

## **EXHIBIT A**

### **Armstrong Summer Scratch-Off Sweepstakes OFFICIAL SWEEPSTAKES RULES**

**1. NO PURCHASE NECESSARY TO ENTER OR TO WIN. NON-PURCHASE AND PURCHASE ENTRIES HAVE AN EQUAL CHANCE OF WINNING.** The Sweepstakes is subject to all Federal, State, Local and Municipal laws and regulations. Void where prohibited by law.

**2. SPONSOR:** The Sweepstakes is sponsored by Armstrong Utilities, Inc., One Armstrong Place, Butler, PA 16001, (the "Sponsor").

**3. ELIGIBILITY:** The Sweepstakes is open only to current Armstrong 2-way Video customers in former Coaxial Cable areas who are eighteen (18) years of age or older at time of entry. All eligible customers must have accounts in good standing. The Sweepstakes is not open to employees and directors of the Sponsor or the Sweepstakes, or to the immediate family members of, or to any persons domiciled with, any such person. All winners are subject to the Sweepstakes Sponsor's verification of eligibility hereunder.

**4. REDEMPTION PERIOD:** The Sweepstakes redemption period will begin upon participant's receipt of their scratch off ticket, and end at 11:59:59 p.m. (ET) on December 31, 2017. Prizes which are attempted to be redeemed outside of the redemption period will not be valid.

#### **5. HOW TO ENTER:**

- a. Automatic Entry: All eligible participants are automatically entered. All eligible participants will receive a ticket in the mail containing a scratch-off panel, which, when removed, will reveal the participant's prize.
- b. Entry By Mail: To enter without purchase or obligation, you may enter the Sweepstakes via U.S. Mail by hand-printing your name, address, city, state, ZIP code, current and functioning daytime and evening phone numbers (including area code), and the words "Armstrong Summer Scratch-Off Sweepstakes" on a 3" x 5" card, and mailing it to the Sweepstakes Sponsor, in a #10 envelope with full postage affixed. Each mail-in entry will count as one entry into the drawings. All mail-in entries must be mailed to Armstrong Utilities, Inc., One Armstrong Place, Butler, PA 16001. A participant may enter as often as he/she wishes; however, each mail-in entry must be mailed in a separate, postmarked-and-stamped envelope. Envelopes that contain multiple entries will be discarded and all entries in such envelopes will be disqualified. Mail-in entries must be postmarked and actually received by the Sweepstakes Sponsor prior to the end of the Redemption Period in order to be eligible. Proof of mailing does not constitute proof of delivery. Entries that are mechanically reproduced, copied, illegible, incomplete, or inaccurate and entries by any other means which subvert the entry process are void. Incomplete entries or entries not complying in full with these Official

Rules are subject to disqualification, at the Sweepstakes Sponsor's sole discretion. The Sponsor is not responsible for lost or misdirected mail. ALL OTHER MAIL-IN ENTRIES ARE NULL AND VOID.

**6. PRIZES & ODDS OF WINNING:** All customers receiving a mailer will win a prize. Prizes for all but two participants will consist of one free On Demand movie, up to \$7.99 plus tax in value, redeemable through Armstrong Movies On Demand, while two participants will be eligible to win an Apple iPad WI-FI 32GB. The odds of a participant winning an Apple iPad is approximately 2/705, or .0028%. Prizes are non-assignable and nontransferable. The winner is solely responsible for payment of any and all taxes pertaining to their prize. Maximum of one prize per eligible entry. Limit of one prize per household.

**7. DRAWING/REDEMPTION:** Winners will be selected in a drawing conducted by the Sweepstakes Sponsor. This drawing will be done blindly and at random. Following this drawing, the tickets will then be mailed to all eligible participants.

Winners of an On Demand movie may redeem their code for any movie from the list with a price of \$7.99 or less by following the instructions provided on the scratch-off ticket. A winner of an Apple iPad WI-FI 32GB will be required to claim his or her prize by returning their winning scratch-off ticket, in person, to the address printed on the back of the ticket. Winners of the Apple iPad WI-FI 32GB may be required to complete, sign, and notarize an affidavit of eligibility, a liability release form, and, except where prohibited by law, a publicity release, which must be returned via mail within thirty (30) business days of notification postmark. In the event of non-compliance with this time period, an alternate winner will be selected, with no further compensation. If a notification of prize award is returned to the Sweepstakes Sponsor as undeliverable, the prize will be awarded to an alternate winner, with no further compensation.

Winners may waive the right to receive a prize. The return of any prize or prize notification as undeliverable will result in disqualification, the forfeiture of all interest in the prize, and selection of a substitute winner from among all remaining eligible entries. Unless prohibited by law, acceptance of a prize constitutes permission for the Sponsor and their respective agencies to use the winner's name, address (city and state), and/or likeness for advertising and trade purposes without further compensation, worldwide and in perpetuity, in any and all forms of media, now known and hereafter devised, including, without limitation, the Internet.

**5. GENERAL CONDITIONS:** By entering, participants agree to be bound by these Official Rules and by the decisions of the Sponsor and Sweepstakes officials and judges, if any, which decisions shall be final and binding in all respects. The Sweepstakes Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these official rules or engaging in an un-sportsmanlike or disruptive manner. Any person attempting to defraud or in any way tamper with this Sweepstakes will be ineligible for prizes and may be prosecuted to the full extent of the law. In the event that any tampering, fraud, technical error or failure, unauthorized intervention, or other problem which corrupts, impairs, or affects the administration, security,

fairness, or integrity of the online portion of the Sweepstakes, or for any other reason the Sweepstakes Sponsor deems it necessary, the Sweepstakes Sponsor may, at its sole discretion, cancel, terminate, modify, or suspend the Sweepstakes and award any remaining prizes at random among all eligible entries received up to the time of impairment. Should the Sweepstakes be cancelled or altered prior to the stated expiration date, notice will be posted at [<http://www.armstrongmysavings.com/sweepstakes.>]

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE ASSOCIATED WITH THE SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR ANY SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

**6. DISCLAIMERS:** By entering, participants acknowledge and agree that the Sponsor and their respective parents, subsidiaries, affiliates, franchisees, advertising and promotional agencies, and the officers, directors, employees, agents, and representatives of each of the foregoing entities (collectively, the "Sweepstakes Entities"), will not be liable for losses or injuries of any kind resulting from acceptance/possession/use and/or misuse of prize(s), participation in the Sweepstakes, printing, mailing, or distribution errors, or any malfunctions of the computer Internet system, computer dating mechanism, computer equipment, software, or any combination thereof, unauthorized human intervention in the Sweepstakes, errors in the administration of the Sweepstakes or the processing of entries, or any redemptions that are late (including misdirected or lost mail and/or delayed data transmissions), tampered with, garbled, incomplete, or otherwise not in compliance with these Official Rules. The Sweepstakes Entities are not responsible or liable for any injury or damage to any participant's or third person's computer and/or its contents, related to or resulting from the Sweepstakes. Participants release and agree to hold harmless the Sweepstakes Entities from any and all liability from any of the claims described above.

The Sweepstakes Sponsor is not responsible for late, lost, illegible, misdirected, stolen, undelivered, separated, or postage due entries or mail. The Sweepstakes Sponsor is not responsible for any problems or technical malfunctions of any telecommunications network or telecommunications lines, computer on-line systems, servers, computer equipment, telecommunications network equipment, software, failure of any e-mail or entry to be received by the Sweepstakes Sponsor on account of technical problems, human error, traffic congestion on the Internet or on any web site, or any combination thereof.

IN NO EVENT WILL THE SWEEPSTAKES SPONSOR BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF OR RELATED TO A PARTICIPANT'S ENTRY IN, AND PARTICIPATION IN, THE SWEEPSTAKES OR THE DOWNLOADING AND/OR PRINTING OF MATERIAL ASSOCIATED WITH THE SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THIS SITE AND IN THIS PROMOTION IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND,

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