

***Horse & Rider* 50th Anniversary Sweepstakes Official Rules**

1. Introduction: Active Interest Media, LLC (d/b/a EquiSearch.com) (“Sponsor”) is offering the *Horse & Rider* 50th Anniversary (“Sweepstakes”). NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

2. Eligibility: Entrant must be eighteen (18) years of age or older as of Friday, March 18, 2011, and a resident of the fifty (50) United States and the District of Columbia. Employees of Sponsor, Active Interest Media, the Sponsor's parents, subsidiaries, affiliated companies, and agents and the immediate family (defined as parents, spouse, children, siblings, grandparents) of each such employees, and all those with whom such employees are domiciled, are NOT eligible.

3. Timing: Sweepstakes begins at 12:00:01 a.m. E.T. on Friday, March 18, 2011, and ends at 11:59:59 p.m. E.T. on Thursday, June 30, 2011. The winners will be announced at 11:00 a.m. E.T. on Friday, July 15, 2011.

4. How to Enter: Visit <http://www.equisearch.com/saddlecontest> and fill in required entry information. One entry per person.

5. Drawing: This Sweepstakes will have twelve (12) drawings and twelve (12) winners (one grand-prize winner, ten 2nd prize winners, one 3rd prize winner). The entrants selected as potential winners must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements. Potential winners will be selected in random drawings by Sponsor, whose decision is final and binding in all matters relating to the Sweepstakes, from all entries received on or before the entry deadline.

* The grand-prize drawing will be conducted at 11:00 A.M. Eastern Time on Friday, July 1, 2011.

* The ten-2nd prize drawing will be conducted at 11:05 and 11:15 A.M. Eastern Time on Friday, July 1, 2011.

* The 3rd prize drawing will be conducted at 11:20 A.M. Eastern Time on Friday, July 1, 2011.

Odds of winning depend on the total number of eligible entries received. The potential winners will be notified by email the day of the drawing. If a potential winner cannot be contacted within seven (7) days after the first attempt to contact such potential winner, an alternate entrant will be selected in his or her place at random from all entries received. Winners may win only once within their category.

6. Prizes: One (1) 3rd prize winner will receive a prize package of Clinton Anderson’s Ground manners Short Course book from HorseBooksEtc.com, and 3rd prize ARV: a \$12.95 value. Ten (10) 2nd prize winners will each receive a prize package of a 2-year subscription *Horse & Rider* magazine, and 2nd prize ARV: \$34.95 each for a total \$349.50 value. One (1) grand-prize winner will receive a custom *Horse & Rider* 50th Anniversary saddle made by Cactus Saddlery (ARV: Valued at \$3,050). **All additional expenses incurred by the winners, including service contracts, taxes (if any) are the responsibility of the winner.**

Total Approximate Retail Value of All Prizes: ARV \$3,420.00. Prizes are nontransferable and must be accepted as awarded. No cash or other substitution may be made, except by Sponsor in the event that the prize cannot be awarded for any reason, in which case, Sponsor will award a prize of equal or greater value. All taxes, fees and surcharges on prizes are the sole responsibility of winner.

7. Other Terms and Conditions: Potential grand-prize winner will be required to sign and return an Affidavit of Eligibility, Liability Release, and where lawful, a Publicity Release, within seven (7) days of notification, failing which the potential winner will be disqualified and another winner selected in the place of the disqualified person at random from all entries received. If any prize or prize notification is returned as non-deliverable, the potential winner will be disqualified and another potential winner will be selected in the original potential winner's place. By accepting the prize, the winner agrees that the Sponsor and those acting under the Sponsor's authority, may use winner's name, picture/portrait likeness and/or voice, for advertising and promotional purposes without further consideration, unless prohibited by law. **BY ACCEPTING THE PRIZE, THE WINNER AGREES THAT THE SPONSOR, ITS SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTION AGENCIES, AND ALL OF THE SPONSOR'S OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE HELD HARMLESS BY WINNER FOR ANY LIABILITY FOR ANY INJURY, LOSS OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE OR PARTICIPATION IN THIS SWEEPSTAKES OR PARTICIPATION IN ANY SWEEPSTAKES OR PRIZE RELATED ACTIVITY.** Subject to all federal, state and local laws. Void where prohibited.

8. Miscellaneous: All entries become the sole property of Sponsor and none will be returned. In the event of a dispute, entries made by Internet will be deemed made by the authorized account holder of the email address submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to an email address by an Internet access provider, service provider or other online organization that is responsible for assigning email addresses for the domain associated with the submitted email address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the email address associated with the winning entry. If for any reason the Sweepstakes is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserves the right in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any email or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site, any

combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Sweepstakes. Sponsor is not responsible for late, lost, illegible, incomplete, stolen, or misdirected entries. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

9. Use of Information: The collection and use of entrant information will be governed by Sponsor's online privacy policy, available for viewing at <http://equisearch.com/about/privacy/>.

10. Winners List: The winner's names will be available at www.equisearch.com/about/giveaway_winners after July 15, 2011, or by sending a stamped self-addressed envelope to *Horse & Rider* 50th Anniversary Sweepstakes, Equine Network, 22601 N. 19th Ave., Suite 208, Phoenix, AZ 85027.

11. Prize Providers: Active Interest Media (*Horse & Rider* and HorseBooksEtc.com); Cactus Saddlery

12. Sponsor: The Sponsor of this Sweepstakes is Active Interest Media, LLC, 300 Continental Blvd., Suite 650, El Segundo, CA 90245.