

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: Multi-Ad, Inc (dba Reach Magazine).

1. Description of Contest/Participation

A. Dates of Contest: Contest will begin on March 1, 2010 and end on May 6, 2010.

B. How to Enter: Prospective participants must visit our Web site at www.eReach.com and follow the directions on the screen to enter the Free LASIK Procedure Giveaway. Odds of winning based on number of entries received. Online entries must be received by 11:59 p.m. EST May 6, 2010. No purchase necessary. Making a purchase does not increase one's chances of winning. **Participants may enter once per day.** To be removed from the mailing list of Reach Magazine, send a letter to: ReachUSA Name Removal, 4601 Malsbary Road, Cincinnati, OH 45242.

C. How to Play: Prospective participants can fill out an entry form on our Web site at www.eReach.com Free registration at eReach.com is required for online entry. Entries submitted must be received by May 6, 2010. If your entry is selected on May 7, 2010, you may qualify to win the Free LASIK Procedure Giveaway by Stahl Vision (valued at approximately \$4,780) subject to verification of provided address information, eligibility requirements, and other contest rules, including candidacy for procedure as determined by Stahl Vision. Facsimile entries are not accepted. One contest entry per day. No automatic, programmed, robotic, or similar means of entry are permitted. Sponsors, their affiliates, partners, and promotion and advertising agencies are not responsible for technical, hardware, software, telephone communications, network, website, Internet, or ISP malfunctions, errors, or failures of any kind, or for any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Giveaway. There will be one (1) drawing on May 7, 2010. The winner will be notified by phone and/or mail shortly after. All winners for any drawing will be selected by random drawing from all eligible entries.

2. Prize(s). The Free LASIK Procedure Giveaway prize package is a free LASIK surgery provided by Stahl Vision (valued at up to \$4,780). If first winner is not a candidate for procedure, a second winner may be drawn. 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. 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) winner for the entire contest. Participants and winner(s) must reside within the print Magazines' Distribution Area and must be U.S. citizens at least 18-years old as determined by Company. 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 located in the Dayton area at 2360 W. Dorothy Lane, Suite 101, Dayton, OH 45439 and by mail upon written request with a stamped, self-addressed return envelope.