

Shield HealthCare “What Makes Caregiving Rewarding? Story Contest Official Rules

No purchase or payment of any kind is necessary to enter or win this contest.

The “What Makes Caregiving Rewarding? Story Contest” begins on September 5, 2011, at 12:00 A.M. and ends at 11:59 P.M. on November 30, 2011.

To enter, fill in the information on the page entitled “Enter Contest,” email your story (“Submission”) to caring@shieldhealthcare.com, mail your story to Caregiver Story Contest, 27911 Franklin Parkway, Valencia, CA 91355, or fax your story to 661-294-4269. Do not include confidential or protected healthcare information or actual names of patients. For any winning Submission, Shield HealthCare will provide a Publicity Release Form that must be completed and returned to Shield HealthCare. Submissions must be one (1) page in length (typed or handwritten) and must include your name, mailing address, and phone number. Entries must be postmarked or emailed with confirmed receipt by 11/30/11 at 11:59 P.M.

There is a limit of one (1) entry per person or e-mail address or mailing address. Any legal resident of the 50 United States who is age 18 or over can enter, except employees, agents, or representatives of Shield HealthCare (the “Sponsor”) or any of its affiliates. Previous winners are not eligible to win. Entries that are lost, late, misdirected, garbled, or incompletely received, for any reason, including by reason of hardware, software, browser, or network failure, malfunction, congestion, or incompatibility elsewhere, will not be eligible. The Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process; tampering with the operation of email, fax or mail delivery; or otherwise violating the rules. It further reserves the right to cancel, terminate, or modify the “What Makes Caregiving Rewarding? Story Contest if the contest is not capable of completion as planned, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, force majeure, or technical failures of any sort.

Entrants represent and warrant that their Submission is their original work, has not been copied from others, and does not violate the rights of any other person or entry. All entry materials will become the property of the Sponsor and will not be acknowledged or returned. The copyright, where applicable, in any Submission shall remain the property of the entrant, but entry in this contest constitutes entrant's irrevocable, perpetual permission and consent, without further compensation or attribution, to use the Submission and the entrant's name and likeness, photograph, and city and state for editorial, advertising, commercial and publicity purposes by the Sponsor and/or others authorized by the Sponsor, in any and all media now in existence or hereinafter created, throughout the world, including without limitation the Internet, in perpetuity. The Sponsor and/or others authorized by the Sponsor shall have the right to edit, adapt, and modify the Submission and no such person or entity shall be liable for any unauthorized reproductions of Submissions on the Internet or otherwise. Each entrant releases and discharges the Sponsor, the judges, any party associated with the development or administration of the contest, their employees, agents or representatives, or affiliates from any and all liability in connection with the contest, including without limitation, legal claims, costs, injuries, losses or damages, demand or actions of any kind. Each entrant shall indemnify and defend the Sponsor, its employees, agents, and representatives from and against any claim or damage relating to the entrant's breach of any representation or warranty herein by the entrant.

Twelve (12) finalists will be selected from each Caregiver Story Contest by a member or members of the Shield HealthCare staff (the "Judge(s)"). Five winners' captions will be published on the Caregiver Story Contest page at www.shieldhealthcare.com, along with the name, photograph and city and state of each winner. An outside Judge will make the final determination of the two runners up and the three winners. All decisions of the Judge(s) will be final and binding.

The Top three (3) Qualified Winners of each Caregiver Story Contest will each receive \$1,000 in American Express gift cheques (the "Prize"), a one-year subscription to Today's Caregiver Magazine, a commemorative plaque, and an "I Care" lapel pin. Each of the five (5) runners up will receive \$250 in American Express gift cheques, a one-year subscription to Today's Caregiver Magazine, and an "I Care" lapel pin. Winners of all contests will be contacted by a representative of the Sponsor and presented with the award. The Sponsor will deliver in person the contest prize to the address supplied by the winners. Two (2) attempts to deliver the prize to the winners will be made in the month of December 2011. Failure to respond after two (2) attempts shall mean that the winner forfeits the prize. The Sponsor is not required to award elsewhere any prizes forfeited by the chosen winner(s).

The approximate retail value of all Prizes is \$4,965. Income and other taxes, if any, are the sole responsibility of each winner. Such benefits are subject to all federal, state, and local laws and regulations. This contest is void outside the 50 United States and the District of Columbia, and where prohibited. No Prize is transferable. There will be no substitutions for the Prize(s) except by the Sponsor in its sole discretion. The Sponsor may substitute a prize of equal or greater value.