

NEWSPAPERS IN EDUCATION BACKPACK PROMOTION OFFICIAL RULES

1. NO PURCHASE NECESSARY. OPEN ONLY TO LEGAL RESIDENTS OF OHIO WHO ARE AT LEAST 18 YEARS OLD AT TIME OF ENTRY. Winning entry must be through a parent or guardian. This sweepstakes begins on March 26, 2009. To enter, fill out the entry form in its entirety and mail to Fifth Third Field, NIE Backpack Promotion, c/o Dayton Dragons, P.O. Box 2107, Dayton, OH 45401 or legibly hand-print on a 3" x 5" card: NIE Backpack Promotion, your full legal name, address, ZIP code, daytime phone number, and birth date; then mail it, with first-class postage affixed, in a hand addressed envelope no larger than 4-1/8" x 9-1/2" (#10 envelope) to NIE Backpack Promotion, c/o Dayton Dragons, P.O. Box 2107, Dayton, OH 45401. Enter as often as you like, but limit one entry per outer mailing envelope or entry form. All sweepstakes entries must be received by August 6, 2009. Participants assume all risk of damaged, lost, late, misdirected, postage-due, incomplete, or illegible entries. Facsimile and mechanically reproduced entries will not be accepted. All entries submitted become the sole property of Cox Ohio Publishing and Dayton Professional Baseball Club, LLC (the "Dayton Dragons") and will not be returned. Cox Ohio Publishing and the Dayton Dragons are collectively referred to as "Sponsor."

2. One (1) Grand Prize will be awarded by random drawing, from all eligible entries received, on or about August 7. Grand Prize includes: a visit to a school by two Dragons players and the Dragons mascot, Heater, on a date mutually agreed upon by parent or guardian, the Dayton Dragons, and the administration of the local school. The Dayton Dragons will also bring hats for the visited classroom and baseballs. Approximate retail value of the Grand Prize is five hundred and sixty dollars (\$560.00). The random drawing will be conducted under the supervision of a representative designated in the sole discretion of Sponsor ("judge"), whose decisions are final and binding on all matters regarding this promotion. Participants agree to be bound by these Official Rules and the decisions of the judge.

3. Winners will be notified by phone and will be required to sign and return an Affidavit of Eligibility and Release of Liability/Publicity, as proscribed by Sponsor, within five (5) days of notification. In the event of noncompliance, or if a winner cannot be reached at the phone number listed on his or her entry, or if the Grand Prize is returned as unclaimed or undeliverable, that Grand Prize will be forfeited and an alternate winner will be selected if time permits prior to the end of the Dragons baseball season. Grand Prize is not transferable. No cash or Grand Prize substitutions are permitted. Acceptance of Grand Prize constitutes permission to use that winner's name, likeness, voice, videotape, and photo for promotional, publicity, or any other use or purpose by Sponsor at no additional compensation unless prohibited by law. Each Grand Prize winner is solely responsible for any local, state or federal taxes, and any other fees or costs connected with any Grand Prize. By participating and accepting a Grand Prize, each winner releases and agrees to hold harmless Cox Ohio Publishing, the Newspapers In Education program, the Dayton Dragons and their respective parent companies, distributors, affiliates, subsidiaries, service agencies, independent contractors, directors, officers, employees and agents, including advertising and promotion agencies

(collectively, “Sponsor Parties”), from any and all liability for any injuries including but not limited to personal injury, bodily harm (including without limitation wrongful death), property damage, or loss or damage of any other kind arising in whole or in part, directly or indirectly, from acceptance, possession, use, or misuse of the Grand Prize or participation in this promotion or any promotion-related activity.

4. This promotion is void wherever prohibited by law. All federal, state, and local laws and regulations apply. Persons in any of the following categories are not eligible to participate to win a Grand Prize: (a) persons who, since January 1, 2009, were or are a Sponsor Party; (b) individuals engaged in the development of, the production or distribution of materials for, or the implementation of this promotion; and (c) employees of, persons in the immediate family of, or persons living in the same household as any person in any of the preceding categories.

5. For the name of the Grand Prize winners, send a self-addressed, stamped envelope to NIE Backpack Promotion, c/o Dayton Dragons, P.O. Box 2107, Dayton, OH 45401. All requests must be postmarked by August 10, 2009.