



### **Xtreme Business Makeover Official Rules**

The following promotion is intended for the Purchase Area of Kentucky only and will be construed and evaluated according to United States laws. Do not proceed in this program if you are not a current business operating in the Purchase Area for at least two consecutive years.

XTREME BUSINESS MAKEOVER  
POWERED BY KEEFORCE: 2012 - 2013

OFFICIAL RULES – NO PURCHASE OR ON LINE ENTRY NECESSARY TO ENTER OR WIN.  
VOID WHERE PROHIBITED.

**How to Enter:** Beginning at 5:00 p.m. Central Standard Time (CST) on January 5, 2012 until 5:00 p.m. CST on March 8, 2012 (the "Sweepstakes Period"), you may enter the Xtreme Business Makeover powered by KeeFORCE sweepstakes (the "Sweepstakes") in any of the following ways: (i) on-line by visiting KeeFORCE at the Xtreme Makeover website ([www.keeforce.com/makeover](http://www.keeforce.com/makeover)) and downloading and completing the on-line entry form (limit one (1) entry per business); or (ii) mailing a complete application to Xtreme Business Makeover powered by KeeFORCE, 326 State Route 348 East, Symsonia, KY 42082 (iii) faxing a completed application to Xtreme Business Makeover powered by KeeFORCE to (866) 948-7544. Mail-in entries must be postmarked by March 8, 2012 received by March 15, 2012. Limit one (1) entry per envelope. Incorrect, illegible, and incomplete entries are void. These official rules are also available at [www.keeforce.com/makeover](http://www.keeforce.com/makeover) website.

All eligible entries will be entered in the contest for preliminary judging and evaluation through a qualification interview process conducted by a KeeFORCE staff member. Interview questions will be submitted by each participating vendor partner. A judging panel consisting of five Purchase Area Community members and one KeeFORCE representative will judge the final applications. Judges will evaluate each application based on presentation, effect on community, applicability and originality.

When you enter the Xtreme Business Makeover powered by KeeFORCE, you may be asked to consent to receive promotional emails and reminders for upcoming KeeFORCE promotions and information about KeeFORCE and the Participating Product and Business Sponsors identified below.

KeeFORCE ("Main Sponsor"), and all Participating Product and Business Sponsors identified below (collectively with Main Sponsor, the "Sweepstakes Entities"), their respective affiliates, subsidiaries, parent corporations, and their respective officers, directors, shareholders, employees and agents, and any and all Internet servers and access provider(s) are not responsible for: any incorrect or inaccurate entry information; human error; technical malfunctions; failures, omission, interruption, deletion, or defect of any telephone network, computer on-line systems, computer equipment, server providers, or software, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Sweepstakes; inability to access the KeeFORCE Websites; theft, tampering, destruction, or unauthorized access to, or alteration of entries; transactions that are processed late or incorrectly or are incomplete or lost due to computer or electronic malfunction or traffic congestion on the Internet or at any Website; printing or human or other errors; and any entries which are late, lost, incomplete, misdirected, stolen, mutilated, illegible or postage due, or any combination thereof. Proof of mailing, in person submission, or on-line submission is not considered proof of delivery or receipt. All entries become the property of KEEFORCE and will not be returned. A purchase will not increase chance of winning. CAUTION: ANY ATTEMPT BY AN ENTRANT TO

DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, MAIN SPONSOR 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.

**Eligibility:** This Sweepstakes is open only to a businesses operating in the Purchase Area of Kentucky for at least two consecutive years by January 5, 2012. You must have at least 3 employees and office space within the Purchase Area of Kentucky. Home-based businesses are NOT eligible. Employees and members of households and immediate families (spouses, parents, siblings, children and each of their respective spouses) of KeeFORCE as the Main Sponsor and all other participating Business Partners/ Sponsors are not eligible. Main Sponsor reserves the right to conduct a background check on any potential Grand Prize Winner and reserves the right in its sole discretion to disqualify any person based on such background check if Main Sponsor determines in its sole discretion that awarding the prize to such potential Grand Prize Winner might reflect negatively on Main Sponsor or any of the Participating Business Partners. Main Sponsor reserves the right to screen and accept or reject entries based on feasibility and implementation. By entering, all participants and/or entrants release the Sweepstakes Entities and their respective parent companies, subsidiaries, and affiliates, and their respective agents, advertising and promotion agencies, affiliated companies, sweepstakes partners and prize suppliers, and all of their respective affiliated companies, employees, officers, directors and shareholders, from and against all claims and damages arising in connection with each entrant's participation and/or entry in the Sweepstakes and/or their receipt or use of any prize awarded in this Sweepstakes. Any and all warranties and guarantees are subject to the respective manufacturer's terms. This Sweepstakes is governed by U.S. law and is subject to all federal, state and local laws and regulations. Void where prohibited by law.

#### **How the Grand Prize Winner will be Determined:**

**Grand Prize Judging:** All eligible entries will be entered in the contest for preliminary judging and evaluation through a qualification interview process conducted by a KeeFORCE staff member. Interview questions will be submitted by each participating vendor partner. KeeFORCE reserves the right to screen and accept or reject entries based on feasibility and implementation. The Grand Prize Winner will be selected from the screened applicants by a judging panel consisting of five Purchase Area Community members and one KeeFORCE representative. Judges will evaluate each application based on Presentation, Effect on Community, Applicability and Originality. Judging will take place in early April, 2012 by the judging panel. Finalists will be announced on or about April 24, 2012. The odds of winning the Grand Prize depends upon on the number of eligible screened entries received for the entire Sweepstakes Period.

**Grand Prize Winner Notification:** Main Sponsor anticipates that the potential Grand Prize Winner will be announced on or about April 24, 2012 (subject to change) in the form of a live announcement at an event where Main Sponsor representatives and such potential Grand Prize Winner may be filmed during such live announcement. Potential Grand Prize Winner will be required to execute an affidavit of eligibility and release of liability and publicity (where permitted by law), and return same, fully-executed, within five (5) days of date of issuance of prize notification. Main Sponsor may require the potential Grand Prize Winner to be interviewed for publicity purposes on or about April 24, 2012 (date subject to change). If Main Sponsor is unable to contact any potential Grand Prize Winner within five (5) days of the initial attempt, if any potential Grand Prize Winner fails to return all requested forms fully-

executed by the specified date, or if any potential Grand Prize Winner fails to comply with these Official Rules, including traveling on the dates and times required by Main Sponsor, his/her place as a Grand Prize Winner will be forfeited at Main Sponsor's discretion and an alternate Grand Prize Winner shall be selected. Main Sponsor also reserves the right to notify the potential Grand Prize Winner by overnight courier and/or telephone.

Main Sponsor and Sweepstakes Administrator's decisions with respect to the Grand Prize Winner and other matters pertaining to the Sweepstakes shall be final and binding. By entering into the Sweepstakes, each entrant consents to the use by Sweepstakes Entities and their designees of his/her name, employees, and business name (s), photograph (including photographs submitted by them to KeeFORCE), likeness, biography, voice, performance and/or video (including any footage compiled when the potential winners of the Grand Prize are contacted) for advertising and promotional purposes including "ambush style" on-air camera appearances to announce the potential Grand Prize Winners on a date to be determined by Main Sponsor in or around April 24, 2012 (or as otherwise set forth above) in any and all media, including online announcements now or hereafter known, worldwide and without limitation and without additional compensation, notification or permission, except where prohibited by law. In addition, participants in any of KeeFORCE's on-air presentations will be required to sign any agreements and releases designed by Main Sponsor with respect to their services and performances. Main Sponsor and its designees may exploit, edit, modify, and distribute any footage compiled during the period when KeeFORCE's potential Grand Prize Winner is contacted, including, without limitation, the names and likenesses of any persons or locations embodied therein, in any and all media now known or not currently known, throughout the world in perpetuity without additional compensation, permission or notification to any potential Grand Prize Winner or any third party.

**General Conditions:** Main Sponsor and Sweepstakes Administrator's decisions with respect to the potential Grand Prize Winner and any other matters pertaining to the Sweepstakes shall be final. The potential Grand Prize Winner may be required to sign an affidavit of eligibility and release of liability and publicity (where permitted), and return same, properly executed, within five (5) days of issuance of prize notification. If KeeFORCE is unable to contact the potential Grand Prize Winner within five (5) days of the initial attempt to contact, if a potential Grand Prize Winner fails to complete and return all requested forms by the specified date or if a potential Grand Prize Winner fails to comply with any of the requirements, his/her prize will be forfeited and an alternate prize winner shall be selected. By entering into the Sweepstakes, all entrants consent to the use of their name, photograph (including photographs submitted by them to KeeFORCE), likeness, biography, voice and/or video for advertising and promotional purposes, including on-line announcements, worldwide and without limitation and without additional compensation, except where prohibited by law. The odds of winning depend upon the number of eligible entries received for the applicable drawing.

Entry materials that have been tampered with or altered are void. If, in the Main Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if computer virus, bugs, unauthorized intervention, fraud, or technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, the Main Sponsor reserves the right at its sole discretion to disqualify any individual who tampers with the entry process and void any entries submitted fraudulently, to modify or suspend the Sweepstakes, or to terminate the Sweepstakes and conduct a random drawing to award the prizes using all eligible, non-suspect entries received as of the termination date. Should the Sweepstakes be terminated prior to the stated expiration date, notice will be posted on [www.keeforce.com/makeover](http://www.keeforce.com/makeover). Any attempt by an entrant or any other individual to deliberately

damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, KeeFORCE reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. In the event of a dispute as to the identity of the potential Grand Prize Winner based on an email address, the winning 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 to an email address by an Internet access provider, on-line service provider, or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

**Grand Prize:** One (1) Grand Prize Winner shall win the Grand Prize consisting of the business makeover valued at \$39,453.90. All decisions related to the Xtreme Business Makeover created by KeeFORCE shall be at Main Sponsor's sole discretion. Actual value of the makeover depends on market fluctuations. The equipment, merchandise, and the services that comprise the grand prize package include the following donations from partner participants named below:

KeeFORCE: KeeFORCE will provide a one year Xtreme Support Help Desk Plan subscription for up to ten PCs and one server. Subscription includes unlimited remote help desk support for one year, antivirus software and monitoring, Microsoft patch management, spyware scanning and automatic cleanup on PCs and server, web filtering service at PC level, email spam and virus filtering for up to ten named accounts, desktop policy management across the network, automatic daily data backups and verification to a 4 TB network storage device (provided), offsite data backup for up to 100 GB of data per month, network monitoring services for up to ten PCs and one server across the network, preventative maintenance services for up to ten PCs and one server, network traffic analysis, online client portal and knowledge base, 3rd Party vendor liaison services, two business reviews during the year, monthly network summary reports and development of an annual technology plan. *Actual Retail Value: \$7,540.*

1187 Creative: 1187 Creative will provide marketing and branding services up to \$5000. *Actual Retail Value: \$5,000.*

Amber's Cleaning: Amber's Cleaning will provide janitorial services, carpet cleaning, hard surface cleaning, stripping & wax and surface protectants up to \$1000. *Actual Retail Value: \$1,000.*

Arterburn.com: Arterburn.com will provide a professionally designed custom website for the winning business - up to 5 pages, 10 images/photos; includes 1 hour consultation. *Actual Retail Value: \$1,500.*

Candlewood Suites: Candlewood Suites will provide two free nights in a studio suite at the Candlewood Suites Hotel in Paducah. Amenities included: fully equipped kitchen, flat panel TV/DVD, DVD vending library, gazebo, outdoor grill, fitness center and business center. *Actual Retail Value: \$200.*

Entre Paducah: EntrePaducah will provide (based on need): Marketing advice; Business Plan Preparation Coaching; Focus Group Facilitation for problem diagnosis; or General Small Business advice.

Finish Line Car Wash: Finish Line Car Wash will provide vehicle car washing and detailing services up to \$200. *Actual Retail Value: \$200.*

Four Rivers Business Journal: The Four Rivers Business Journal will provide six 3x5 print ads in The Paducah Sun and announcement of winner in The Paducah Sun. *Actual Retail Value: \$2,439.90.*

Frick Investment Group, Inc.: Frick Investment Group, Inc. will provide Financial Life Planning with Plan Implementation and Monitoring for one year. *Actual Retail Value: \$2,500.*

Goodman Lumber & Hardwood Flooring: To dress up the winner's office space, Goodman Lumber and Hardwood Flooring will provide up to 500 square feet of 3 inch microbevel edged sycamore hardwood flooring. This flooring is prefinished and is cherry in color. Goodman Lumber and Hardwood Flooring will deliver flooring to winner's site. (Installation is not included.) *Actual Retail Value: \$1,625.*

Long, Long & Powless: Long, Long & Powless, PLLC will provide a corporate/business structure review & consultation to determine any potential needs, and provide legal services to address those needs up to 4 billable hours. *Actual Retail Value: \$750.*

Omni On Hold Messaging: Omni On Hold Messaging will provide one on hold message player (Neltech Messenger USB), ten on hold announcements, each 20 - 30 seconds of script produced with professional voice talent and license free music, and installation at client location.) *Actual Retail Value: \$399.*

Peel & Holland: Peel & Holland Financial Group will provide a risk management workshop, which is part of their Solution PRO™ process. They will work with the winner to determine the business' hazard, business and strategic risks. *Actual Retail Value: \$3,500.*

Petter Business Systems: Petter Business Systems will donate \$500 of our products (client can choose between office supplies, business equipment or office furniture). *Actual Retail Value: \$500.*

Purchase Records Destruction: Purchase Records Destruction will provide off-site routine 40" console service (as needed) and 2000 lb. purge. *Actual Retail Value: \$2,500.*

Rene' Advertising Specialties: Rene Advertising will provide the winner with the choice of \$1000 worth of imprinted merchandise with company logo. (Includes set up charges, freight, sales tax and any other charges required for imprinting said merchandise.) *Actual Retail Value: \$1,000.*

Riley Architect Services: Riley Architect Services will provide a "Mini-Master" facility plan to assist the winning business in creating, improving, or expanding its facility resources in line with its stated goals for growth. The Mini-Master will take the form of a written, not graphic, document produced in conjunction with the organization's leadership during three joint sessions (limited to two hours each):

1. Needs Quantification Session – discusses industry quantification standards, cross-industry standards that may invigorate the process, current available facility resources, future growth goals.
2. Needs Analysis Session – investigates existing resources along with potential available resources
3. Facility Strategy Session – develops a strategy to align the facility plan with the goals and resources of the organization (feasibility)

The final portion of the "Mini-Master" will be a written report compiling the information gathered and conclusions drawn in the three sessions. (Limit – 20 pages). Drawings and sketches are provided only in the "Master Plan" offering. The "Mini-Master" provides a written narrative description. *Actual Retail Value: \$3,500.*

Turner Communications: Turner Communications will provide an analysis of all communication services with recommendations. They will offer services through multiple providers and assist in making any requested changes. *Actual Retail Value: \$300.*

Williams, Williams & Lentz CPA: Williams, Williams and Lentz CPA will provide an overview of the winning company's bookkeeping system to make sure that they are operating properly. In addition, WWL will provide a review of the organization's tax structure to make certain the company is taking advantage of potential tax benefits. (Services must be utilized by July 2012.) *Actual Retail Value: \$2,500.*

Workforce Solutions at WKCTC - Workforce Solutions at West Kentucky Community & Technical College will provide 4 Hours of Leadership Training. Technical skills in supervision are important, but leadership is required for taking performance to a new level. The only things constant is change, so it is critical to learn to lead people through a diverse and changing environment while maintaining the quality and quantity of on-going work required. Learn to be the leader who positions your organization to excel. *Actual Retail Value: \$1,500.*

Zebra Graphics: Zebra Graphics will provide 1000, 2 color letterhead; 1000, 2 color envelopes, 3 sets of 500 business cards, 2 color, 500 full color trifold brochures. *Actual Retail Value: \$1000.*

All equipment, merchandise, and the services will be selected by KeeFORCE at its sole discretion. All equipment, furnishings, merchandise, and the services will be delivered to the Grand Prize Winner and without representations or warranties, express or implied, other than those, if any, provided by the Business Partner/Provider/Vendor from whom KeeFORCE has agreed to acquire the Xtreme Business Makeover, and other than any applicable manufacturers' warranties. Taxes, including property taxes, are not the obligation of the Developer pursuant to an agreement with KeeFORCE to acquire the makeover shall be the sole responsibility of the Grand Prize Winner, as will all current and future taxes and all other taxes, costs, fees, and expenses related to the maintenance of the makeover commencing as of the date the Grand Prize Winner accepts the Grand Prize. Insurance and homeowner's hazard and liability insurance shall be the sole responsibility of the Grand Prize Winner. Total ARV of Grand Prize is \$39,453.90.

**General Prize Conditions:** All costs, taxes, fees, and expenses associated with a prize or the acceptance and use of any element of a prize not specifically addressed above are the sole responsibility of the respective winner. All federal, state, and local taxes on prize are winner's responsibility. The specifics of all aforementioned elements of any prizes in the Sweepstakes shall be solely determined by Main Sponsor. Some restrictions may apply. Prizes cannot be transferred, substituted or redeemed for cash except at Main Sponsor's sole discretion. Main Sponsor reserves the right to substitute any prize, or portions thereof, with a prize of comparable or greater value, at its sole discretion.

Main Sponsor: KeeFORCE, 326 State Route 348 East, Symsonia, KY 42082.