

The Merry Giving Guide Instant Win Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. Game starts on or about November 28, 2008 at 12:00 a.m. and is scheduled to end on November 28, 2008 at 5:59 a.m. or while supplies last (“Game Period”).

Who may Play: The Merry Giving Guide Instant Win Game (the “Game”) is open to legal residents of the 50 United States and the District of Columbia and who are 18 years of age and older as of November 28, 2008. Employees, officers, and directors of General Growth Management, Inc. (“Sponsor”), and its subsidiaries, affiliated companies, advertising and promotional agencies and all other companies associated with this Game (“Game Entities”), their respective employees, officers, directors and agents, and their immediate families (including parents, in-laws, siblings, children or spouses, regardless of where they live) and members of the same household, whether related or not, are not eligible to participate.

How to Play: During the Game Period obtain a Merry Giving Guide by visiting one of the following participating General Growth Properties, Inc. (“GGP”) malls: Altamonte Mall, Altamonte Springs, FL; Carolina Place, Pineville, NC; Jordan Creek Town Center, West Des Moines, IA; North Point Mall, Alpharetta, GA; The Maine Mall, South Portland, ME; Town East Mall, Mesquite, TX. (“GGP Participating Malls”). Approximately 7,000 Merry Giving Guides will be available at each GGP Participating Mall location, one of which will include a Golden Ticket redeemable for the Grand Prize. Limit one Merry Giving Guide per person while supplies last.

Winning: If the Merry Giving Guide you receive includes a Golden Ticket good for a \$1,000 GGP Gift Card inside, you are an unverified winner. To claim your gift card take your Golden Ticket to the participating mall event table located near the DJ by 5:59 a.m., November 28, 2008. Potential winner will be required to complete an affidavit of eligibility, liability and publicity release. Sponsor reserves the right to request additional information or to verify identity or other applicable information about a potential winner before awarding a prize. Only original Golden Ticket can be redeemed for a \$1,000 gift card. Golden Tickets are void if photocopied, forged, damaged, electronically reproduced, or obtained outside authorized channels. Sponsor reserves the right to verify winning Golden Tickets. All properly claimed prizes will be awarded. GGP Gift Card terms, conditions and restrictions apply.

Prizes: Grand Prize (6): There will be one Grand Prize per Participating GGP Mall. Each Grand Prize consists of a \$1,000 GGP Gift Card. Grand Prize approximate retail value (“ARV”): \$1,000. Prizes are non-transferable and no cash redemption or substitution will be allowed, except at Sponsor's sole discretion. Prize details and availability are subject to change, in which case a prize of equal or greater value will be substituted at Sponsor’s sole discretion. All federal, state and local taxes are the responsibility of the winner. In no event will Sponsor award more prizes than are listed in these Official Rules. In the event of printing or other error, prize will be awarded in a random drawing from among all eligible prize claims received at the GGP Participating Mall where the affected Merry Giving Guide(s) and/or Golden Ticket(s) was distributed.

Odds of Winning: 1:7,000 per each GGP Participating Mall.

Limitations of Liability: Entrants, by participating in this Game, hereby waive and release, and agree to hold harmless the Sponsor, the Game Entities and their respective parents, subsidiaries, affiliates companies, subsidiaries, printers and advertising and promotion agencies, and any and all other companies associated with this Game from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss or damage, whether direct, compensatory, incidental or consequential, to person, including death, and /or property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of any prize, or their participation in this Game, or any prize-related activity including travel. By participating in this Game, entrants agree to be bound by the Official Rules and, in the event of a random drawing, the decisions of the judges. Except where prohibited by law, by accepting a prize, winners (or winner's parent/legal guardian if winner is deemed a minor in the state of his/her residence) agree that Sponsor and its related and affiliated companies may use the winner's name, address (city, state), photograph, videotape, likeness and/or prize information for advertising, publicity and promotional purposes and to the use of statements made by or attributed to winner relating to Sponsor, the Game Entities, their related and affiliated companies or to this Game and grants to Sponsor, the Game Entities and their related and affiliated companies any and all rights to said use without further notice and/or compensation except where prohibited by law. Neither Sponsor, Administrator nor the Game Entities are responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the Game.

Winner's List: To receive a winner's list, send a self-addressed, stamped envelope to: Merry Giving Guide IWG Winner's List, Attn: D. Lato, 7930 Clayton Rd, Suite 400, St. Louis, MO, 63117. Requests must be received by December 31, 2008.

Administrator: Momentum, 7930 Clayton Road, Suite 400, Saint Louis, Missouri, 63117

Sponsor: General Growth Management, Inc., 110 North Wacker Drive, Chicago, Illinois, 60606.

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