



THE FOLLOWING PROMOTION IS INTENDED FOR VIEWING IN THE 48 CONTIGUOUS UNITED STATES AND D.C. ONLY (EXCLUDING, WITHOUT LIMITATION, ALL US TERRITORIES) AND SHALL ONLY BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW AND AMERICAN ENGLISH. YOU MUST BE THE AGE OF MAJORITY IN YOUR STATE OF RESIDENCE OR OLDER TO ENTER. YOU ARE NOT AUTHORIZED TO ENTER THIS SWEEPSTAKES IF YOU DO NOT MEET THESE CRITERIA.

**STA Travel’s “Eat Pray Love: Let Your Journey Begin” Sweepstakes (the” Sweepstakes”) — Official Rules.**

**No Purchase Necessary. A purchase will not increase your chances of winning a prize. Void where prohibited.**

1. There are two (2) ways to enter: online and in-store. The online “Sweepstakes Period” is from 12:00:01 PM Central Time (“CT”) July 7, 2010 (“Sweepstakes-Start”) to 12:00:01 PM (“CT”) August 27, 2010 (“Sweepstakes-End”). Sponsor’s website computer determines the time. The in-store “Sweepstakes Period” is during local business hours in participating STA Travel stores from July 5, 2010 to August 27, 2010.
2. **Eligibility:** This Sweepstakes is open only to legal residents residing in the 48 contiguous United States and D.C. (excluding, without limitation all US territories and possessions) who are the age of majority in their state of residence. Employees, officers, directors, agents, representatives and their immediate families (spouse, parents, children, siblings and each of their spouses regardless of where they live) or members of household of STA Travel, Inc. (“Sponsor”), STAY Tours, Viator, Columbia TriStar Marketing Group, Inc., Lonely Planet Publications, Inc., Borders, Inc., and THE MARKETING AGENCY, LLC (“Administrator”) and their respective parent companies, subsidiaries, advertising, design, web design, web hosting and promotion and publicity agencies and anyone connected with the production or distribution of this Sweepstakes (the “Sweepstakes Entities”) and employees, officers or directors of a tour wholesale or retail entity are not eligible to enter or be awarded a prize.
3. **How to Enter:** **This Sweepstakes is entered online and in participating STA Travel stores.**
  - **Online Entry:** Go to <http://www.statravel.com/eatpraylove> during the online Sweepstakes Period and follow the instructions for entering the sweepstakes. You will be asked to complete all required fields including your full name, mailing address including zip code, date of birth and a valid, working email address for which you are the authorized user. Entries must be made by an individual from a stand-alone computer device and may not be made by proxy or any electronic/automated means such as script, bot, macro, or any other similar software or program.

- **In-Store Entry:** Go to an STA Travel store during the in-store Sweepstakes Period and complete a Sweepstakes Entry and deposit it in the Sweepstakes Entry Box. You will be asked to complete all required fields on the Entry Form including your full name, mailing address including zip code, date of birth a valid, working email address for which you are the authorized user.

**Limit one entry per person or email address regardless of method of entry. All discovered entries made in violation of these rules will be deleted. You must supply an accurate, functioning email address, for which you are the authorized user, for your entry to be eligible and to be notified should Sponsor wish to use this form of winner notification.** It is an entrant's responsibility to keep his/her email address current. An email "Authorized user" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or organization (e.g. webmail provider, business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the email address. In the case of a dispute regarding who submitted a particular online entry, the entry will be deemed submitted by the authorized account holder of the email account.

4. **Winner Selection:** One (1) Grand Prize winner, 50 First Prize winners and 50 Second Prize winners will be chosen on or about August 30, 2010 in random drawings, from all eligible entries received online and in STA Travel stores during the Sweepstakes Period. **Potential winners will be notified within three (3) business days after the selection is made via email to the email address submitted during entry.** A potential winner will have three (3) business days to reply, agreeing to accept the prize and providing full contact information. Failure to confirm and provide the information above, will signify to Sponsor that the prize has been declined and forfeited for all time and another potential winner will be chosen in random drawings.
5. **Prizes: (1) Grand Prize:** A 21-day/19-night trip for one (1) to reflect the journey in the film "Eat Pray Love" including: Roundtrip, economy class air travel for one (1), on an airline to be determined by Sponsor in its sole, subjective determination, on the following itinerary: A) from the nearest major, international airport to winner's residence in the 48 contiguous United States to Rome, Italy; B) from Rome to Delhi, India; C) from Delhi to Bali, Indonesia and D) from Bali to the nearest major, international airport to winner's residence in the 48 contiguous United States; accommodations in all the above mentioned cities (and on overnight excursions) in 3-star or better (with minor exceptions) hotels of Sponsor's choosing (with room tax); some tours, some meals and a suite of guidebooks from Lonely Planet. **Winner will be responsible for all other expenditures not specifically mentioned here** including, without limitation, all meals and beverages not provided, gratuities, telephone, incidentals, transportation to and from originating/return and destination(s) airport(s), personal expenses and travel/medical/baggage insurance. There may be blackout dates and tickets are non-transferable and non-endorsable and cannot be exchanged or refunded for cash. Tickets issued may not be eligible for accrual of frequent flyer mileage. Winner must submit three (3) desirable travel days, in order of preference, to Sponsor at least 30 days prior to the earliest desired departure date and understand that space is based on availability. Travel must be completed within nine (9) months of prize award. No changes will be made to travel details once any element(s) of the travel arrangements have been booked, except at

Sponsor's sole discretion. Sponsor will not replace any lost or stolen tickets, travel vouchers or certificates or similar items once they are in the Grand Prize Winner's possession, Sponsor will determine airline and flight itinerary in its sole discretion. No stopovers are permitted on tickets issued as the Grand Prize; if a stopover occurs, the Grand Prize will terminate and full fare will be charged from the stopover point for the remaining trip segment(s), including the return. Once hotel and flight arrangements have been confirmed, no changes will be allowed except by Sponsor in its sole discretion. Any unclaimed and/or unused Grand Prize travel package or element thereof will be forfeited by Grand Prize Winner and will remain the property of Sponsor. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in these Official Rules and those set forth by Sponsor's air travel prize supplier, as detailed in the passenger ticket contract issued by such supplier. By entering this Sweepstakes, a winner acknowledges that Sweepstakes Entities have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to a prize or regarding the use, value or enjoyment of the prize. The right to receive a prize is non-assignable, non-exchangeable and non-transferable and no prize substitution or cash equivalent will be given, except that Sponsor may substitute a prize of comparable or greater value in its sole discretion. Prize and prize notifications that are returned as undeliverable may disqualify winner. The prize will be awarded if claimed properly and is awarded "as is." **ARV:** \$5,500 depending on time of year of travel. **(50) First Prize:** An "Eat Pray Love" Prize Pack including two (2) tickets to see the movie "Eat, Pray, Love" (must be used by 10/31/2010 after which it will be void), a copy of the book "Eat Pray Love", a Lonely Planet Guidebook for each of the destinations featured in the book and one (1) \$50 STA Travel Gift Card. **ARV:** \$160 each. **(50) Second Prize:** One (1) 27" x 40" "Eat Pray Love" Movie Poster and one (1) \$25 STA Travel Gift Card. **ARV:** \$48 each. **Odds of winning any prize:** Dependant on number of eligible entries received in the Sweepstakes-Periods in all participating STA Travel stores and online. The Prize will be awarded provided it is claimed properly. Should the value of the prize be less than the ARV stated above, the difference will not be awarded in cash or kind.

- 6. General: By participating in this Sweepstakes, you agree to be bound by these Official Rules.** Sweepstakes administration will be supervised by THE MARKETING AGENCY, LLC, an independent judging organization, whose decisions are final and legally binding. No participant or potential winner shall have the right to contest any decision by Sponsor or the independent judging organization, concerning any aspect of the Sweepstakes. Sponsor is not responsible for those who cannot access the Internet or cannot click-through for any period of time regardless of, without limitation, technical, hardware, software, telephone, Internet, virus contamination or network problems, or for delay, failure or malfunction for any reason including, but not limited to, lost or unavailable network connections, failed, incomplete or garbled computer or telephone transmissions, typographical or system errors, human errors including, but not limited to, errors by Sponsor who enters incorrect information into any of Sponsor's computer systems or by force majeure. Sponsor reserves the right to cancel/terminate, modify or suspend the Sweepstakes if in Sponsor's sole determination it believes that the integrity of the Sweepstakes has been, or could be, compromised or that the Sweepstakes is not capable of running as planned or fairly,

including tampering, unauthorized intervention (hacking), fraud, technical failures, or force majeure or any other causes beyond Sponsor's control. Should the sweepstakes be canceled/terminated, for the reasons stated above, winners will be chosen from all eligible, non-suspect entries received to the cancellation/termination date. Sponsor reserves the right to disqualify any entry from the Sweepstakes if in Sponsor's sole judgment it suspects that entrant has not complied with these Official Rules. Without limitation, all of an entrant's discovered entries will be disqualified, at the sole discretion of Sponsor, if Sponsor suspects that an entrant has attempted: (i) to enter the Sweepstakes through any means other than as described in these Official Rules; (ii) provides information that is inaccurate, illegible or fraudulent; or (iii) attempts to disrupt the Sweepstakes or circumvent the terms and conditions of these Official Rules. Only the prizes and the values listed in the Official Rules shall be awarded. The Grand Prize potential winner will be required to execute and return an *Affidavit of Eligibility, Liability and (where legal) Publicity Release* within three (3) business days on notification or it will be concluded definitively and for all time that the prize has been declined and a new potential winner will be selected in random drawings. It is the Grand Prize winner's responsibility to learn the applicable rules and regulations for entering and staying in the various countries. Grand Prize winner will be responsible for, without limitation: 1) all travel documents including, without limitation, a current, valid U.S. Passport, Visas if required and/or other travel documents/requirements, acceptable to the airlines, The Transportation Security Administration (TSA), the United States Government and the destination Governments, (2) all medical requirements, including, without limitation, vaccinations where required, (3) respecting all local regulations and (4) for full compliance with the regulations of the country and all venues. Sponsor, airline(s), tour operators, customs, immigration and local authorities have the right to refuse travel and/or admission to anyone who does not have proper documents or who does not comply with all regulations or comport him/herself properly. There will be no substitution or compensation for a prize or part of a prize forfeited due to winner's non-compliance with all regulations or any other reason. Should a greater number of prize claims be received because of printing, emailing or programming errors or for any reason whatsoever, only the number of prizes stated in these Official Rules and their values will be awarded in random drawings.

7. By entering, you explicitly agree to forever and irrevocably release, defend, indemnify and hold harmless the Sweepstakes Entities and their successors and assigns and their respective officers, directors, employees, representatives and agents, one and all, from any and all liability, actions, causes of action, damages, actual, incidental or consequential, claims judgments, injuries, death, fines, penalties, losses, costs, expenses and demands whatsoever in law or equity, including all attorney or "expert" fees or costs, which you now have or may acquire, by reason of any personal injury, death, loss of or damage to others or to property, or any reason, occurring during or arising out of the Sweepstakes, your participation or inability to participate in the Sweepstakes; the acceptance, possession, attendance at, travel related to, defect of, use, inability to use or misuse of the prizes and any elements thereof; any change in the prizing (or any components thereof) due to unavailability, business or creative considerations, or due to reasons beyond Sponsor's control; human error; any late, lost, stolen, mutilated, misdirected, illegible, delayed, garbled, corrupted, destroyed, incomplete,

undeliverable or damaged online entries or in-store entries; any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions; any interruptions in or postponement, cancellation, or modification of the Sweepstakes; incorrect or inaccurate transcription, receipt or transmission of any part of the entry (including, without limitation, the entry information or any parts thereof); any technical malfunctions or unavailability of the Sweepstakes site, telephone network, computer online system, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail or delivery service utilized by any of the Sweepstakes Entities or by an entrant; interruption or inability to access the Sweepstakes, the Sweepstakes site or any online service via the Internet due to hardware or software compatibility or other problems; any damage to entrant's (or any third person's) computer and/or its contents related to or resulting from any part of the Sweepstakes; any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, any wrongful, negligent, or unauthorized act or omission on the part of any of the Sweepstakes Entities, or any of their agents or employees; cancellations, delays, diversions or substitutions or any act or omissions whatsoever by the air carrier(s), or other transportation companies, hotel(s), or any other persons providing any of these services and accommodations to passengers including any results thereof such as changes in services or accommodations necessitated by same; lost, stolen, damaged, delayed, or misdirected baggage; or lost, late, stolen, misdirected, damaged or destroyed prize (or any element thereof). Prizewinner waives the right to 1) assert as a cost of winning the prize any and all costs of verification and redemption or travel to redeem said prize, and 2) claim any liability (including attorney's and experts fees and costs) which might arise from redeeming or seeking to redeem said prize (including travel related thereto). Prizes not claimed will not be awarded.

8. **Sweepstakes void where prohibited, licensed, restricted or taxed. All federal, state and local laws and regulations apply.** If any provision of the Sweepstakes shall be deemed to violate any federal, state or local law, regulation or ordinance, it shall be amended to conform to such law and all other provisions shall remain in full force and effect. If Sponsor is required by applicable federal, state or local law, regulation or ordinance, or by action of an administrative agency to cease offering the Sweepstakes in any jurisdiction, Sponsor reserves the right to (i) terminate the Sweepstakes in such jurisdiction in its entirety, and/or (ii) cancel and remove from participation in the Sweepstakes any and/or all entries from entrants residing in such jurisdiction, without penalty and without obligation to any Sweepstakes entrants. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. All taxes are winners' responsibility and an IRS form #1099 will be sent to Grand Prize winner for \$5,500 for the year 2010.
9. Except where prohibited by law, by entering the Sweepstakes, as a condition of participating in this Sweepstakes and winning the prize, you agree to the use by Sponsor and its designees of your name, photograph, likeness, statements, biographical information, voice and city and state address for advertising and promotional purposes for this and similar promotions, worldwide, and in perpetuity, in any and all forms of media, now known or hereafter devised without additional compensation, review or approval rights, notification or permission. **YOU FURTHER ACKNOWLEDGE THAT IF YOU ARE CHOSEN AS A WINNER, YOUR IDENTIFYING**

INFORMATION MAY BE DISCLOSED TO THIRD PARTIES INCLUDING, WITHOUT LIMITATION, BEING PLACED ON A WINNERS' LIST.

10. As a condition of participating in this Sweepstakes, you agree that any and all disputes which cannot be resolved between the parties, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, or the determination of the Winner shall be resolved individually, without resort to any form of class action exclusively by arbitration pursuant to the commercial arbitration rules of the American Arbitration Association, then effective. Further, in any such dispute, under no circumstances will you be permitted to obtain awards for, and you hereby waive all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' or experts' fees, other than your actual out-of-pocket expenses (i.e., costs associated with entering this Sweepstakes), and you further waive all rights to have damages multiplied or increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or your rights and obligations or STA Travel's rights and obligations in connection with this Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Texas, U.S.A., without giving effect to the conflict of laws rules thereof, and all proceedings shall take place in that State in the City of Dallas. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages, so the above may not apply to you.
11. The Sweepstakes Entities shall not be responsible for technical, pictorial, typographical or editorial errors or omissions in the Sweepstakes website, any marketing materials or these or the abbreviated Official Rules.
12. All entries submitted become the property of Sponsor and none will be acknowledged or returned. Sponsor and Administrator collect personal information from you when you enter the Sweepstakes. The information collected is subject to the Sponsor's Privacy Policy, which can be found by clicking Privacy Policy on [www.statravel.com](http://www.statravel.com) and Administrator's Privacy Policy found at <http://themarketingagency.com/>. Lonely planet's privacy policy is found at <http://www.lonelyplanet.com/legal/privacy-policy>. By participating in the Sweepstakes, entrants hereby agree to Sponsor's and Administrator's collection and usage of their personal information according to their privacy policies and acknowledge that they have read and accepted Sponsor's/Administrator's privacy policy.
13. **For a Winners List** — available on or about September 20, 2010, send a self addressed, adequately stamped, #10, business envelope to Winner — STA Travel's "Eat Pray Love: Let Your Journey Begin" Sweepstakes, c/o STA Travel, Inc., 750 State Highway 121, Lewisville, TX 75067, to be received by September 20, 2010. No mechanically reproduced or photocopied requests allowed; only one (1) request per outer mailing envelope. **You cannot enter the Sweepstakes using this address. All entries mailed to this address will be discarded.**
14. This Sweepstakes is sponsored by STA Travel, Inc., 750 State Highway 121, Lewisville, TX 75067 and administered by The Marketing Agency, LLC, 2881 East Oakland Park Blvd., Suite 425, Fort Lauderdale, FL 33306.  
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