

The Cokas-Diko's 10th Anniversary \$10,000 Room Makeover Contest

Sponsored by Cokas-Diko

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR TO WIN.

A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

ELIGIBILITY

Subject to the additional restrictions below, the The Cokas-Diko's 10th Anniversary \$10,000 Room Makeover Contest (the "Contest") is open to any resident in Sonoma County, CA, and who are 18 years or older at the time of entry. Employees of Cokas-Diko and The Press Democrat ("Sponsor") and each of their respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win.

HOW TO ENTER

The Contest will begin at 9:01 a.m. (P.S.T.) on Friday, August 15, 2008 and end at 11:59 p.m. (P.S.T.) on Sunday, September 21, 2008 (the "Contest Period").

To enter, submit one photo that captures the character of the room you would like to win the "makeover". The room must be a bedroom, living/family room or dining room that is a minimum size of 10 feet by 12 feet. Entry Period begins at 09:01 a.m. (P.S.T.) on Friday, August 15, 2008 and ends at 5:00 p.m. (P.S.T.) on Sunday, August 31, 2008 ("Entry Period"). Enter online at www.pressdemocrat.com/makeover. Complete all required information and follow all posted instructions. Online entries must be accompanied by one digital photograph and must not exceed 1 MB in size. Only one entry/photo per household will be accepted. Each photo submission must be an authentic, original digital photograph taken by contestant identified on the accompanying entry form, and the contestant must own the copyright in the photograph submitted. Sponsor will accept the format of jpeg, gif or png. The photo should be cropped as the submitting photographer prefers. Images must not have been digitally altered in any way other than necessary cropping. All entries will be screened for content before posting. Sponsor reserves the right to disqualify any entry that is alleged to infringe on any third-party's intellectual property rights, or that Sponsor deems obscene, offensive or otherwise inappropriate for viewing by a general audience. All entries become the property of Sponsor and none will be returned.

Sponsor will not be responsible for incomplete, lost, late, misdirected, or illegible entries, or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. Ad blocking software on your computer may need to be disabled so that it doesn't interfere with processing your entry. In the event of a dispute, all online entries will be deemed to have been submitted by the owner of the ISP account from which they were sent. For these purposes, an ISP account holder shall mean the natural person assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account. All entries become the property of Sponsor and none will be returned. Any questions regarding the number of entries submitted or the owner of an ISP account 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.

WINNER SELECTION

Online entries will be accepted until 5:00 p.m. (P.S.T.) on Sunday, August 31, 2008. A panel of judges will select 20 finalists on or before 2 p.m. Friday, September 5, 2008. The 20 finalists will be posted online on Saturday, September 6, 2008 for public voting to determine the winners.

The 1st, 2nd and 3rd place winner will be selected based on online voting. Online voting for the "Contest" will begin at 9:01 a.m. (P.S.T.) on Saturday, September 6, 2008 and end at 4:59 p.m. (P.S.T.) on Monday, September 21, 2008. Voting is open to the general public who are 18 years and older. The eligible entry with the highest number of votes will be awarded the Grand Prize of a \$10,000 room makeover; the 2nd and 3rd highest number of votes will each receive a \$1,000 Cokas-Diko gift card. Vote online by visiting www.pressdemocrat.com/makeover. One vote per e-mail address will be accepted. When voting online, your computer must accept cookies, or any successor or similar technology, which may be used for the purpose of entry tracking. Ad blocking software on your computer will need to be disabled so that it doesn't interfere with processing your vote.

The winner will be notified by e-mail by September 24, 2008 and must acknowledge the notification either by e-mail or a phone call made to the Company at 707-526-8507 by no later than September 28, 2008 or the prize will be forfeited.

Contestants limited to 1 (one) prize per household.

RANDOM DRAWING

All entries will be entered into a drawing for one of 3 (three) \$500 Cokas-Diko gift certificates. Winners will be selected in a random drawing from among all eligible entries by September 24, 2008. All prizes will be awarded. The decision of the judges is final. No prize transfer, assignment or substitution by Winners permitted. Odds of winning depend on the number of eligible entries received. Taxes are the responsibility of the winner.

The winner will be notified by e-mail and must acknowledge the notification either by e-mail or a phone call made to the Company at 707-526-8507 by no later than September 28, 2008 or the prize will be forfeited.

PRIZES AND ODDS

Grand Prize: One (1) Grand Prize Winner will receive a room makeover. Prize will NOT exceed \$10,000. (ARV: \$ 10,000). The room makeover prize must only be used for the room submitted in original photo entry. The makeover date will be arranged mutually between the winner and Cokas-diko and must be completed before November 1, 2008. Room design and furnishings will be chosen at the sole discretion of the design team at Cokas-Diko. Items are NOT exchangeable or returnable, and all decisions are final. Odds of winning depend on the number of eligible entrants and eligible votes received.

WINNER NOTIFICATION AND ACCEPTANCE

Winners will be notified on or about Wednesday, September 24, 2008 at the email address provided on winner's entry form. Failure to reach winner by email, after 3 attempts may result in disqualification of winner, forfeiture of his or her interest in all prizes, and selection of a substitute winner from among all remaining eligible entries. To claim prize, each winner must contact the company either by e-mail or a phone call to 707-526-8507 by no later than September 28, 2008 or the prize will be forfeited.

Winner must present a valid photo identification and Tax ID number to receive the prize. Winners may waive their right to receive prizes. Prizes are no assignable and nontransferable. Winner agrees to allow the Cokas-Diko design team to have full access to the winning room. A "Before" photo will be taken, and winner agrees to remove all furnishings and accessories in the room and allow the Cokas-Diko design team to furnish the room exclusively with \$10,000 of Cokas-Diko merchandise of their choosing. All decisions are final. No substitutions, returns or exchanges of merchandise allowed by winner. Prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes. Winners may be required to complete an affidavit of eligibility/liability certifying that the entrant's submission is entrant's original work, that entrant owns right to the work, that the submission has not previously won an award or prize in a contest and has not previously been published, and that entrant has complied with the Official Rules of the Contest, and a liability and publicity release (except where prohibited by law) which must be returned as instructed by Sponsor. Failure to sign and return the affidavit or release or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. Except where prohibited, acceptance of any prize constitutes winner'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. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

PARTICIPATION

By participating, contestants agree to be bound by these Official Rules and the decisions of Sponsor. 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 virus, 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.

RELEASE

By entering the Contest, each contestant grants to Sponsor an exclusive, royalty-free and irrevocable right and license to publish, print, edit or otherwise use the contestant's submitted entry, in whole or in part, for any purpose and in any manner or media (including, without limitation, the Internet) throughout the world in perpetuity, and to license others to do so, all without limitation or further compensation. Each contestant further agrees that if his/her entry is selected by Sponsor as the winning entry, he/she will sign any additional license or release that Sponsors may require, including before and after photos of the room, and will not publicly perform or display his or her submission without the express permission of Sponsors.

LIMITATION OF LIABILITY

By participating, entrants agree to release, discharge and hold harmless Cokas-Diko and The Press Democrat and each of their respective partners, affiliates, subsidiaries, advertising agencies, agents and their employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in this Contest or any Contest-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder.

SPONSOR

The Cokas-Diko's 10th Anniversary \$10,000 Room Makeover Contest is sponsored by Cokas-Diko in association with The Press Democrat. The decisions of Sponsor regarding the selection of winners 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. For a list of winners (available after October 10) or a copy of these Official Rules, visit www.pressdemocrat.com/makeover or send a self-addressed, stamped envelope to "The Press Democrat/Cokas-Diko Makeover Contest Winners List/Official Rules, P.O. BOX 569, Santa Rosa, CA 95402." If you have any questions regarding this Contest, please contact (707) 526-8507 or kim.reid@pressdemocrat.com.