

"So You Think You're Thrifty" Contest Rules:

By submitting an entry, entrants agree to be bound by these rules and represent that you satisfy all eligibility requirements.

1. Dates. "So You Think You're Thrifty" (the "Contest") begins July 1, 2009. Entry period ends on July 26, 2009. The Contest ends on or before October 1, 2009.

2. Eligibility. No purchase is necessary to enter or win. The contest is open only to residents of Southwest Florida (Lee, Collier, Charlotte, Glades and Hendry Counties) over the age of 18. Employees and other representatives of Goodwill Industries of Southwest Florida ("Goodwill") are not eligible to participate. Only one entry per family, household or address. All applicable federal, state and local laws and regulations apply. Offer void where prohibited. Goodwill Industries of Southwest Florida can only accept those entries that are legible, completed and submitted in the format designated below. Goodwill will not be responsible or liable for any printing or typographical errors in any materials associated with the Contest.

3. Entries. A) To be eligible to win the contest, entrants must complete the official entry form. Entrants will need to provide full name, e-mail address, address and telephone number. Entrants must write, in essay form not to exceed 500 words, why they believe they should be crowned the thriftiest shopper in Southwest Florida. Entry forms are available in Goodwill Industries of Southwest Florida stores and online at www.goodwillswfl.org. **B)** Entries must be submitted to Contest judges at one of the six designated "So You Think You're Thrifty" auditions. Audition dates and times will be posted in all Goodwill Industries of Southwest Florida stores and online at www.goodwillswfl.org. Entrants will be interviewed by a panel of judges, and photos will be taken for promotional purposes. **C)** People who desire to enter but cannot arrange to be at an audition may send their completed entry form and a recent color photograph to: "So You Think You're Thrifty," Goodwill Industries of Southwest Florida, 4940 Bayline Drive, North Fort Myers, FL 33917. Mail-in entries must be received by Monday, July 27, 2009. Mailed entries will be evaluated based on essay content and may be selected for an in-person audition.

4. Contest Finalists. Four Contest finalists will be selected based on entrant essays and audition interviews on or about August 7, 2009. Finalists will each receive a \$100 Goodwill gift certificate, to be used in determination of Grand Prize winner. Each finalist will use his/her gift certificate to make purchases ("Shopping Spree") in Goodwill stores to demonstrate their "thrifty shopping" skills. Finalists will also be allowed to use coupons and frequent shopper/donor cards to make purchases. Finalists will not be allowed to earn "stamps" on their shopper cards while on Contest shopping sprees. A portion of each Shopping Spree will be videotaped and edited by Goodwill public relations/IT departments for placement on Goodwill website and other online sites.

5. Winner Selection. Beginning Monday, September 14 through Sunday, September 20, videos of each finalist will be placed on the Goodwill website. Online voting will be enabled on the Goodwill website, and voting boxes will also be placed at Goodwill stores. The contestant receiving the most votes will be named contest Grand Prize winner. IF A SELECTED WINNER IS UNREACHABLE OR INELIGIBLE, FAILS TO CLAIM A PRIZE, OR FAILS TO RETURN AN EXECUTED AFFIRMATION IN A TIMELY MANNER, THE WINNER WILL FORFEIT THE PRIZE.

6. Prize. Grand Prize winner will receive a \$250 Goodwill Gift Certificate, coronation as Southwest Florida's Thriftiest, Luncheon with Goodwill CEO Tom Feurig and members of senior staff, appearance in a Goodwill advertising campaign, and other promotional items.

7. Ownership. All Contest entries and information submitted as part of or in connection with Contest entries become the sole and exclusive property of Goodwill and will not be returned. **A)** By entering the contest, entrants grant full consent and a grant of unlimited permission and non-exclusive rights for Goodwill to print, publish, broadcast and use all portions of the Contest entry and all information submitted as part of or in connection with the Contest entry. **B)** Entrants acknowledge that Goodwill is under no obligation to use or publish any Contest entry and that the entrant is not entitled to any consideration in return for submission or publication of the Contest entry or any information submitted as part of or in connection with the Contest entry. **C)** Entrants accept any and all risks, responsibilities and legal obligations associated with entering or winning Contests, including without limitation any tax liability associated with winning a prize in one (1) or more Company Contests.

8. Winner Name and Official Rules. To obtain the name of the winner, send a request (along with a self-addressed, stamped envelope) to Goodwill Industries of Southwest Florida, 4940 Bayline Drive, North Fort Myers, FL 33917

9. Miscellaneous: The Contest and all accompanying materials are copyright © 2009 by Goodwill Industries of Southwest Florida. Entrants agree to be bound by these Official Rules and by the decisions of Goodwill which are final and binding in all respects. Goodwill reserves the right to change these rules or cancel the Contest at any time before the deadline for receipt of entries, at its sole discretion.