

Reach Publishing, LLC, their subsidiaries and affiliated companies ("Company"), will conduct the contest substantially as described in these rules, and by participating, each participant agrees as follows:

Company may conduct the contest concurrently and simultaneously in several participating franchises licensed to Company, and Company may add or remove participating franchises at any time during the contest as announced on the affected franchise. Participating franchises are: ReachUSA Sales Group, LLC.

1. Description of Contest/Participation

A. Dates of Contest: The \$10,000 Cash ReachDream Number Contest will begin on March 5, 2010 and end on March 24, 2010.

B. How to Enter: Prospective participants need a March issue of Reach Magazine in Cincinnati, Ohio with an official \$10,000 Cash ReachDream Number to play. Approximately 622,500 official ReachDream Numbers will be issued and available. No entry form or pre-qualification is required. The odds of any number being a winning number are approximately 1 in 622,500. Official ReachDream Numbers may be direct mailed to residents in the Greater Cincinnati, Ohio area in the February issue of Reach Magazine. While supplies last, February issues of Cincinnati Reach Magazine may be obtained by stopping by the REACHUSA office between 9:00 am to 5:00 pm located in Cincinnati at 9850 Redhill Drive, Cincinnati, OH 45242 (one magazine per request). No purchase necessary. Making a purchase does not increase your chances of winning. To be removed from the mailing list of Reach Magazine, send a letter to: Reach Magazine Name Removal, 4601 Malsbary, Cincinnati, Ohio 45242.

C. How to Play: Prospective participants should register for free at eReach.com and visit the eReach.com web site each day, March 5, 2010 and end on March 24, 2010 for the daily official \$10,000 Cash ReachDream Number. (In the event the eReach.com web site experiences technical difficulties, please check back later that day.) If the daily official ReachDream Number matches the winning number listed on your magazine you may qualify to win \$10,000 Cash. Each holder of a March issue of Reach Magazine with a prospective winning \$10,000 Cash ReachDream Number will be eligible to win, subject to ReachDream Number verification, eligibility requirements, and other contest rules. Each prospective winner must present the winning ReachDream Number on the Reach Magazine in person by 5:00 pm on the next business day following the posting of the number at the REACHUSA office located in the Cincinnati area at 9850 Redhill Drive, Cincinnati, OH 45242 to be eligible to claim and win the prize. Company reserves the right to examine each prospective winning ReachDream Number on the Reach Magazine to determine whether it is authentic. Any \$10,000 Cash ReachDream Number on the Reach Magazine which has been tampered with, damaged, mutilated, copied, duplicated, or is the product of a printing error or omission may be disqualified, in Company's sole discretion. There will be one official \$10,000 Cash ReachDream number posted each day, March 5, 2010 and end on March 24, 2010.

During the contest, the \$10,000 Cash ReachDream Number may be selected and announced any number of times, or not at all, in Company's discretion.

2. Prize(s). The ReachDream Number prize is \$10,000 Cash from eReach.com. If a winner is disqualified, Company reserves the right to determine an alternate winner or not to award that winner's prize, in its sole discretion. Each winner is responsible for all applicable federal, state and local taxes, registrations, and other fees and expenses.

3. Eligibility and Limitations. There will be no more than one (1) \$10,000 Cash ReachDream Number winner for the entire contest. Participants and winner(s) must reside within the Cincinnati, Ohio print Magazines' Distribution Area and must be U.S.

citizens at least 18-years old as determined by Company. The prizes cannot be transferred and cannot be converted to cash. A parent or guardian of any participant who is a minor must sign a release on behalf of the minor to be eligible to receive a prize, but Company reserves the right to refuse to award a prize to or on behalf of any minor. Only one (1) prize per household within any thirty (30) day period. Employees of Company, this contest's participating sponsors and their advertising agencies, employees of other direct mail products, and members of the immediate family of any such persons are not eligible to participate and win. The term immediate family includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.

4. Publicity. By participating, all participants and winner(s) grant Company exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use.

5. Release. By participating, each participant and winner waives any and all claims of liability against Company, its employees and agents, for any personal injury or loss, which may occur from the conduct of, or participation in, the contest, or from the use of any prize.

6. Taxes. Any valuation of the prize(s) stated above is based on available information provided to Company, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes. Each winner must provide Company with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Prizes are not transferable.

7. Decisions. Company reserves the right to disqualify any participant or winner and may refuse to award any prize to a person who is ineligible or has violated any rule, gained unfair advantage in participating in the contest, or obtained winner status using fraudulent means. Decisions will be made by Company and are final.

8. Miscellaneous. Each winner must submit proof of eligibility and sign a Company release form to claim the prize. No purchase necessary to participate or win. Void where prohibited. Odds of winning depend upon the number of participants. Company may amend the rules or discontinue the contest at any time as announced on eReach.com. Company disclaims any responsibility to notify participants of any aspect related to the conduct of this contest. Written copies of these rules are available during normal business hours at the business offices of Company and by mail upon written request with a stamped, self-addressed return envelope.