

**JELLYSTONE PARK™ CAMP-RESORTS
CUSTOMER SATISFACTION SURVEY**

OFFICIAL RULES

NO PURCHASE OF ANY KIND IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

Entry into this Promotion constitutes your acceptance of these Official Rules.

WHO MAY ENTER: This Promotion is limited to past customers of Sponsor who visited a Jellystone Park Camp Resort since May 3, 2011. This Promotion is open to U.S. residents (including the U.S. Virgin Islands) and to residents of Canada over the age of 18. You may not participate if you are not a resident of the U.S. or Canada and physically located within such area (or the U.S. Virgin Islands). Individuals employed by Leisure Systems, Inc. ("Sponsor"), its affiliate companies, subsidiaries, franchisees, advertising and promotion agencies, or judges (collectively "Promotion Parties") at any time during the Promotion period, and members of their immediate family or persons living in the same household, are not eligible. By entering this Promotion, you are certifying that you were previously a guest at one of Sponsor's Jellystone Park Camp Resorts.

HOW TO ENTER: 1) Complete the survey between May 5, 2011 and no later than October 31, 2011 by visiting www.campjellystone.com/survey. Survey must be taken by October 31, 2011 at 11:59 p.m. EST; or 2) Submit your entry without a survey. For entry into the drawing without completing the survey, mail a 3" x 5" card containing your complete name, address, phone number, age, location (city, state) of the Jellystone Park you visited, and the date of your visit in an envelope no larger than 4 1/8" x 9 1/2" to: Leisure Systems, 50 W. Techne Center Drive., Suite G, Milford, Ohio 45150, Attn: Customer Satisfaction Survey. One Mail-in Entry per visit allowed. Mail-in entries must be postmarked by October 31, 2011 and received by November 7, 2011. For purposes of this Promotion, "receipt" of an internet entry occurs when Sponsor's servers record the entry information resulting from the entrant clicking the "Submit Entry" button. Limit one entry per customer per Jellystone Park location. For purposes of this Promotion, a valid entry is determined by either completing the survey through the internet web page or by opting for entry without the survey. All Entrants discovered to be under the age of 18 or not a previous customer will be disqualified. Automated entries (including but not limited to entries submitted using any robot, script, macro, or other automated service) are not permitted and will be disqualified. All winners must meet the eligibility requirements set forth in these rules in order to qualify for the prize. Sponsor is not responsible for any failure of the website during the Promotion Period, including any telephone problems or technical malfunction of any computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received on account of technical problems, spyware, computer viruses or traffic congestion on the internet or at the website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any material related to the Promotion, all of which may affect a person's ability to participate in the Promotion. Sponsor is not responsible for any delay (or event causing delay) by the postal service that causes mail-in entries to be received after the applicable date. By

participating in this Promotion, entrants agree to release and hold harmless Promotion Parties and each of their respective parent companies, affiliates, subsidiaries, officers, directors, representatives, agents and employees, from any and all liability whatsoever for any injuries, losses or damages of any kind arising from or in connection with, either directly or indirectly, 1) the awarding, acceptance, receipt, possession, use and/or misuse of any prize awarded herein; or 2) participation in the Promotion or any prize related activities, including but not limited to traveling to or from any prize related activity.

ODDS OF WINNING: The actual odds of winning will depend upon the actual number of entries received for this promotion.

RANDOM DRAWING: There will be 4 Winners of a \$500 Cash Gift Card. Winners will be selected by a random drawing on or about December 15, 2011, from among all eligible entries received. If winner is a Mail-In Entry, visit will be verified by Sponsor. Winners will be notified by USPS mail. The winner must complete, sign and return a notarized affidavit of eligibility and liability and publicity release, where permitted by law, within fourteen (14) days of date on prize notification letter or prize will be forfeited and an alternate winner selected. All prizes will be awarded. Decisions of judges are final. Prizes are non-transferable. All federal, state and local laws and regulations apply. Sponsor shall only be responsible for awarding the number of prizes as stated in these rules. Sponsor expressly disclaims any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of prizes awarded. Sponsor makes no representation or warranties concerning the appearance, safety or performance of any prizes awarded. All federal, state, local and other taxes resulting from a winner's acceptance of a prize are the sole responsibility of the applicable winner.

By accepting this prize, the winner consents to Sponsor's use of his or her name, photograph and/or likeness, address, voice, and statements made by or attributed to him or her, in perpetuity, in any and all media now known or hereafter developed (including, without limitation, print, broadcast and Internet), for all legitimate business purposes including advertising and promotional activities without additional compensation, unless prohibited by law. If any correspondence of the promotion judge or any prize is returned as undeliverable, the corresponding prize will be forfeited and will be awarded to an alternate winner. Should a winner make any false statement(s) in any document referenced above, the winner will be required to promptly return to Sponsor his or her prize. Any unclaimed prizes will be awarded in a random drawing to be held as necessary. In the event there is a dispute of the entrant's identity, the prize will be awarded to the established email account associated with the entry or the registered owner of the telephone number used to enter.

MISCELLANEOUS CONDITIONS: By participating entrants agree to abide by and be bound by these Official Rules and the decisions of the judges, which shall be final and binding with respect to all issues relating to this Promotion. When you participate in a survey or enter a contest or promotion at a Jellystone Park or through our website, we may collect your name, address, phone number and e-mail address. We use this information to administer your participation in a contest or promotion. At the time you are entering a contest or promotion, we may ask your permission to send you future marketing information from Leisure Systems and/or its affiliates and franchisees via email. If you wish to later opt out of these marketing emails,

you can do so by checking the unsubscribe button on the email. You acknowledge that Sponsor may revise these Official Rules at any time and without notice.

We want to assure you that Leisure Systems Inc. is dedicated to protecting your privacy. You can contact us or otherwise communicate your privacy concerns by:

- calling us at 800-626-3720
- faxing us at 513-576-8670
- writing us at the address below (please include your e-mail address and phone number with your correspondence along with the information needed to support your request):

Leisure Systems, Inc.
Attention: Marketing Director
50 W. Techne Center Drive, Suite G
Milford, Ohio 45150

WINNERS LIST: The name of the prize winners can be found on the website on approximately March 1, 2012 after the winners are confirmed.

CHOICE OF LAW: Under no circumstances will entrants be permitted to obtain awards for, and entrants hereby irrevocably waive all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, and entrants 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 the rights and obligations of entrants and Sponsor in connection with this Promotion, shall be governed by, and construed in accordance with, the substantive laws of the State of Ohio, U.S.A. without regard to Ohio conflict of law principles.

SPONSOR: Leisure Systems, Inc., 50 W. Techne Center Drive., Suite G, Milford, Ohio 45150. For a copy of the official rules, write to the address provided above, or visit the promotion website.