

CASH IN ON VEGAS BOOKING INCENTIVE OFFICIAL RULES

1. How To Enter.

The The US Airways Vacations Cash In On Vegas Booking Incentive (the "Contest") runs from 12:00 AM MST January 4, 2010 until 11:59 PM MST January 31, 2010 ("Contest Period"). Administrator's computer is the official time keeping device for the Contest. To enter, do the following:

- a) At least one agent in your agency must be a US Airways Vacations Specialist at the close of the Contest Period. An agent can become a US Airways Vacations Specialist by registering at www.tauniv.com, taking the US Airways Vacations Specialist course, and receiving a score of 16 out of 20 on the exam provided at the end of the course.
- b) At least one agent in your agency must also be Vegas Certified by January 31, 2010 to be eligible for this incentive. Take the course and exam at www.lvcva.com/traveltrade/vegas-certified to become Vegas certified today.
- c) Register your agency for the contest at usvtravelagents.com/cashinonvegas.
- d) Sell Las Vegas packages! All prizing is based on room night production and agents must sell a minimum of 3 air/land packages to Las Vegas during the contest period in order to qualify. The agency with the highest room nights will be awarded the grand prize, first prizes will be awarded to the next two highest room night producing agencies and so forth down to the third prize awards. Up to 27 agencies can be awarded prizes as long as long as all requirements are met.
- e) To be counted towards the Contest, bookings must be paid in full or have at least a \$100 deposit before the close of the Contest Period and must be for travel to be completed by March 31, 2010. For purposes of the Contest, revenue is determined by the total revenue of bookings including taxes and fees, before commissions are deducted. Bookings made after the close of the Contest Period will not apply toward the Contest. All decisions of US Airways personnel are final.

2. Winners.

US Airways Vacations will announce the winning agencies of the Contest on or about May 9, 2010. All winning agencies will be notified by email, phone

and First-Class Mail within seven (7) business days of determining the winning agencies.

In order to claim a prize, the winning agency and its designated agent will be required to execute a notarized affidavit of eligibility, a publicity release, and where lawful, a liability release, which must be completed and returned to US Airways within fourteen (14) business days after notification or the prize will be forfeited. In the event of noncompliance, or if the winner cannot be reached at the email, phone number or address provided on the winner's entry form, or if the prize is unclaimed, the prize will be forfeited and an alternate winner will be selected by random drawing.

Note: You are not a winner of any prize until your compliance with these Official Rules has been verified and redeemed, in accordance with the Official Rules.

3. Prizes.

- a. Grand Prize: (1) \$1,000 stored value cash card
- b. First Prize: (2) \$500 stored value cash card
- c. Second Prize (4) \$250 stored value cash card
- d. Third Prize (10) \$100 stored value cash card

NOTE: If there aren't enough agencies who have met the qualifications, not all prizes may be given out.

4. Eligibility.

The Contest is open to travel agencies located in the United States and the District of Columbia. Travel agencies located in Puerto Rico and other U.S. territories are not eligible for entry. Void where prohibited. The travel agency must be registered with US Airways Vacations (either through IATA, CLIA, ARC# or other registration number) and must be a US Airways Vacations Specialist (take the course and exam online at www.tauniv.com) and Vegas Certified (take the course and exam online at www.lvcva.com/traveltrade/vegas-certified) at the close of the Contest Period.

Persons in any of the following categories are NOT eligible to participate or win prizes in the Contest: (a) persons who are employees or agents of US Airways Vacations, US Airways, the Las Vegas Convention and Visitors Authority, or their respective parents, subsidiaries, affiliated companies, or service agencies, or independent contractors of any of the above organizations; (b) individuals engaged, or employed by a company that is engaged in the development, production or distribution of materials for the Contest; and (c) persons who are immediate family (defined as mother, father, sister, brother, daughter, son or spouse) of any person in the preceding categories, regardless of where they live.

5. To Claim Prize.

US Airways Vacations will notify the winning travel agencies by email, phone and First-Class Mail within seven (7) business days of determining the winning agencies. In order to claim a prize, the winning agency and its designated agent will be required to execute a notarized affidavit of eligibility, a publicity release, and where lawful, a liability release, which must be completed and returned to US Airways within fourteen (14) business days after notification or the prize will be forfeited. Once an agency designates a representative from the agency as a recipient of the trip prize to US Airways, the identity of the representative cannot be changed.

6. Limitation of Liability.

US Airways is not responsible for printing or typographical errors in any Contest-related materials; stolen, fraudulent, lost, late, misdirected, damaged, incomplete, altered or ineligible bookings; or bookings that are processed late or incorrectly or are lost due to computer or electronic malfunction. US Airways is not responsible for technical, hardware, software, or telephone failure of any kind, lost or unavailable network connections or fraud, incomplete, garbled or delayed computer transmission whether caused by US Airways, user, or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the process of submissions which may limit a participant's ability to participate in this Contest. Winners are solely responsible for payment of all federal, state, and local taxes on prize and for any travel or other expenses not specifically mentioned in the prize description. US Airways is not responsible for any damages or injury incurred by contestant as a result of winning. Prizes are non-transferable and not redeemable for cash. US Airways reserve the right to cancel or modify Contest if fraud or technical failure compromises the integrity of the Contest as determined by US Airways in its sole discretion.

By participating, winner releases and agrees to hold harmless US Airways, Inc., its parents, affiliates, subsidiaries and all of its respective directors, officers, employees, representatives and agents (the "Released Parties"), from and against any and all liability for any loss, property damage or damage to persons, including, without limitation, death and injury, due in whole or in part, directly or indirectly, arising out of participation in the Contest, or participation in any Contest related activity, including acceptance, use, misuse, or possession of any prize (including any travel or activity related thereto).

7. General Conditions of Participation.

By participating in the Contest, participant agrees to abide by and be bound by these Official Rules. Prizes will only be awarded if participant fully complies with these Official Rules. No substitutions for prizes except by US Airways in which case a prize of equal or greater value will be substituted. Except where prohibited, acceptance of prize constitutes consent to use winners' names and likeness for editorial, advertising and publicity purposes, without further compensation. Void where prohibited by law. Contest is subject to all applicable federal, state, and local laws and regulations.

US Airways, in its sole discretion, reserves the right to disqualify any person suspected of tampering with the entry process or otherwise violating the rules. US Airways further reserves the right to cancel, terminate, or modify any promotion not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, force majeure, or technical failures of any sort. If potential winners are not reached or do not pass preliminary verification questions within seven (7) business days of notification, the prize will be forfeited and an alternate potential winner will be selected. All decisions of US Airways are final.

8. Disputes.

Except where prohibited, participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorneys' fees; and (3) under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

9. Choice of Law.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, shall be governed by, and construed in accordance with, the substantive laws of the State of Arizona, without regard to Arizona choice of law rules.

10. List of Prize Winners.

For the name of winners or a copy of these Official Rules, mail a postage pre-paid, hand-printed self-addressed stamped envelope to: US Airways Vacations Cash In On Vegas Booking Incentive Official Rules, Winner's List or Official

Rules, 111 W. Rio Salado Parkway , CH-MKT, Tempe , AZ 85281 . Only one request for a Winner's List or Official Rules per envelope mailed.

The Contest is sponsored by US Airways Vacations, 111 W. Rio Salado Parkway, Tempe, AZ 85281 and The Las Vegas Convention and Visitors Authority, 3150 Paradise Road, Las Vegas, NV 89109.