



## **Why Be Normal? – CA Technologies CA ERwin Customer Loyalty Promotion**

### **OFFICIAL RULES**

#### **NO PURCHASE NECESSARY**

**ELIGIBILITY:** To participate in the Promotion described below, you must be 21 years of age or older, have accepted the terms and conditions of these Official Rules (the "Rules") and have an active CA Erwin license and maintenance agreement (a "CA ERwin Customer"). Participants cannot be employees of CA Technologies (as defined below) or a member of the household or immediate family of any such employee. Void where prohibited or restricted by law. Employees or officials of any governmental or quasi-governmental entity, who may nonetheless elect to participate in this Promotion, are not eligible to participate in this Promotion or receive any prizes.

**HOW TO ENTER AND PARTICIPATE:** To enter and achieve LEVEL 1 participant must (1) sign up for ERwin discussion forum and create profile, (2) fan one of three social media sites for CA ERwin: FaceBook/Twitter/LinkedIn and; (3) join the CA ERwin Global User Community at [www.ERwin.com/community](http://www.ERwin.com/community) under the GUC ("Global User Community").

To achieve LEVEL 2 participant must: (1) participate in a Poll/Survey on [www.ERwin.com](http://www.ERwin.com) and; (2) post in an active forum on [www.ERwin.com](http://www.ERwin.com) at least 1 time and; (3) post on one of the fan groups in either FaceBook/Twitter/LinkedIn at least 1 time and; (4) attend an ERwin webcast.

To achieve LEVEL 3 participant must: (1) submit tip, technique on erwin.com, (2) submit a customer testimonial to CA Technologies and; (3) comment on expert blogs on [www.ERwin.com](http://www.ERwin.com) at least 1 time and; (4) submit a photo on [www.ERwin.com](http://www.ERwin.com) that can be posted on ERwin.com Community photos page.

To achieve LEVEL 4 participant must: (1) provide a success story (full case study) to CA Technologies and; (2) be a fan on all 3 social networking sites: Twitter, Facebook, and LinkedIn and; (3) be an active poster on Social Media (minimum of 10 throughout duration of contest) and; (4) have a published article about CA ERwin (online or print) or be a CA ERwin guest speaker at a CA Technologies event or webcast. (6) Submit a photo in "Why be Normal?" Tshirt for use on ERwin.com and community photo page

Entries will be accepted between Monday, October 18<sup>th</sup> through Thursday, March 31st, 2011. Participants will be notified via email as they achieve each level of the Promotion. All activities must be completed for each level for qualification with proof of completion. If the holder of the selected entry cannot be successfully contacted CA Technologies has no

obligation to make other notification attempts or to contact potential winners other than via the email contact information you provided as part of your entry.

**THE PRIZE:** Level 1 participants will receive one (1) 3" Chello Buttons with ERwin logo. Level 2 participants will receive one (1) ERwin logo baseball cap. Level 3 participants shall receive one (1) T-Shirt "Why be Normal?" on front. Level 4 participants will receive one (1) CA World 2011 registration (while supplies last) (excluding travel, expenses and accommodations and participant is responsible for Passport, Visa, Entry/Exit Fees). The Level 4 prize may be subject to the participant executing such supplementary agreements, (the "Supplementary Agreements") as required by CA Technologies. Each of these may be referred to as a ("Prize").

## **CONDITIONS:**

**By submitting an entry, you agree to be bound by these Rules and acknowledge that non-compliance will result in disqualification.** All entries become property of CA Technologies and will not be returned. No automated or mechanically reproduced entries or late submissions will be accepted or considered.

By submitting your entry, you hereby irrevocably agree and authorize CA, Inc., its subsidiaries, affiliates, successors, assigns and all those acting on the authority of CA, Inc. (collectively "CA Technologies"), to do any or all of the following:

- Film, photograph or otherwise record your appearance on videotape, audiotape, film, photograph or any other medium in association with your participation of the Promotion.
- Use your name, likeness, voice and biographical material in connection with your participation in the Promotion.

Notwithstanding the possibility of a prize, you agree that you convey these rights without any obligation or expectation of payment of any fee or royalty. You further agree that you shall not require remuneration or compensation of any kind from CA Technologies as an inducement for CA Technologies to exercise the rights and authorizations granted herein.

The Participant is responsible for reporting and paying all taxes, if any, from all applicable jurisdictions levied on account of the winning or receipt of a Prize. Participant acknowledges and agrees that CA Technologies may issue United States federal and state tax forms related to its gift of the Prize to Participant. It is the Participant's responsibility to ensure that their acceptance of a Prize does not violate any laws or regulations of any kind, including but not limited to any conflict of interest or gift policies in effect at their company or organization. Should a participant not respond or satisfy these requirements, CA Technologies reserves its election to disqualify the participant in its sole and absolute discretion.

By submitting an entry in the Promotion, you release and agree to hold harmless CA Technologies and its directors, officers, employees, contractors, vendors and agents, from any and all claims, demands, actions, liability, losses or damages, costs and expenses of any kind, whether to person or property or direct or indirect, with respect to the conduct of, or participation in this Promotion and/or caused by or resulting from the acceptance, possession, use, misuse or non-use of the Prize.

To the maximum extent provided by applicable law, and notwithstanding anything provided herein suggesting the contrary, all Prizes and this Promotion are made available on an "AS IS" basis without any warranty from CA Technologies. CA Technologies disclaims all warranties in relation to the Prize or this Promotion, including without limitation, the implied warranties of merchantability and fitness for a particular purpose, as well as any express warranties provided elsewhere in relation to this Promotion or the Event.

In no event will CA Technologies be liable to you or any other party for any claim for loss, including without limitation, time, money, goodwill, any lost or damaged property, bodily injury and any consequential damages, which may arise from your participation in any Promotion or your use, operation or misuse of the Prize, even if CA Technologies has been advised of the possibility of such damages. In the event that the above liability limitation is found to be invalid under applicable law, then the total liability of any kind of CA Technologies or any of its agents to you in relation to this Promotion or Prize in any manner shall be limited to \$500.00 USD.

CA Technologies' decisions in all matters related to this Promotion, the Prize, and the Participant are final. CA Technologies reserves the right to terminate this Promotion at any time in the event CA Technologies determines that this Promotion will not achieve, or has not achieved its goals. All disputes concerning or relating this Promotion or these Rules shall be governed by the laws of the State of New York.

For prize information, contact <Jacqueline.foster@ca.com>.

**SPONSOR:** CA, Inc. a/k/a CA Technologies, One CA Plaza, Islandia, New York 11749.