mail.

6. **ELIGIBILITY.** Persons in any of the following categories are not eligible to participate or win the prize: (a) persons who from and after November 1, 2004, were or are employees or agents of American Quarter Horse Association or Dude Ranchers' Association, American Airlines, their respective affiliates, subsidiaries, dealers, or the service agencies or independent contractors of the above organizations; (b) persons who are engaged in the development, production, distribution of materials, or drawing of the winner for this Giveaway; (c) persons who are immediate family of any person in either of the preceding categories.

7. **CONDITIONS OF PARTICIPATION.** Sponsor is not responsible for illegible, incomplete, late, lost, damaged, destroyed, delayed or misdirected entries, unintelligible or garbled entries. Once submitted, entries become the sole property of American Quarter Horse Association and will not be returned. No substitution or cash equivalent of prize, except at the sole discretion of Sponsors due to prize unavailability for any reason and only then for a prize of equal or greater value. Prizes may not be assigned or transferred. Limit one prize per individual/family/household. All finalists will be required to sign and return an Affidavit of Eligibility, a Liability Release and a Publicity Release (where legal). If, for any reason, all required documents are not executed and returned in a timely manner, such finalist will be disqualified, with an alternate winner being selected. Winner will be solely responsible for any and all applicable taxes associated with prize. **By participating, entrant releases and agrees to hold harmless American Quarter Horse Association, Dude Ranchers' Association, American Airlines, their respective parents, affiliates, subsidiaries, the service agencies and independent contractors of any of the above organizations, and their respective directors, officers, employees, and agents, including advertising and promotion agencies, from any and all liability arising from participation in the Giveaway and/or the acceptance, possession or use (or misuse) of any prize. Where legal, by accepting prize, winner agrees to the use of his/her name, address (city, state), photograph, videotape or any likeness for advertising or publicity purposes, and any and all rights to said use without further compensation.** Giveaway is void in Quebec Province, Canada and where prohibited by law.

8. **WINNER'S LIST:** The name of the winner of this Giveaway may be obtained by mailing a stamped self-addressed envelope to American Quarter Horse Association "American Airlines America's Horse Great Escape I" Winner, P.O. Box 200, Amarillo, TX 79168. Canadian residents only may omit return postage. Requests must be received by April 30, 2005.

Sponsored by American Quarter Horse Association, 1600 Quarter Horse Drive, Amarillo, TX (79104), Dude Ranchers' Association 1122 12th Street, Cody, Wyoming 82414; Employees of Ranches that are members of the Dude Ranchers' Association or their immediate family members; and American Airlines 4255 Amon Carter Blvd., Fort Worth, TX 76155.