

“AMERICA DESERVES A RAISE” FACT SHEET

Advance America recognizes that hard working Americans deserve a raise.

The “America Deserves a Raise” contest kicks-off on **April 19** and will last through **July 27, 2010**. Contestants are asked to nominate individuals around the country that “deserve a raise” for a special accomplishment, a job well done, or simply consistent hard work.

Prizes include:

- **Grand Prize:** \$40,000 each for the nominator & nominee
- **Runner-up Prize:** \$5,000 each for the nominator & nominee
- **Preliminary Round Awards:** At the end of the preliminary round, the nominator and nominee of the top 100 submissions will each win a **\$50 Visa gift card**.
- **Sweepstakes Daily Prize:** Concurrent to the contest is a daily sweepstakes that will allow visitors to enter their names for a **\$100 Visa gift card**. One winner will be awarded each day.

Winners will reflect the determination of great American workers.

This contest brings Advance America’s mission to life – to honor American workers with real payback for diligently working day-in and day-out. Over the past year, Americans are working harder. In these uncertain economic times, fewer Americans are being financially rewarded for their hard work. That is why Advance America has created “America Deserves a Raise.”

The contest highlights Advance America’s overall commitment to communities.

Advance America has built its foundation on being a part of the communities that it serves. A core component of the contest includes an investment in America’s communities. For every vote cast online in favor of a candidate who most “deserves a raise,” Advance America will donate \$1 (up to \$50,000) to organizations that support programs that offer job training and education. Additionally, if the winner is self-nominated, the \$40,000 that would have been awarded to their nominator will be donated to a charity that supports these goals.

America Deserves a Raise contest entries are accepted online.

Eligible individuals can nominate others or themselves for a raise by submitting an essay online. To enter the daily sweepstakes, contestants should simply complete a daily sweepstakes registration form. There is no limit on the number of entries, but contestants must re-register each day.

Individuals living in the following states are not eligible to nominate or be nominated for the contest: Arkansas, Georgia, Maryland, Massachusetts, New Jersey, New York, North Carolina, Pennsylvania or West Virginia. Advance America employees and family members are also ineligible.

Advance America challenges the nation to advance America.

America will vote online for the most deserving nominee. The top 100 essays will be reviewed by a panel of judges to determine first and second place winners. Interested parties not only have the opportunity submit an essay about their candidate, but are also encouraged to vote for their favorite candidate online. The “America Deserves a Raise” Facebook page and Twitter feed will also provide important updates. Contest rules, submission and voting information is available online at www.AmericaDeservesaRaise.com.