

**2012 ConocoPhillips Rodeo Run Promotion  
(the "Promotion")  
Official Rules**

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1. **PRIZES:** A total of seven (7) prizes will be given away during the Promotion for the 2012 ConocoPhillips Rodeo Run to be held on February 25, 2012 (the "Race") as follows:
  - A. **ONLINE REGISTRATION WINNERS:** Two (2) winners for one (1) round trip ticket (nonrefundable for cash) each for travel anywhere United flies in the US48, Alaska, Canada, Mexico, Central America and the Caribbean. Estimated value: \$900 per ticket. Limit one (1) per person.
  - B. **IN PERSON REGISTRATION WINNER:** One (1) winner for one (1) round trip ticket (nonrefundable for cash) for travel anywhere United flies in the US48, Alaska, Canada, Mexico, Central America and the Caribbean. Estimated value: \$900.
  - C. **COSTUME CONTEST WINNERS:** Two (2) prizes of one (1) round trip ticket (nonrefundable for cash) for winner of Best Dressed and of Most Spirited costumes for travel anywhere United flies in the US48, Alaska, Canada, Mexico, Central America and the Caribbean. Estimated value: \$900 per ticket. Limit one (1) per person per costume category.
  - D. **POST RACE PARTY WINNER:** One (1) winner for a round trip ticket (nonrefundable for cash) for travel anywhere United flies in the US48, Alaska, Canada, Mexico, Central America and the Caribbean. Estimated value: \$900 per ticket.
  - E. **FACEBOOK WINNER:** One (1) winner of one (1) round trip ticket (nonrefundable for cash) for travel anywhere United flies in the US48, Alaska, Canada, Mexico, Central America and the Caribbean. Estimated value: \$900 per ticket. Limit one (1) per person.

**IMPORTANT NOTICE TO WINNERS:** Winners agree that the air travel prizes are subject to additional terms, conditions, and restrictions set forth by United, Air Lines Inc. ("United") including, but not limited to, flight availability restrictions, government imposed taxes and fees, and checked baggage fees. Complete terms and conditions are available at [www.ConocoPhillipsRodeoRun.com](http://www.ConocoPhillipsRodeoRun.com). Winner by accepting the prize agrees to comply and be bound by those terms, conditions and restrictions. All travel will be subject to United's Contract of Carriage.

2. **HOW TO ENTER:** Participants must be registered in the Race in order to qualify for drawings as follows:
  - A. **ONLINE REGISTRATION:** Registering for the Race online automatically enters you. One entry per person. Enter online by visiting the Website [Active.com](http://Active.com) directly or connecting through [www.conocophillipsrodeorun.com](http://www.conocophillipsrodeorun.com) and following all instructions provided. Online entries must be received by February 20, 2012 at 11:59 p.m. Central Time, in order to qualify for the prize drawings.
  - B. **IN PERSON:** Register for the Race in person at H-E-B located at 9710 Katy Freeway Houston, TX 77055 on February 4, 2012, between the hours of 9:00 a.m. and 2:00 p.m. Central Time.
  - C. **COSTUME CONTEST:** Participate in the costume contest at the Race for a chance to win. Contestants must be registered in the Race. Contestants must meet the age requirement for the respective contest. Adult contestants must choose one category, either Best Dressed or Most Spirited. Contestants must be present for pre-Race judging

and the post Race party to win. See the ConocoPhillips Rodeo Run Website for additional details.

- D. **POST RACE PARTY:** Attend the post Race party for a chance to win. Entrants must be present and have their Race number to have a chance to win.
  - E. **FACEBOOK:** Contestants must be registered in the Race. Posters must answer one of the designated Rodeo Run questions on the ConocoPhillips Rodeo Run Facebook page between January 19, 2012 and February 20, 2012 to have a chance to win. Postings must be received by February 20, 2012, at 11:59 p.m. Central Time, in order to qualify for the prize drawing. One entry per person.
3. **DRAWINGS AND NOTIFICATION TO WINNERS:** The random drawings for any online entrants and any in person entrants in Categories A, B, and E will be performed by a representative of the ConocoPhillips Rodeo Run Steering Committee on or before Saturday, February 25, 2012. Prizes for Categories A, B, and E will be awarded on or before March 14, 2012.

The random drawing and the awarding of the prize for the post-Race Party in Category D will be performed by a representative from the ConocoPhillips Rodeo Run Steering Committee on the day of the Race.

The winners of the Costume Contest in Category C will be determined by a representative from the ConocoPhillips Rodeo Run Steering Committee on the day of the Race. The prize for the Costume Contest will be awarded on the day of the Race.

Winners in Categories A, B, and E will be notified by electronic mail or phone.

All winners of all Categories A-E will be required to complete an Affidavit of Eligibility and Liability ("Affidavit") and a Publicity Release ("Release"), which must be completed, signed and returned within seven (7) days of date printed on notification. Failure to return the signed Affidavit and Release within this time frame will result in forfeiture of prize and a substitute winner will be randomly drawn.

- 4. **ELIGIBILITY:** The Promotion is open to all legal U.S. residents 18 years of age and older as of the day of the drawing. Members of the ConocoPhillips Rodeo Run Steering Committee and their respective immediate family (spouse, parents, children, sibling and their spouses) and individuals living in the same household of ConocoPhillips Rodeo Run Steering Committee Members are not eligible to participate.
- 5. **GENERAL CONDITIONS: NO PURCHASE NECESSARY TO ENTER OR CLAIM PRIZE.** Winners in Categories A, B and E will be notified by electronic mail or phone. By participating in the Promotions noted above, entrants agree to be bound by these general rules and the decisions of the judges. All prizes, as listed above, will be awarded to eligible registrants. Odds of winning depend on the number of entries received. The prize value will not exceed \$1,500. Prizes cannot be redeemed for cash, transferred or substituted and no cash prizes will be rewarded. It is illegal to copy, duplicate or redeem counterfeits of prize coupons. Violators will be prosecuted to the fullest extent of the law. All federal, state and local laws and regulations apply. **VOID WHERE PROHIBITED BY LAW.** All taxes are solely the responsibility of the winner. Acceptance of a prize constitutes permission (except where prohibited by law) to use winner's name, hometown, prize won, and likeness for purposes of advertising, online posting, promotion and publicity without additional compensation. By participating in these drawings, all entrants agree that the prize is awarded upon the condition that ConocoPhillips Company, and all other companies (and their agents), connected with these Promotions, will have no liability whatsoever for any injuries, losses or damages of any kind resulting from the acceptance, possession or use of prize. The names of all winners will be made available after March 29, 2012, upon written request to:

ConocoPhillips Rodeo Run  
P. O. Box 4584  
Houston, Texas 77210

**IMPORTANT NOTICE TO ONLINE REGISTRANTS:** ConocoPhillips Company (Company) and Active.com are not responsible for error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of, or failure to receive entry information by Company on account of technical problems or traffic congestion on the Internet or at any Website or any combination thereof. In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the holder of the e-mail account. Mass entries or entries generated by a script, macro or use of automated devices will be disqualified. Company is also not responsible for any injury or damage to entrant's or any other person's computer related to or resulting from playing or downloading any materials in the sweepstakes.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE COMPANY RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW. IN THE EVENT THIS SWEEPSTAKES IS COMPROMISED OR BECOMES TECHNICALLY CORRUPTED IN ANY WAY, ELECTRONICALLY OR OTHERWISE, THE COMPANY RESERVES THE RIGHT TO WITHDRAW THE ONLINE TRANSMISSION OF THIS SWEEPSTAKES AND TO SELECT WINNERS BY RANDOM DRAWING FROM AMONG ALL ELIGIBLE ENTRIES RECEIVED.

6. OPT OUT: If you would like to withdraw your name from prize drawing eligibility, write ConocoPhillips Rodeo Run at P. O. Box 4584, Houston, TX 77210. All entries become the Company's property and will not be returned or acknowledged. No responsibility is assumed for entries that are illegible, lost, stolen, late, misdirected, damaged or not retrievable due to system outage. Online entrants are subject to all online notices including, but not limited to, Privacy Policy.
7. LIMITATION OF LIABILITY: Entrants agree to release and hold harmless Sponsor and their respective parents, affiliates, subsidiaries, retailers, marketers, dealers, advertising agencies, web designers, promotion agencies and prize suppliers, and each of their respective officers, directors, shareholders, employees, agents, successors and assigns (collectively, the "Released Parties") from any and all liabilities, damages, losses, injuries, claims and actions of any kind arising out of or resulting from participation in this Promotion or from the acceptance, use, or misuse of any prize or other such benefit including, without limitation, claims based on death, publicity rights, defamation or invasion of privacy. Released Parties are not responsible for incomplete, misdirected, delayed, undelivered, inaccurate, lost, late, garbled, mutilated, illegible entries, postage-due mail, incorrect or inaccurate transcription of entry, electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft, destruction or unauthorized access to or alterations of entry materials, technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind or for entries that for any reason are not received by Sponsor by the stated deadline. Released Parties are not responsible for any error or malfunction that occurs when processing entries, in the announcement of the prizes, mailing of prizes, in awarding of more prizes than are intended, or in any Promotion-related materials. The Released Parties (i) make no warranty, guaranty or representation of any kind concerning the prizes and (ii) disclaim any implied warranty.
8. SPONSOR: ConocoPhillips Company, 600 North Dairy Ashford Road, Houston, TX 77079.