

### **IMAX Dinosaurs 3D "Dino Expert Quiz" Contest Official Rules**

**1. No purchase necessary to enter or to win.** A purchase will not increase your odds of winning. All International, Federal, State, Local and Municipal laws and regulations apply. Void where prohibited.

**2. Eligibility.** The IMAX Dinosaurs 3D "Dino Expert Quiz" Contest ("Contest") is open to U.S. residents of any age at the time of entry. Employees of the IMAX Theatre Arizona Mills, IMAX Corporation, Mesa Southwest Museum and each of their respective affiliated companies, subsidiaries, advertising or promotional agencies, and other agents, and the immediate family members of, and any persons domiciled with such employees, are not eligible. Open only to legal residents of the Fifty (50) United States and the District of Columbia.

**3. Entry.** The Contest will begin at 12:00 noon (Arizona time) on April 20, 2007 and all entries must be received by 11:59 p.m. (Arizona time) on August 24, 2007 (the "Contest Period"). Enter by completing the official entry form/quiz located (1) in the lobby of the IMAX Theatre at Arizona Mills, 5000 Arizona Mills Circle, Suite 667, Tempe, AZ, 85282, (2) distributed by The East Valley Tribune, and (3) online at [www.imax.com/tempe/dinoquiz](http://www.imax.com/tempe/dinoquiz). Only one (1) entry per person per visit via this entry form. All entries become property of the IMAX Theatre Arizona Mills at the time they are turned in and can not be returned to the entrant at any time during or after the contest. Sponsor will not be responsible for incomplete, late, misdirected or illegible entries, or for failure to receive entries due to transmission failures or technical failures of any kind. Any questions regarding the number of entries submitted shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Contest. All entries become the property of Sponsor, and none will be returned.

**4. Prizes and Odds.** One (1) Grand Prize Winners per week will receive a free child's ticket to the IMAX Theatre Arizona Mills and Small Concession Package (small soda and small boxed popcorn), a child's ticket to the Mesa Southwest Museum, and the opportunity to review the film. Grand Prize package does not include any other concessions or any other incidentals. Approximate Retail Value of prize package is US\$16.75. Winners are solely responsible for all expenses, costs or fees associated with acceptance and/or use of the Grand Prize, including, without limitation, any and all taxes, insurance, registration fees, and additional ground transportation and meals, souvenirs, spending money and phone calls, not specifically stated herein as being awarded. Other restrictions may apply.

**5. Drawing.** Eligible entries are defined as those with 100% correct answers. A weekly drawing will determine that week's Grand Prize winner. Odds of winning depend upon the number of eligible entries received.

**6. Winner Notification and Acceptance.** Winners will be notified by telephone. Return of prize notification as undeliverable may result in disqualification and an alternate winner may be selected. Winner may waive his/her right to receive Grand Prize. Grand Prize is non-assignable and nontransferable. No substitutions allowed, except that Grand Prize and individual components of Grand Prize package are subject to availability, and Sponsor reserves the right to substitute prizes of equal or greater value. Winner may be required to complete an affidavit of eligibility, and a liability and publicity release (except where prohibited by law) which must be returned within ten (10) days of end of contest. Failure to sign and return the affidavit or release within ten (10) days, or to comply with any term or condition of these Official Rules, may result in Winner's disqualification, the forfeiture of his or her interest in the Grand Prize, and the award of the Grand Prize to an alternate winner. Person(s) attending a film as guest(s) of Grand Prize Winner must also sign any affidavit or release that Sponsor may require. Except where prohibited, participation in the Sweepstakes constitutes entrant's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation or further compensation. For complete prize winners list (available after August 31, 2007), send your request with a self-addressed, stamped envelope to Dinosaurs 3D "Dino Expert Quiz" Contest, IMAX Theatre Arizona Mills, 5000 Arizona Mills Circle, Suite 667, Tempe, AZ, 85282.

**7. Participation.** By participating, entrants agree to be bound by these Official Rules and the decisions of the judges. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Sponsor. In the event the Contest is compromised by non-authorized human intervention, tampering or other causes beyond the reasonable control of Sponsor, which corrupts or impairs the administration, security, fairness or proper operation of the Contest, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Contest. Should the Contest be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date.

**8. Limitations of Liability.** By entering the Contest, entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with the Contest, or any prizes awarded, shall be resolved individually without resort to any form of class action, and entrant waives his or her right to a jury trial for such disputes, claims, and causes of action; (2) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorneys' fees; and (3) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses.

**9. General Release.** By entering the Contest, contestants release the IMAX Theatre Arizona Mills, any other promotional sponsors, and each of their respective affiliated companies, directors, officers, employees, representatives, partners and agents from any liability whatsoever for any claims, costs, injuries, losses or damages of any kind arising out of or in connection with the Contest or with the acceptance, possession or use of any prize (including, without limitation, claims, costs, injuries, losses or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light).

**10. Sponsor.** The IMAX Theatre Arizona Mills, whose decisions regarding the selection of Grand Prize Winner and all other aspects of the Contest shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest. If you have any questions regarding this Contest, please contact the IMAX Theatre Arizona Mills at (480) 897-1453, x203.