



PAPERLESS POSSIBILITIES

Official Rules for Central Hudson's eBills-Smartphone Promotion

Eligibility information

The promotion is open to customers of Central Hudson Gas & Electric only. Eligible customers must have their account in good standing, receive a Central Hudson bill, and must enroll in eBills between 12:01 a.m. July 1, 2011, and 11:59 p.m. on September 15, 2011.

Customers who do not already have a CentralHudson.com "Your Account" username and password must enter their name, telephone number, the address connected with their Central Hudson service and e-mail address in the proper fields upon enrollment in "Your Account," prior to enrolling in eBills.

Customers signing up for eBills who already have a CentralHudson.com "Your Account" will need valid, current contact information so that Central Hudson can inform them via email in the event they are a winner of the drawing.

Customers can verify that their contact information is correct, and make updates if necessary, at <https://inet.cenhud.com/CustomerservicePortal/updates/KeepInTouch.aspx>.

Employees of Central Hudson and members of their immediate families or households are not eligible to participate in this promotion.

How to enter

Enter online by visiting: <http://www.CentralHudson.com/eBills>.

Entrants must complete and properly enroll in eBills, and must provide requested contact information.

Prizes

Prizes consist of \$1,000 for each of three randomly selected, eligible customers, to be awarded as follows:

1. Toward the purchase of a smartphone selected from any of those currently offered by the winner's cellular service provider. And;
2. The balance of the \$1,000 prize, if any, will be given to each winner in the form of a gift card for service, to be used toward the monthly payments to be made to the cellular service provider selected by each winner. The winner may opt to apply this credit to an existing plan with their current cell phone service provider.

The smartphone chosen, the service plan selected (e.g., voice, data, other features, length of contract period, etc.) and the responsibility for the service plan's continued payment beyond the amount of the gift card's balance, are entirely up to the winner.

The retail value of each prize is \$1,000, and no more than three prizes will be awarded. All prize details will be determined by Central Hudson at its discretion. All expenses and costs associated with the acceptance or use of the prize are the responsibility of the winner.

Winner is solely responsible for all applicable federal, state and local taxes on the prize. An IRS form 1099 will be issued if required by law. No substitution, cash redemption or transfer of right to receive prize is permitted, except at the discretion of Central Hudson. Winners will be notified shortly after September 15, 2011. To receive prize, winners must respond to Central Hudson within 10 days of notification. Nonresponse will result in disqualification and selection of an alternate winner. Winners' names will be published and otherwise used by Central Hudson for promotional purposes.

Drawing methodology and winner notification

Three winners will be selected by a random drawing held before September 22, 2011, from among all eligible entries received. The drawing will be conducted by or under the supervision of Central Hudson, whose decisions will be final in all matters concerning the promotion.

Winners are subject to verification. Winner will be notified by e-mail within ten (10) days following the drawing. If a winner cannot be contacted or does not respond within ten (10) days of notification; if any prize is returned as undeliverable; or in the event a potential winner does not accept the prize or fails to comply with these rules and requirements, the prize will be forfeited. Upon prize forfeiture, no compensation will be given.

Odds of winning

Odds of winning will depend on the total number of eligible eBills enrollees between July 1, 2011, and September 15, 2011.

General terms

By entering, entrants agree to release and hold Central Hudson and its parent company, harmless from and against any and all claims and liability arising out of participation in the promotion or use of prize. Winners assume 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 Central Hudson and its parent company to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law.

By participating in this promotion, entrants agree to be bound by Central Hudson's Official Rules and decisions, which are final and binding in all respects. Central Hudson is not responsible for any typographical or other error in the printing of the offer, administration of the promotion or in the announcement of any prize. In no event will more than the stated number of prizes be awarded.

Central Hudson is not responsible for incomplete or improper enrollment; non-delivered or misdirected entries; technical problems, malfunctions of any computer systems, servers, providers, hardware or software; lost or unavailable network connections; incorrect or inaccurate capture of entry information or loss of entry information; failed, incomplete, garbled or delayed computer transmissions, or any other human or technical errors of any kind; or any combination of any of the foregoing.

Central Hudson assumes no responsibility for undeliverable e-mails resulting from any form of active or passive e-mail filtering by a user's Internet service provider and/or

e-mail client or for insufficient space in user's e-mail account to receive e-mail. Central Hudson is not responsible for any liability for damage to any computer system resulting from participation in or accessing or downloading information in connection with this promotion. Central Hudson reserves the right at its sole discretion to disqualify any individual who tampers with the entry process. Central Hudson reserves the right, in its sole discretion, to cancel, modify or suspend this promotion should a virus, bugs, entrant fraud or misconduct, or other causes beyond the control of Central Hudson, in Central Hudson's determination, corrupt the administration, integrity, security or proper operation of the promotion. In the event of termination of the promotion, a notice will be posted online and a random drawing to award the prize will be conducted from among all eligible entries received prior to the time of termination. Entry times will be determined using Central Hudson's computer, which will be the official clock for the sweepstakes.