

Official Program Rules

Your CTA Transit Card Could be an Instant Winner!



Hundreds of prizes will be given away including a **Grand Prize of First-class United Airlines® tickets to sunny St. Thomas!**



The serial number on your CTA Transit Card or Pass could be your ticket to St. Thomas! Starting July 15, you can log on to www.transitchicago.com to see if your serial number is an instant winner. Hundreds of valuable prizes will be given away!

Grand Prize!

Every entry submitted between July 15 and September 1 will be automatically entered into a second chance drawing to win first-class tickets from United Airlines® to sunny St. Thomas in the Virgin Islands! See official program rules for details.



Instant Win Prizes!

THE
TALBOTT
HOTEL

5-Weekend Get-a-way Packages at Chicago's World-Class Talbott Hotel
Located at 20 East Delaware

Place, the Talbott Hotel is only minutes away from North Michigan Avenue. Guests have immediate access to some of the world's most sophisticated shopping, fine dining and entertainment. The package includes two nights lodging and gift certificates for two cocktails and two appetizers at the newly-opened European-style lounge, Basil's at the Talbott.

Fosse



2 Pairs of Tickets to "Fosse" at The Ford Center for the Performing Arts/Oriental Theatre. An extraordinary cast performs the wildly exciting work of the

legendary Broadway and Hollywood choreographer and director Bob Fosse. "Fosse" is a cavalcade of highlights from Fosse's work, including "Cabaret," "Chicago," "Sweet Charity," "All That Jazz," and more.



1 set of 4-Fire VIP Passes to any Home Game this Season
The defending Major League Soccer champion, the Chicago Fire, invites you and three guests to any 1999 regular season home game. Fire games feature

fast-paced action with an international flavor at historic Soldier Field, along with great concerts, giveaways and FireFest, a pre-game soccer carnival for families and kids. For more information, call 1-888-MLS-FIRE.



Transportation Displays Incorporated (TDI) is the largest out-of-home media network offering advertisers a full display of media forms, from national transit programs to beach media to fully wrapped buses, in 50 markets across the country and overseas.

TDI has sponsored the following prizes:

8-Lettuce Entertain You Restaurants Gift Certificates
Good for \$25.00 at any of Chicago's renowned Lettuce Entertain You restaurants.

4-\$100.00 Gift Certificates for Mantuano Mediterranean cuisine at CityFront Center. Enjoy a gourmet dinner in elegant surroundings.

1 set of 4-Tickets to a Chicago Bulls Home Game.
1 set of 4-Tickets to a Chicago Cubs Home Game.
1 set of 4-Tickets to a Chicago White Sox Home Game.

CTA Gear

30-CTA Expandable Flight Bags. This nylon bag is sturdy yet light as a feather. It features multiple compartments and two expandable end pockets. Expands to 30"Wx12"Hx12"D.

100-CTA Packable Hooded Jackets. The perfect take-along to Chicago's many events and festivals! Roomy by design yet packs easily into a self-pocket zip pouch. This bright navy durable nylon jacket features a mesh back yoke and hidden hood.

225-CTA Portable CD Players. Get the CD quality sound you love with the personal convenience you need. This sporty model will travel around Chicago with you in style.

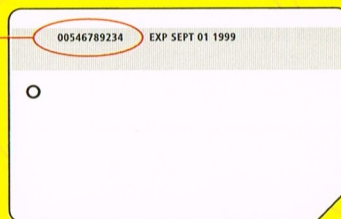
How to Enter:

1. Check the expiration date on your CTA Transit Card.

All cards* with an expiration date of July 15, 1999 or later are eligible.

2. Log on to www.transitchicago.com and enter the serial number located on the back of your Transit Card.

You'll know instantly if you've won!



Can't access the world wide web? You can enter by mail. Simply complete the entry form to the right. See official program rules for complete details. Additional forms are available on CTA buses and trains.

A screenshot of a web browser displaying the 'Enter Contest' page on the website www.transitchicago.com. The browser's address bar shows the URL. The page has a navigation menu with links: Enter Contest, Prizes!, Eligible Cards, Prize Pick-Up, Rules, and CTA Home. The main heading is 'Enter Contest'. There are two registration sections: 'REGISTERED GUEST' and 'NEW GUEST'. The 'REGISTERED GUEST' section has fields for 'CARD SERIAL NUMBER', 'SCREEN NAME', and 'PASSWORD'. The 'NEW GUEST' section has a heading 'PERSONAL INFORMATION (all fields are required)' and fields for 'FIRST NAME', 'LAST NAME', 'STREET ADDRESS', 'CITY', 'STATE', 'ZIP CODE', 'HOME PHONE', and 'E-MAIL ADDRESS'. A CTA logo with the slogan 'cta take it and win.' is visible on the left side of the page.

All Unexpired CTA Transit Cards, Passes,* and Permits are Eligible.

Expiration date must be July 15, 1999 or later.

Includes: Full-Fare Transit Cards, Reduced-Fare Transit Cards, 1-day Fun Passes, 7-day Passes, 30-day Passes, Reduced-Fare 30-day Passes, Monthly Passes for Paratransit, RTA Reduced-Fare Permits, and Visitor Passes. *U-PASSes are not eligible.

Cards and Passes available at participating Currency Exchanges, Dominick's and Jewel stores.



NO PURCHASE NECESSARY TO PLAY OR WIN.

1. Two ways to play: INSTANTLY: (1) Visit the Chicago Transit Authority website at www.transitchicago.com from 7/15/99 - 9/1/99 and enter the serial number found on your Transit Card or Pass to find out if you are an instant winner. If the serial number on your Transit Card or Pass matches a pre-selected winning serial number, you win the prize shown. All CTA Transit Cards or Passes with an expiration date of 7/15/99 or later are valid for entry except U-PASSes. All online entries must be received no later than 11:59 PM Central Time, 9/1/99. (2) To find out if you are an instant winner without going on-line, complete the official entry form at any CTA office, train station, on car cards, from select Dominick's or Jewel stores, or call 1-888-YOURCTA to receive an entry form. Complete this official entry form; be certain to include your Transit Card or Pass serial number, and return it to "Take It and Win Game", PO Box 8019, Amityville, NY 11708-8019. You will be notified my mail no later than 9/15/99 if you are a winner. To play without purchasing a Transit Card or Pass, handprint your name, complete address, and daytime phone number on a 3" x 5" piece of paper and mail to: "Take It and Win Game", PO Box 8019, Amityville, NY 11708-8019. A Transit Card serial number will be randomly assigned to your entry. If that serial number is a winner, you will be notified by mail and receive the corresponding Transit Card no later than 9/15/99 in order to claim your prize. All entries must be postmarked by 9/1/99 and received by 9/7/99. Limit one entry per envelope. If you use write-in method, you will be notified only if you are a winner. Entries must be submitted on original entry forms. No photo copies or mechanical reproductions of mail-in entries allowed. The CTA assumes no liability for lost, late, mutilated, incomplete, illegible, stolen, damaged, misdirected or postage due requests. Use of automated devices is prohibited. In case of a dispute, online instant win will be deemed submitted and won by online account holder. The CTA assumes no responsibility for problems or technical malfunctions of any telephone network or lines, computer online systems, servers, providers, equipment, software, failure to receive online entry due to technical problems, traffic congestion, or any combination thereof. The CTA reserves the right to modify or cancel without notice this sweepstakes in the event of online or telephone technical difficulties or corruption.

2. Second Chance Sweepstakes: You are automatically entered into the Second Chance Sweepstakes to win grand and unclaimed instant win prizes when you participate in the instant win game, or handprint your name, address, age, and daytime phone number on a 3" x 5" card and mail to CTA Second Chance, PO Box 8022, Amityville, NY 11708-8022 postmarked by 9/1/99 and received by 9/7/99. Second chance drawing will be conducted on or about 9/28/99 by an independent judging organization whose decisions are final.

3. INSTANT PRIZES/ODDS/VALUES: 1st PRIZE (5): a weekend getaway for two at the Talbot Hotel in Chicago, IL. Odds: 1 in 5,810,000. Approximate Retail Value ("ARV") \$556.24 ea. 2nd PRIZE (30): a set of four tickets to a Bulls home game. Odds: 1 in 29,050,000. ARV \$152. 3rd PRIZE (30): Expandable Flight Bag. Odds: 1 in 968,333. ARV \$115 each. 4th PRIZE (4): a \$100 gift certificate to Mantuano. Odds: 1 in 7,262,500. ARV \$100 ea. 5th PRIZE (2): a set of two show tickets to see "Fosse" at the Ford Center for the Performing Arts/Oriental Theatre. Odds: 1 in 14,525,000. ARV \$100 ea. 6th PRIZE (1): a set of four VIP passes to a Chicago Fire home game. Odds: 1 in 29,050,000. ARV \$100. 7th PRIZE (225): Portable CD Player. Odds: 1 in 129,111. ARV \$79 ea. 8th PRIZE (1): a set of four tickets to a Cubs home game. Odds: 1 in 29,050,000. ARV \$72. 9th PRIZE (1): a set of four tickets to a White Sox home game. Odds: 1 in 29,050,000. ARV \$72. 10th PRIZE (100): Packable hooded jacket. Odds: 1 in 290,500. ARV \$52 ea. 11th PRIZE (8): a \$25 gift certificate to Lettuce Entertain You Restaurants. Odds: 1 in 3,631,250. ARV \$25 ea. SECOND CHANCE PRIZES/VALUES/ODDS: GRAND (1): Round-trip first class airline tickets for two from major gateway city closest to winner's Illinois residence. Prize includes airline tickets only. Hotel accommodations and any other expenses are not included and are the sole responsibility of the winner. ARV \$1,800.00. Unclaimed Instant Win prizes will also be awarded. Odds of winning a second chance prize determined by total number of entries received and number of unclaimed instant win prizes. Total approximate retail value of all prizes: \$29,977.24. Grand and first prize subject to hotel space. Grand prize subject to airline departure availability. Travel must be completed within 12 months from date the prize is awarded. Certain restrictions and blackout dates may apply. Tickets to shows/sporting events: winners must be available to attend show or sporting events on date specified by sponsor or forfeit the prize. Gift certificate winner's must utilize prize by dates specified on certificate. Any other costs and incidentals not specified herein are the winners responsibility.

4. To Claim Instant Prizes: Bring identification, (picture I.D. plus a document with date of birth) and your winning Transit Card or Pass to the CTA information desk, Merchandise Mart Plaza (Wells Street North of the River), 7th floor, Chicago, IL, weekdays 8:30 A.M. to 5:00 P.M. Prizes must be claimed no later than 4:00 P.M. on 9/24/99 or prize will be forfeited and awarded via the second chance drawing. Call 1-888-YOURCTA for directions. To Claim Second Chance Prizes: Winners of 1st-11th prizes won from second chance drawing will be notified by mail and instructed on how to claim prize. Second Chance prizes must be claimed by 10/8/99. All prize claims are

Detach and mail or visit www.transitchicago.com to enter.



10-Digit Transit Card Serial Number:

PLEASE PRINT CLEARLY

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

FIRST NAME

LAST NAME

STREET ADDRESS

CITY

STATE

ZIP

E-MAIL ADDRESS

Gender: Male Female Age _____

Have you seen or heard the advertisements for the CTA?

TV Radio Billboards On Buses and Trains Other

What CTA route do you take most frequently? _____

How often do you ride the CTA? Daily Weekly Monthly Other

Mail your completed entry form to: Take It and Win, PO Box 8019, Amityville, NY, 11708-8019

subject to official verification and compliance with the Official Rules. Prizes are non-transferable. Taxes, if any, are winners' responsibility. Chicago Transit Authority, United Airlines, Transportation Displays Inc., LEC LTD, Little & King Co., Inc., their agencies and respective parent companies, affiliates, subsidiaries, directors, officers, agents and employees shall not be responsible or liable for, and shall be held harmless by winners against any liability, of any injuries, losses or damages of any kind to persons, including death or property loss resulting in whole or in part directly or indirectly from this sweepstakes or the acceptance usage or misuse of prizes or participation in any prize related activity. If due to printing, production, or other errors, more prizes are claimed than intended to be awarded, the intended prizes will be awarded in a random drawing from among all validated prize claims received. Transit cards or passes that are distributed where prohibited by law or not obtained legitimately will be null and void. All prizes will be awarded. Up to 29,050,000 serial numbers/PINs will be eligible for the promotion.

5. All game materials submitted for prize claims become Sponsor's property and will not be returned. Grand Prize winner and traveling companion will be required to execute and return an affidavit of Eligibility/Liability/Publicity release within 14 days of notification attempt or the prize may be forfeited. Winners consent to use of their names and likeness for advertising/publicity purposes in connection with this promotion without additional compensation, except where prohibited by law. No prize substitutions allowed except by sponsor who reserves the right to substitute a prize of equal or greater value as determined by sponsor. There shall be no cash substitution.

6. Open to legal residents of Illinois age 18 or older, except employees and their immediate families (parents, children or siblings, regardless if they live in the same household are household members) of Chicago Transit Authority, United Airlines, Transportation Displays, Inc., LEC LTD, Little & King Co., Inc., participating merchants, their subsidiaries, affiliates, advertising and promotion agencies, their respective parent companies, affiliates, subsidiaries, vendors and agencies are not eligible. Void where prohibited/restricted by law. Game subject to all applicable federal, state, and local laws and regulations. By participating, entrants agree to be bound by these official rules and decisions of Sponsor which shall be final in all matters relating to this promotion.

7. For a list of prize winners, mail a self-addressed, stamped envelope to Take It and Win Winners List, c/o Little & King, Dept. PM, 1040 Ave. of the Americas, New York, NY 10018 by 9/30/99.

8. Promotion sponsored by Chicago Transit Authority, Merchandise Mart Plaza, 7th Floor, Chicago, IL 60654.



cta

take it.

1-888-YOURCTA
TTY: 1-888-CTA-TTY1

www.transitchicago.com