

**“WIN A SEA DOGS’ SKY BOX” PRIZE GIVEAWAY
OFFICIAL RULES**

WIN A PORTLAND SEA DOGS’ SKY BOX!

Stop by any Southern Maine SUBWAY® restaurants location today to find this week’s “code word”. Text the word to 84444 for your chance to win!

1. **NO PURCHASE, PAYMENT, SALES PRESENTATION, OR CONTRIBUTION NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

2. **Sponsor.** This promotion is sponsored by SUBWAY® market 079 and administered by Advanced Telecom Services and NL Partners (“Administrators”).

3. **Promotion Period.** The “Win a Sea Dogs’ Sky Box” promotion (the “Contest”) begins at 12:01:00 AM Eastern Time on 06/02/08 and ends at 11:59:59 PM Eastern Time on 07/13/08 (the “Promotion Period”). Entries must be received by date specified. Follow all entry instructions.

4. **Entry.** You have not yet won. To enter, visit local participating Subway® restaurants and use the code and number shown in-store to submit a text message to the Administrators (each an “Entry”). There will be three (3) eligible codes during the Promotion Period, each valid for a two (2) week window. There is no limit to the number of Entries you may submit, each of which will make you eligible for a Prize. Following submission of an Entry, you will receive a confirmation message. You may enter by mail in lieu of text messaging by hand printing your name, address, daytime telephone number, and the location where you saw this promotion on a postcard and mailing it to Win a Sea Dogs’ Sky Box, 20 York Street, Suite 201, Portland, ME 04101. Mailed entries must be postmarked by the deadline posted elsewhere on this offer for text message entry if applicable, & received within three (3) days thereafter. Open to legal U.S. residents (50 states and Washington D.C.). Void where prohibited by law. For a list of winners, available after 7/20/08, send a self-addressed, stamped envelope by 8/16/08 to: Win a Sea Dogs’ Sky Box Winners, 20 York Street, Suite 201, Portland, ME, 04101. Employees, officers or directors of Sponsor, Administrators, Doctor’s Associates Inc., Subway Franchisee Advertising Fund Trust and any or any of their affiliates, subsidiaries, franchisees, trustees, representatives, consultants, contractors, legal counsel, and respective immediate families and/or household members of such employees are ineligible.

5. **Prizes.** The following prizes (each a “Prize”) will be given away as part of the Contest. Estimated odds of winning depend on the number of total entries.

Grand Prize (1 winner): Twenty (20) Sky Box tickets, and regular, six-inch SUBWAY® subs, chips, and non-alcoholic drinks for 20 people, for the Portland Sea Dogs’ professional baseball game on August 16, 2008. *Approximate retail value (ARV) of Grand Prize: \$1,000.*

Secondary Prizes (3 winners): Four (4) tickets for the August 16, 2008, Sea Dogs’ game and a Sea Dogs’ prize pack. *Approximate retail value (ARV) of each Secondary Prize: \$100.*

Weekly Prizes (6 winners): Regular six-inch Fresh Value Meal™ from SUBWAY® restaurants. *Approximate retail value (ARV) of each Weekly Prize: \$10.*

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6. **Selection and Notification.** Potential winner(s) of Prizes below will be selected in random drawings conducted by the Administrators on Sponsor’s behalf, from among all eligible entries received:

For the Weekly Prizes: Potential winners will be selected each Monday during the Promotion Period by random drawing from all entries received during the preceding week. The last weekly Prize will be selected with the Grand and Secondary Prizes. Entries must be received by Sunday at 11:59:59 AM EST each week to be eligible for that week’s drawing.

For the Grand and Secondary Prizes: Potential winners will be selected by random drawing from all entries received by 11:59:59 AM MST on 7/13/08.

In all cases, potential winners will be notified within two (2) days of selection using the phone number provided with Entry. If due to a printing, production, technical, human or other error of any nature, more Prize claims are received for any Prize level than the stated number of Prizes intended to be awarded, the Prizes at that level will be awarded in a random drawing conducted by Sponsor, whose decisions are final, from among all eligible, validated and non-suspect claims received. All Prizes guaranteed to be awarded. In no event shall Sponsor have any liability or obligation to award more than the Prizes stated herein.

7. **Conditions and Limitations.** No Prizes may be claimed after August 16, 2008. No mechanically reproduced entries. No responsibility assumed for lost, late, misdirected, mutilated, damaged, incomplete, illegible or postage-due mail/entries, all of which will be disqualified. Potential winners may be required to sign & return an Affidavit of Eligibility/Liability Release and/or a Publicity Release within fourteen (14) days of notification. Failure to execute and return any required documentation within the time period specified and/or return of any prize notification or prize as undeliverable may result in disqualification and selection of an alternate winner. Acceptance of a Prize by a minor will require execution by parent or legal guardian of required documentation. Costs for goods or services not specified are winners’ responsibility. No substitution of Prizes except by Sponsor due to unavailability. Except where prohibited by law, winners consent to use of their names, hometowns, prizes won & likenesses for promotional purposes worldwide in any media on behalf of Sponsor without additional compensation. Void where prohibited by law. All federal, state, provincial & local laws & regulations apply. Prize values in U.S. currency. No transfer or assignment of Prizes permitted. Winners responsible for all taxes on Prizes. U.S. laws govern all aspects of this Contest. All disputes and claims relating to this Contest shall be resolved in the United States.

8. **Disqualification; Termination.** All mass entries or entries generated by a script, macro or use of automated means or devices will be disqualified. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be attempting to tamper with or undermine the entry process (including via automated means), the legitimate operation of the Contest or these Official Rules. Sponsor reserves the right to modify, suspend, or terminate the Contest if it becomes corrupted including due to tampering, fraud, technical failures, non-authorized human intervention or any other causes beyond Sponsor’s control. In such event, prizes will be awarded from eligible entries received prior to this date of termination. Any attempt to deliberately damage any service or Web site or to undermine the legitimate operations of the Contest is a violation of criminal & civil laws. Should such an attempt be made, the Sponsor reserves the right to disqualify such entrant & to seek damages to the fullest extent of the law.

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9. **Release.** Participating entrants agree to these Official Rules and the decisions of the Sponsor, and release the Sponsor, Administrators, Subway Franchisee Advertising Fund Trust and Doctor’s Associates Inc., their affiliates, subsidiaries, franchisees, trustees, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, and their respective officers, directors, employees, representatives, and agents (“**Sponsor Parties**”) from all claims and liability relating to their participation, acceptance and/or use of a Prize. Winners assume all liability for any injury or damage caused or claimed to be caused, by participation in this Contest or acceptance or use of any Prize. Sponsor is not responsible for any printing, production, typographical, technical, mechanical, human or other error of any nature in printing of the promotion notice, prize notice, or administration of the promotion or in the announcement of the Prizes.

10. **Notice To Text Messaging Contestants.** The text messaging entry opportunity is currently open only where featured to legal U.S. residents. You must be at least 13 years old at time of entry to enter via text messaging. To enter via text message where the text messaging entry feature is offered, you will need to follow the instructions featured elsewhere in these Official Rules to participate. Standard text messaging fees assessed by the applicable telecommunications carrier (“**Carrier**”) will apply. The participating entrant is solely responsible for any costs related to text message entry. You must have a text messaging two-way capable phone and digital service to enter using the text messaging method. Text Messaging is not available in all markets and may not be available through all carriers. In the event of a dispute over the identity of an entrant who has entered via text messaging, entry will be deemed submitted by the authorized account holder of the Mobile Telephone Number phone account (MTN) as of the date entry was made. An authorized account holder of the MTN is deemed to be the natural person who is assigned a MTN by the Carrier or as shown on the Carrier’s records. By participating in this Contest, all entrants also authorize the Administrators to provide Sponsor, any participating Carrier or service provider with their contact information for the sole purpose of administering the Contest. No responsibility is assumed 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, wireless, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmissions of or failure to receive entry information by sponsor or presenter on account of technical problems or traffic congestion via mobile phone transmission or any combination thereof.

11. **General.** The Sponsor Parties are not responsible if any Prize cannot be awarded due to travel cancellations, delays, or interruptions due to acts of God, acts of war, natural disasters, weather, or terrorism. Without limiting the foregoing and to the extent permitted by law, everything regarding this Contest, including all Prizes, are provided “as is” without warranty of any kind, either express or implied. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Neither Sponsor nor anyone acting on its behalf will enter into any communications with any entrant regarding this Contest, except as expressly set forth in these Official Rules. SUBWAY® is a registered trademark of Doctor’s Associates Inc.