

May We Help Promotion Official Rules 2009

ENTRY AND ELIGIBILITY: NO PURCHASE IS NECESSARY TO ENTER OR WIN. Beginning April 23, 2009, you may enter by: 1) completing a "May We Help Promotion" entry form, which is available and may be obtained at participating locations of First Financial Bank, N.A., Abilene, Texas; or 2) hand printing your name, address, city, state, zip code, day and evening telephone number and the words "May We Help Promotion" on a 3" x 5" card and either mailing the card in a #10 envelope to First Financial Bank, Attn: Marketing Dept. at 400 Pine Street, Abilene, Texas 79601 or hand delivering the card to a First Financial Bank location in Abilene, Texas. Entries will be accepted for this Promotion beginning on April 23, 2009. All mail-in entries must be post marked no later than May 23, 2009 and received by First Financial Bank, N.A. no later than noon (CT) on May 26, 2009. All hand-delivered entries must be received by noon (CT) on May 26, 2009. Limit of one entry per person per day. Entrants must be U.S. resident 18 years of age or older. Employees and family members (spouses, parents, and children) of the following companies are not eligible to participate: KTAB-TV, Nexstar Broadcasting Co., Mission Broadcasting Co., First Financial Bank, N.A., and their affiliates. All federal and state laws and regulations apply. Void where prohibited by law. KTAB-TV and/or First Financial Bank, N.A. will verify the eligibility requirements upon contacting each potential winner. Valid government issued identification must be provided to qualify for the prize. Mechanically reproduced entries will not be accepted. Incorrect, inaccurate and incomplete entries are void.

WEEKDAY DRAWINGS: Each weekday at approximately 3:00 p.m. from April 24, 2009 through May 26, 2009, a drawing will be held at First Financial Bank's downtown location (400 Pine Street in Abilene, Texas) to randomly select two (2) Daily Winners from the entries that have been received as of the time of each drawing. After each drawing, the remaining entries that were not selected in each drawing will be discarded. All entries received after each daily drawing will be eligible for the next daily drawing. Each weekday from April 27, 2009 through May 27, 2009, the Daily Winners from the previous weekday will be announced on KTAB-TV during the 6:00 p.m. and/or 10:00 p.m. newscast

CALL-IN ENTRIES: Each weekday from April 27, 2009 through May 27, 2009 you may call for entry when prompted during each weekday 6:00 p.m. or 10:00 p.m. KTAB-TV newscast (except for the newscast when a Grand Prize is announced). The 10th caller during each weekday newscast becomes a Daily Winner. There will be one Daily Winner selected per weekday newscast, with the exception of the newscasts when a Grand Prize winner is announced.

DAILY PRIZES: The Daily Winners will each receive two (2) tickets to Schlitterbahn Waterpark in New Braunfels, Texas.

GRAND PRIZES: The Daily Winners (both from the weekday drawings and from the KTAB-TV newscasts) will be qualified for the weekly Grand Prize drawing. A random drawing from such Daily Winners will be conducted to determine a potential Grand Prize Winner and announced on KTAB-TV during the 10:00 p.m. newscast on the following four dates: May 6, 2009; May 13, 2009; May 20, 2009; May 27, 2009. On each of said dates, a Grand Prize will be

awarded in the form of an amount of cash equal to the potential winner's monthly rent payment or monthly mortgage payment for the month of May, 2009, up to \$1,500.00. In no event shall the value of a Grand Prize exceed the amount of \$1,500.00, even if the potential winner's monthly rent or mortgage payment for May, 2009 exceeds such amount. After each Grand Prize drawing has been conducted, the entries of Daily Winners that preceded the drawing will be discarded. The odds of winning as a Daily Winner or Grand Prize Winner will depend upon the total number of actual eligible entries received. First Financial Bank, N.A. will assume no responsibility or liability for damages, losses or injury resulting from the acceptance of the prizes awarded in these drawings.

GENERAL: By participating in this Promotion, entrants agree to be bound by the Official Rules. This includes each potential winner's agreement to sign an Affidavit of Eligibility/Liability Release/Publicity Release before being awarded a prize. Potential winners will be notified by telephone or mail using the information that such potential winner provided when entering the Promotion. Potential winners must sign any required documents and accept the prize within 14 days of notification or the prize will be forfeited. No substitution or transfer of a prize is permitted. All taxes associated with the prizes awarded in this Promotion are the sole responsibility of each winner. Acceptance of a prize offered constitutes permission to use winner's name and/or likeness for advertising/trade purposes without further compensation, unless prohibited by law. Upon request, winners will provide consent to such in writing. In resolving any disputes or issues of interpretation that may arise under these rules, the decision of the contest sponsors shall be final and binding in all respects. Upon a potential winner meeting the eligibility requirements for this Promotion and complying with the conditions precedent to being awarded a prize, the potential winner will be declared a winner of the applicable prize. If for any reason, any of the potential winners are determined to be ineligible for the Promotion or should they fail to comply with the conditions precedent to being awarded a prize, the sponsors of the Promotion reserve the right to withdraw the prize from this Promotion.

By participating in this Promotion, entrants agree to release, indemnify and hold harmless First Financial Bank, N.A., KTAB-TV, Nexstar Broadcasting Co., Mission Broadcasting Co and their affiliates from and against any and all injuries, losses, damages, claims, actions or liability of any kind of resulting from or arising from participation in this Promotion or acceptance and use of a prize to be awarded in this Promotion. The afore-mentioned companies and their affiliates are not responsible for printing or typographical errors in any promotion-related materials; or for stolen, lost, late, misdirected, damaged, incomplete, illegible or inaccurate entries. Any claim or legal action arising or occurring with respect to the prizes shall be governed exclusively by Texas law, and shall be heard and resolved in either the federal or state courts located in Taylor County, Texas.

The contest sponsors are KTAB-TV (4510 South 14th Street, Abilene, Texas 79605) and First Financial Bank, N.A. (400 Pine Street, Abilene, Texas 79601). The contest sponsors reserve the right to cancel this Promotion at any time without advance notice.