

# XCEL ENERGY® ENERGY STAR® APPLIANCE SWEEPSTAKES

## OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.  
VOID WHERE PROHIBITED.

PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

OPEN ONLY TO LEGAL RESIDENTS OF COLORADO, WHO ARE 18 YEARS OF AGE OR OLDER  
AND ARE HOME OWNERS OR RENTERS, AT TIME OF ENTRY AND AT TIME OF PRIZE  
AWARDING.

### 1. TWO WAYS TO ENTER:

- A. **AT AN EVENT:** Xcel Energy will be accepting entries at various in-person events, fairs and shows in the state of Colorado, from approximately 2/13/10 through 12/31/10. Visit the Xcel Energy booth at a participating event and present a valid drivers license to enter. Your drivers license will be scanned on a digital capture device (“DCD”). You will not be qualified until the Xcel Energy representative verifies and scans your license, and you complete the qualification process, including providing your phone number and (optional) email address. Limit one entry per person per day.
- B. **VIA MAIL:** On a plain piece of 3”x5” paper hand print your first and last name, street address (no P.O. Boxes), city, state, zip, date of birth (mm/dd/yyyy), e-mail address (optional) plus daytime and evening telephone numbers including area code. Mail your entry in an envelope no larger than #10 (business-size envelope) with sufficient postage affixed, to: Xcel Energy, Department A, “Energy Star” Appliance Sweepstakes Entries, P.O. Box 5600, Blair, NE 68009-5600. Limit one entry per outer-mailing envelope. No mechanically reproduced entries permitted.

Entries must be received by 7/7/10 to be included in the first drawing only; non-winning entries will not be carried over into the second drawing. Entries must be received 7/8/10 through 1/7/11 to be included in the second drawing only. Not responsible for lost, late, illegible, mutilated, misdirected, postage-due entries or entries not received in time for the random drawings.

- 2. **ELIGIBILITY:** Open only to legal residents of Colorado, who are 18 years of age or older and are home owners or renters, at time of prize award and at time of prize awarding. Employees of Public Service Company of Colorado dba Xcel Energy Services, Inc. (“Sponsor”), its affiliates, subsidiaries, advertising, promotion and internet agencies and their immediate family members and/or those living in the same household of each are not eligible. All federal, state and local laws and regulations apply. Void where prohibited by law.
- 3. **RANDOM DRAWINGS:** One Grand Prize winner will be randomly selected on or about 7/14/10 from among all eligible entries received by 7/7/10, and one Grand Prize winner will be randomly selected on or about 1/14/11 from among all eligible entries received 7/8/10 through 1/7/11. Random drawings will be conducted by D.L. Blair, Inc., an independent judging organization whose decisions are final on all matters relating to this sweepstakes. Odds of winning will depend upon the number of eligible entries received by each entry deadline.
- 4. **PRIZES & APPROXIMATE RETAIL VALUE:** (2) Grand Prizes – A high-efficiency washer and dryer including installation (ARV: \$3,070 per prize). If a winner is a renter, he/she will need to provide written authorization from landlord/homeowner granting permission for the appliances to be installed. Prizes consist of only the items specifically listed as part of the prize.

5. **GENERAL RULES:** Potential winners will be required to complete and return an Affidavit of Eligibility, Release of Liability, Prize Acceptance Form and, if legally permissible, a Publicity Release within 10 days of attempted delivery of same. Noncompliance within this time period or return of any prize/prize notification as undeliverable will result in disqualification without further notice and an alternate winner will be selected. No substitution or transfer of prize by winner permitted. Sponsor reserves the right to substitute prize of equal or greater value. All taxes and fees, if applicable, are the sole responsibility of winner. In no event will more than the stated number of prizes be awarded. Sponsor will not be responsible for any technical problems, malfunctions or breakdown of any DCD system, illegible, garbled, incomplete, faulty or inaccurate scan of any drivers license or any combination thereof, or any human error which may occur in the receipt or processing of your drivers license, which may result in your inability to participate. If an entrant submits more than the stated number of entries permitted, and/or if the Sponsor suspects that an entrant attempted to obtain additional entries by using multiple addresses, identities or any other method, all entries submitted by the entrant will be declared null and void. By accepting prize, winners agree to hold Sponsor, its directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of prize. Winners assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. Acceptance of prize constitutes permission for the Sponsor and its agencies to use winners' names and/or likenesses for purposes of advertising and trade without further compensation, including a winners list, unless prohibited by law. Entrants (or parent/legal guardian if entrant is a minor) agree to release, discharge and hold harmless Sponsor, its directors, officers, employees and assigns, harmless from and against any and all liability and damages. By participating in this promotion, entrants agree to be bound by the Official Rules and the judges' decisions which are final. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. All material submitted becomes the sole property of Sponsor and will not be returned. Sponsor not responsible for any typographical or other error in the printing of the offer, administration of the sweepstakes or in the announcement of the prize.
6. **WINNERS:** For the names of the winners, send a stamped, self-addressed #10 envelope to: Xcel Energy, Department B, "Energy Star" Appliance Sweepstakes Winners, P.O. Box 5600, Blair, NE 68009-5600, to be received by 1/7/11.