

SAMPLE CONTEST OFFICIAL RULES

("Official Rules")

The _____ Contest (the "Contest") is sponsored by _____ ("Sponsor") with offices located at _____ Sponsor, its subsidiaries and affiliates, and any other companies or agencies associated with the Contest (such as advertising, promotion, fulfillment or judging agencies), hereinafter will be referred to as the "Contest Entities."

Participation in the Contest constitutes the entrant's ("you" or "your") full and unconditional agreement to and acceptance of these Official Rules, including the decisions and interpretations of Sponsor and/or the judges, which are final and binding on all matters relating to the Contest.

1. NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. ALL APPLICABLE FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED BY LAW. Maximum one (1) entry per person per twenty-four (24) hour period during the Contest Period (as defined below).

2. Contest Dates: The Contest begins on _____ at 12:00 AM Eastern Time ("ET") (the "Contest Start Date") and ends on _____ at 11:59 PM ET (the "Contest End Date"). The period from the Contest Start Date through the Contest End Date is referred to as the "Contest Period." Sponsor's designated computer is the official time clock for the Contest.

3. Who Can Enter: The Contest is open to all legal residents of the United States (excluding Alaska and Hawaii) and the District of Columbia who are at least 18 years or older at the time of entry (nineteen (19) years old or older for Alabama and Nebraska residents). Employees of the Contest Entities and the immediate family members (defined as parents, parents-in-law, children, siblings and spouse (including common law), regardless of where they reside) of each employee are not eligible to enter the Contest or win Contest prizes. Any other persons with whom such employees are domiciled are also not eligible to enter the Contest or win Contest prizes.

4. How to Enter: During the Contest Period, enter the Contest by _____

and agree to the Official Rules.

5. Limitations on Entry: There is a limit of one (1) entry per person per twenty-four (24) hours during the Contest Period. If more than one entry is received from an entrant in any twenty-four (24) hour period, only the first entry will be included and later entries will be disqualified. Each potential Prize Winner may be required to provide valid and legal proof of identification. All entries must be fully and accurately completed. Use of any automated system to participate in the Contest or subvert the entry process is prohibited and will result in disqualification and all

associated entries will be void. Contest Entities will not be responsible for incomplete, inaccurate, late, or stolen entries or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of the prize or in any Contest-related materials. In the event of a dispute over the ownership of an entry, entries will be deemed to have been submitted by the owner of the ISP account from which they were sent. For these purposes, an ISP account holder shall mean the natural person(s) assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account. Any questions regarding the number of entries submitted or the owner of an ISP account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Contest.

6. Selection of the Prize Winners: Within five (5) business days of the end of the Contest Period, Sponsor will randomly select _____ number of entries from all eligible entries received during the Contest Period, to win the Prizes (the “Prize Winners”). All decisions concerning the award and elements of the Prizes are solely within the discretion of Sponsor. Odds of winning depend upon the number of eligible entries received. Limit of 1 Prize per household.

7. Prize Details:

Prize Winners will receive _____.

All shipping arrangements will be included and made by Sponsor and selection of shipping agent shall be at the discretion of Sponsor. The estimated retail value of each Prize is \$_____ USD. Final actual value may vary. Prize is not transferable or exchangeable and cannot be redeemed as cash.

8. Awarding of Prize: If your entry has been drawn as a Prize Winner, you will be contacted within one (1) week after the drawing by email, per the information indicated in your online entry form, to confirm your entry and eligibility. If the Prize Winner does not meet all eligibility requirements, has not complied with these Official Rules, cannot be contacted, does not respond within seven (7) days from the date Sponsor first tries to notify him/her, and/or the prize notification is returned as undeliverable, he or she forfeits all rights to claim or receive the Prize and an alternate Prize Winner will be selected using the methods described above. By accepting the Prize, the Prize Winner acknowledges compliance with these Official Rules. If the Prize is not won and claimed by an eligible entrant in accordance with these Official Rules, it will not be awarded and will remain the property of Sponsor.

THE PRIZE IS AWARDED AS IS AND WITHOUT CONDITION, WARRANTY, GUARANTEE OR REPRESENTATION OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE).

9. Privacy: We will not disclose your personal information to a third party other than Contest Entities unless you have consented to such disclosure or where we are required to do so by law. Should you breach these Official Rules, or if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, we may disclose your information to a relevant authority. This may include exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction. Any disclosure of personal information will be strictly controlled and made fully in accordance with current U.S. law.

10. Publicity: Acceptance of the Prize constitutes permission for the Contest Entities to use the Prize Winner's name, likeness, photo, voice and comments for advertising and promotional purposes worldwide in any media without limitation and without additional compensation unless prohibited by law. The Prize Winner may be required to submit a photograph of him or herself to be used for publicity purposes.

11. Disqualification: The following are prohibited and will result in automatic disqualification from the Contest: (1) using any method that artificially increases odds of winning, including without limitation internet bots, web robots, www robots or any other type of bots; (2) non-compliance with these Official Rules; and (3) any other act that the Contest Entities determine, in their sole discretion, jeopardizes the integrity of the Contest.

12. Release of Liability: By entering the Contest, each entrant (a) agrees to be bound by these Official Rules and the decisions of Sponsor or its designees, which shall be final and (b) agrees to release and to hold the Contest Entities, and their respective parents, shareholders, directors, officers, employees, representatives, agents, affiliates, subsidiaries, and legal advisors, harmless against any and all claims, losses, rights, liabilities and damages, and actions of any kind arising out of their participation in the Contest and/or the acceptance and use of any prize (including without limitation any travel or activity related thereto). The foregoing release includes, but is not limited to, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. Under no circumstances shall any of the Contest Entities have any liability or responsibility for: (1) incorrect or inaccurate entry information, or faulty, failed, garbled or jumbled electronic data transmissions; (2) any unauthorized access to or theft, destruction or alteration of entries at any point; (3) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the Contest; (4) inaccessibility or unavailability of the Internet or a Contest site or any combination thereof; (5) any injury or damage to a participant's or to any other person's computer, tablet, mobile device or other electronic device that may be related to or result from any attempt to participate in the Contest or download any materials in the Contest; or (6) any typographical error or other error in these Official Rules or in

any other communication relating to the Contest. All entries become the property of Contest Entities.

13. Arbitration/Choice of Law: Except where prohibited by law, participants agree that any and all disputes, claims and causes of action arising out of or connected with this Contest shall be resolved exclusively by arbitration in the city of _____, _____, pursuant to the Commercial Arbitration Rules of the American Arbitration Association then effective, and any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred by entrant with regard to this Contest, excluding in all events attorneys' or other related fees and punitive, exemplary, incidental, consequential or other damages. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants and Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the State of _____, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of _____ or any other jurisdiction) that would cause the application of the laws of any other jurisdiction. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision so long as the general intent of these Official Rules remains in effect. In the event that any such provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision were not contained therein.

14. General Terms and Conditions: Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to this Contest. This Contest is void where prohibited by law. The Contest is subject to all applicable federal, state, and local laws and regulations. Winning a prize is contingent upon fulfilling all requirements as set forth herein. Sponsor is not liable for any injury or damage to an entrant's or any other person's computer or its contents related to or resulting from participation or downloading any materials in this Contest, or other technical difficulties or failures or other errors of any kind. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Sponsor. In the event the Contest is compromised by a virus, unauthorized human intervention, tampering or other causes beyond the reasonable control of Sponsor which corrupt or impair the administration, security, fairness or proper operation of the Contest, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Contest. Should the Contest be terminated prior to the end of the Contest Period, Sponsor reserves the right to award prizes based on the non-suspect, eligible entries received before the termination date.

CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

15. Prize Winner's Name and Official Rules: To obtain a winner's list and/or a copy of these

Official Rules by mail, mail a self-addressed stamped envelope to _____

Mail must be received by 11:59 PM ET on _____, 2017.