

Celebrity Cruises® Xcel Dream MakersSM

Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Celebrity Cruises® Xcel Dream MakersSM (the “Promotion”) is open only to legal residents of the fifty (50) United States and the District of Columbia (collectively the U.S.), Canada (excluding residents of Québec), (herein “Canada or CA”), the United Kingdom (herein “UK”), Australia and New Zealand who are at least 21 years old at the time of entry. This Promotion includes multiple “Prize Drawings” open to all eligible entrants and an “Instant Win Game” that is only offered to eligible entrants from the U.S., CA and the UK.

Employees of Celebrity Cruises, Inc. (“Sponsor”), Merkle Inc. (“Administrator”), and their parent and affiliate companies, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state, provincial and local laws and regulations and is void in the province of Québec and where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules. Sponsor’s and Administrator’s decisions are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Celebrity Cruises, Inc. 1050 Caribbean Way, Miami, FL 33132 U.S.A. **Administrator:** Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2100, Southfield, MI 48075, U.S.A. For Australia, the Sponsor is RCL CRUISES LTD, Business Name Celebrity Cruises, ABN 54 150 263 086, Level 15, 101 Miller St, North Sydney, NSW 2060, Australia

3. Timing: The Promotion begins on 8 February 2025 at 12:00 a.m. United States Eastern Time (“ET”), ends on 30 September 2025 at 11:59 p.m. ET (the “Promotion Period”) and includes 5 “Prize Drawings” as set forth in the chart below. Check the [World Clock](#) for information about how these stated times correlate to your time zone.

Entry Period	Entry Period Dates (each starts at 12:00 a.m. ET and ends at 11:59 p.m. ET)	Prizes Offered	Prize Drawing Date	Travel Dates
1	8 Feb 2025 - 16 Feb 2025	Dream Makers Trip 1 to Miami, FL (USA)	17 Feb 2025	18 Mar 2025
2	8 Feb 2025 – 10 March 2025	Dream Makers Trip 2 to Ft. Lauderdale, FL (USA)	11 March 2025	28 Apr 2025
3	8 Feb 2025 – 26 March 2025	Celebrity President’s Cruise 2025 (departs from England)	27 March 2025	17 May 2025
4	8 Feb 2025 – 1 June 2025	Dream Makers Trip 3 to New York, NY (USA)	2 June 2025	18 July 2025
5	8 Feb 2025 - 30 Sept 2025	2-night Naming Ceremony Sailing (departs from FL, USA)	1 Oct 2025	16 Nov 2025

Administrator’s servers are the official time-keeping devices for the Promotion.

4. How to earn entries into the Prize Drawings:

During the Promotion Period you must register (Method 1) to participate in the Prize Draw and earn your first entry. You can earn additional entries during the Promotion Period by following the directions as

described below in Entry Methods 2 – 5:

Entry Method 1 - Registration: visit the “Promotion Site” at [Celebrity Cruises Xcel Dream Makers \(https://DreamMakers.CelebrityCruises.com\)](https://DreamMakers.CelebrityCruises.com) and follow the links and instructions to accurately complete and submit the registration form, including your first and last name (initials are not sufficient), your valid email address, and your home mailing address (P.O. Boxes are not permitted). You will receive 1 entry into the applicable Prize Drawing(s) based on the date and time of the registration. Limit: 3 entries per person.

Entry Method 2 - Log-in to the Promotion Site: Return to the Promotion site and log in using the email address you used to register. You will receive 3 entries into the applicable Prize Drawing(s) based on the date and time you logged in. Limit: 3 entries per person each “Calendar Day” (defined as 12:00 a.m. ET – 11:59 p.m. ET).

Entry Method 3 – Create a Profile for the Promotion Site gallery: Follow the links and instructions to upload of photo of yourself (do not include others) and submit a short statement (no more than 200 characters) about your happy place, collectively entrant’s “Profile.” Your Profile must not violate any of the following requirements:

- The photo must be the following formats: JPEG or PNG
- The photo must not exceed 10 MB
- The short statement must be in English and must not exceed 200 characters.
- The Profile must be entrant’s original work;
- The Profile must not convey any claims of Sponsor’s products or services that would be deemed unsubstantiated or deceptive if made by Sponsor;
- The Profile must not prominently feature material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
 - Accordingly, the Profile must not prominently feature brand names or trademarks other than those owned by Sponsor; and
 - Your Profile must not contain content created by a third party, such as images or artwork;
- The Profile must not disparage Sponsor, or any other person or party;
- The Profile must not promote or include references or images displaying (a) over consumption of alcohol, (b) illegal drugs, (c) marijuana, (d) tobacco, (e) firearms/weapons, (f) any activities that are or appear to be dangerous, or (g) any political agenda;
- The Profile must not contain material that is inappropriate, offensive, indecent, obscene, sexually explicit, tortious, defamatory, or libelous;
- The Profile must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- The Profile must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any state where Post is created.

Upon Sponsor’s/Administrator’s review of the Profile and confirmation that it meets all requirements, you will receive 10 entries into the applicable Prize Drawing(s) based on the date and time you submitted your Profile. Limit: You may only earn entries for 1 Profile during the Promotion Period. If your initial Profile content is rejected, you may submit a revised Profile (photo and short statement).

Sponsor’s use of your Profile: If your Profile is confirmed to meet requirements set forth above, it will be posted in a public gallery associated with this Promotion. In addition, by submitting your Profile you give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display your Profile, in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes, to the fullest extent permitted by

applicable law. You may not exercise any claim of infringement of any moral rights or similar right or interest to or in your Profile.

Entry Method 4 – Respond to Weekly Polls: A new one-question poll will be available as of the start date and then each Monday starting 17 February 2025. By responding, you will receive 5 entries into the applicable Prize Drawing(s) based on the date and time of your response. Limit: You may respond 1 time to each poll question.

Entry Method 5 – Refer Friends on Facebook: You will be invited to share the details of this Promotion by posting the Sponsor created post on Facebook with your Facebook Friends (“Friend”). For each eligible Friend who clicks on the Facebook post in your timeline to access the Promotion Site and registers for this Promotion during the Promotion Period, you will receive 20 additional entries into the applicable Prize Drawing(s) based on the date and time of the friend’s valid registration. Limit: You can share the Sponsor created post on Facebook 1 time during the period of 8 Feb 2025 – 16 Feb 2025 and then 1 time each “Week” (defined as each Monday – Sunday) for the remainder of the Promotion Period. You may receive entries for up to 15 completed referrals during the Promotion Period (up to 300 entries).

Limitations: Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries described for each entry method by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and may result in disqualification. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for this Promotion. If any additional information provided by entrant is inconsistent with the information provided at registration for this Promotion, Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant’s identity.

5. Instant Win Game (available only to residents of the U.S., UK, and CA): Each time an entrant from the U.S., UK, and CA registers or returns to the Promotion Site they will be presented with an Instant Win Game. Upon following the directions, the results of the Instant Win Game will be displayed.

ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR AND ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT’S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID, AND WILL NOT BE HONORED.

Instant Win Game Prize Distribution, Prize Drawings and Prize Claim Requirements:

- A. **Instant Win Game:** There will be 330 random, computer-generated winning times during the Promotion Period, each associated with one of the Instant Win Game prizes. If you are the first player to play the Instant Win Game at or after one of the randomly generated times, you will be a potential instant winner of the prize indicated, subject to verification of eligibility. Potential winners from Canada will be required to correctly answer a time-limited skill testing question without any assistance in order to be eligible to receive a prize. Potential winners may receive an email requiring additional information to claim the prize, if necessary.
- B. **Prize Drawings:** Administrator will randomly select the potential Entry Period winners for each Entry Period Prize Drawing from all eligible entries received during the applicable Entry Period, at 12:00 p.m. ET at 3000 Town Center, Suite 2100, Southfield, Michigan USA on the dates set forth in the Prize Drawing Dates column in the table in Section 3 above. The potential winners

will be notified by email within three (3) days of the respective Prize Drawing Dates. Each potential winner will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator within 7 days of the date notice or attempted notice is sent, in order to claim the prize. Potential winners who are U.S. residents must also sign an IRS Form W-9. Potential winners from Canada will be required to correctly answer a time-limited skill testing question without any assistance in order to be eligible to receive a prize. **Potential winners and travel companions attending the Naming Ceremony Sailing and the President's Cruise Prize must agree to a confidential criminal background check. Due to the nature of this prize, if a background check reveals that a potential winner or their travel companion has engaged in conduct that could damage the reputation of Sponsor or any of the Released Parties, as determined by Sponsor in its discretion, the potential winner may be disqualified.**

For All Prizes: If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration (where applicable), correctly answer skills testing question (for Canada residents only), or provide any other requested information within the required time periods, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that potential winner is disqualified for any reason or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining applicable eligible entries. Up to three (3) alternate drawings will be held, time permitting for trip prizes, after which the prize will remain un-awarded.

If required, and excluding Entry Period 1, Administrator will randomly select the alternate potential Entry Period winners for each Entry Period Prize Drawing from all remaining entries at 12:00 p.m. ET on the dates set forth in the table below at 3000 Town Center, Suite 2100 Southfield, Michigan USA. Each alternate potential Entry Period winner selected will be notified by email within 3 days of the respective Alternate Prize Drawing Date. Each alternate potential winner will be required to take actions as described in Section 5 (B) above to timely claim the prize.

Entry Period	First Alternate Prize Drawing	Second Alternate Prize Drawing
1	Due to timing of travel, there will not be any alternate winners selected	
2	18 March 2025	25 March 2025
3	3 April 2025	10 April 2025
4	9 June 2025	16 June 2025
5	8 Oct 2025	15 Oct 2025

6. Prizes, Approximate Retail Value ("ARV"), and Odds of Winning:

A. Entry Period Prizes:

Entry Period 1 Prizes: 10 Dream Makers Trip 1 Prizes: Trip for winner and one guest (aged at least 21 years old) to visit Celebrity Cruise headquarters to meet with the Celebrity Cruise team to preview a new venue and view new designs, taste new menu items, get a first look at new entertainment and try new activities on 18 March 2025. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Miami, Florida; between 1 and 4 nights' accommodation (depending on winner's residency) at a hotel determined by Sponsor (single room, double occupancy); round trip ground transportation to and from the arrival airport and hotel; and round trip ground transportation to event at Celebrity headquarters.. Winner must travel on the dates provided by Sponsor's travel agent or prize will be forfeited. Winners are obligated to work with Sponsor's travel agent to book trip immediately upon winner confirmation or prize will be forfeited. The ARV of the trip for residents of the United States is \$2,525USD and includes 1 night's accommodation. The ARV of the trip for residents of Canada is approximately \$3,510 CAD and includes 1 night's accommodation. The ARV of the trip for residents of the UK is approximately £3,495 and includes 2 nights' accommodation. The ARV of the trip for residents of Australia or New Zealand is \$11,425 AUD or \$12,590 NZD, respectively, and includes 4 nights' accommodation.

Entry Period 2 Prizes: 10 Dream Makers Trip 2 Prizes: Trip for winner and one guest (aged at least 21 years old) to visit the Celebrity Beyond ship in Fort Lauderdale for a private new dining experience preview including testing the new menu, on 28 April 2025. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Ft. Lauderdale, Florida; between 1 and 4 nights' accommodation (depending on winner's residency) at a hotel determined by Sponsor (single room, double occupancy); round trip ground transportation to and from the arrival airport and hotel and round trip ground transportation to the Celebrity Beyond Ship. Winner must travel on the dates provided by Sponsor's travel agent or prize will be forfeited. Winners are obligated to work with Sponsor's travel agent to book trip immediately upon winner confirmation or prize will be forfeited. The ARV of the trip for residents of the United States is \$2,525USD and includes 1 night's accommodation. The ARV of the trip for residents of Canada is approximately \$3,510 CAD and includes 1 night's accommodation. The ARV of the trip for residents of the UK is approximately £3,495 and includes 2 nights' accommodation. The ARV of the trip for residents of Australia or New Zealand is \$11,425 AUD or \$12,590 NZD, respectively, and includes 4 nights' accommodation.

Entry Period 3 Prize: 1 President's Cruise Prize: A trip for winner and one guest (aged at least 21 years old) to participate in the 2025 Celebrity President's Cruise. The cruise departs on 17 May 2025 from Southampton, England and sails for 8-nights to the Norwegian Fjords returning to Southampton, England. Trip package includes 8 nights' accommodation (double occupancy Infinite Veranda stateroom) onboard Celebrity Apex including standard meal and beverage package, round trip coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Southampton England; 1 or 2 nights' accommodation (depending on winner's residency) at a hotel determined by Sponsor (single room, double occupancy); and \$350USD digital gift code that may be used for ground transportation. The ARV of the trip for residents of the United States is \$6,992 USD and includes 1 hotel night. The ARV of the trip for residents of Canada is approximately \$9,772 CAD and includes 1 hotel night. The ARV of the trip for residents of the UK is approximately £4,370 and includes 1 hotel night. The ARV of the trip for residents of Australia or New Zealand is \$14,600 AUD or \$16,230 NZD, respectively, and includes 2 hotel nights.

Entry Period 4 Prizes: 10 Dream Makers Trip 3 Prizes: Trip for winner and one guest (aged at least 21 years old) to attend the **Pooliest Day Ever event** featuring specialty food and drinks, poolside entertainment, and activities in New York, NY (USA) on 18 July 2025. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to New York, NY; between 1 and 4 nights' accommodation (depending on winner's residency) at a hotel determined by Sponsor (single room, double occupancy); round trip ground transportation to and from the arrival airport and hotel and round trip ground transportation to the **Pooliest Day Ever event**. Winner must travel on the dates provided by Sponsor's travel agent or prize will be forfeited. Winners are obligated to work with Sponsor's travel agent to book trip immediately upon winner confirmation or prize will be forfeited. The ARV of the trip for residents of the United States is \$2,525USD and includes 1 night's accommodation. The ARV of the trip for residents of Canada is approximately \$3,510 CAD and includes 1 night's accommodation. The ARV of the trip for residents of the UK is approximately £3,495 and includes 2 nights' accommodation. The ARV of the trip for residents of Australia or New Zealand is \$11,425 AUD or \$12,590 NZD, respectively, and includes 4 nights' accommodation.

Entry Period 5 Prizes: 10 Naming Ceremony Sailing Prizes: Trip for winner and guest (aged at least 21 years old) to participate in the 2-night naming ceremony sailing of the new Celebrity XcelSM ship that will launch on 16 November 2025. Trip package includes 2 nights' accommodation (double occupancy standard infinite veranda stateroom) onboard Celebrity XcelSM including

standard meal and beverage package, round trip coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Fort Lauderdale, Florida; 1 or 2 hotel nights (depending on winner's residency) at a hotel determined by Sponsor (single room, double occupancy); ground transportation from the Fort Lauderdale airport to the hotel, from the hotel to the ship, and from the ship to the Fort Lauderdale airport. The ARV of the trip for residents of the United States is \$3,748USD and includes 1 hotel night. The ARV of the trip for residents of Canada is approximately \$5,200 CAD and includes 1 hotel night. The ARV of the trip for residents of the UK is approximately £4,050 and includes 1 hotel night. The ARV of the trip for residents of Australia or New Zealand is \$11,760 AUD or \$12,970 NZD, respectively, and includes 2 hotel nights.

For All Travel Prizes: Travel and accommodations are subject to availability. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at the hotel or on the ship, security fees, taxes or other expenses are the responsibility solely of winner. Winner must have proper identification and a valid credit card for hotel check-in and to cover incidental expenditures. Travel companion must be at least 21 years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. Winner and travel companions are solely responsible for obtaining valid passports and any other documents, including any required visas, necessary for international travel. Travel restrictions, conditions and limitations may apply. **By traveling and attending Event or Cruise, winner and winner's guests voluntarily assume all risks related to exposure to COVID-19.** Winner and travel companions are responsible for complying with any COVID-19 requirements set forth by airline, Celebrity Cruise ship and event venues or other vendors offering services that are part of the trip prize. Failure to comply with any required COVID-19 requirements, may result in forfeiture of the prize or elements of the prize. Forfeiture of any aspect of the trip due to failure to meet these requirements will not impact the value of the trip as reported on an IRS Form 1099. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Actual value of all of the travel prizes may vary based on airfare fluctuations, currency conversion rates, and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason.

Instant Win Game Prizes (only available to residents of the U.S., UK, and Canada)

100 Water Bottle Prizes: Celebrity Cruises Nothing Comes Close branded water bottles. ARV: \$51 USD or approximately \$71CAD and £41.

100 Notebooks: Celebrity Cruises Nothing Comes Close branded notebook. ARV: \$33 USD or approximately \$46CAD and £26.

40 Luggage Tag & Passport holder Prizes: Effy Jewelry Luggage Tag + Passport Holder sets. ARV = \$65 USD or approximately \$91CAD and £52.

40 Cosmetic Bag Prizes: Cosmetic Pouch by Effy Jewelry. ARV: \$20USD or approximately \$28CAD and £16.

25 Water Bottle Prizes: Starboard Alta neoprene bottomed water bottle. ARV: \$25 USD or approximately \$35CAD and £20.

25 Towel Prizes: Starboard light blue Towel (60" x 30"). ARV: \$35 USD or approximately \$49CAD and £28.

B. Total ARV: The total ARV of all available prizes to residents of the United States, Canada & the UK is \$133,522 (or approx. \$185,632 CAD or £160,340). The total ARV of all prizes available to residents of Australia is \$474,950 AUD and for New Zealand is \$523,630.

C. Odds of Winning: The odds of winning a travel prize depend on the total number of eligible entries received for each Entry Period. Odds of winning an Instant Win Game prize depend on the date/time of entry, the number of prizes remaining available at the time of entry and number of eligible Instant Win Game plays received.

For All Prizes: Prizes are non-transferable, and no substitution will be made except as provided herein at the Sponsor's reasonable discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. U.S. Winners of a prize or a combination of prizes that are equal to or greater than \$600 will receive an IRS Form 1099 MISC reporting the actual value of the prize(s) received. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. Where applicable, prize style, size, and all other details will be determined by Sponsor in its discretion. All other costs and expenses associated with acceptance of the prize that are not expressly set forth herein shall be solely the winner's responsibility. Prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

FOR NEW ZEALAND ENTRANTS ONLY: The foregoing clause does not limit the rights of New Zealand winners under the New Zealand Consumer Guarantees Act 1993 and any other applicable consumer law.

FOR AUSTRALIA ENTRANTS ONLY: The foregoing clause does not (and does not purport to) limit, exclude, or modify any statutory consumer guarantees or any implied condition or warranty the exclusion of which from these Official Rules would contravene any statute or cause any part of these Official Rules to be void ("Non-Excludable Guarantees"). Subject to the limitations in the preceding sentence, the Sponsor excludes from these Official Rules all conditions, warranties, and terms implied by statute, general laws or custom

Instant Win Game Prizes will be fulfilled within 30 days of winner confirmation. Limit of one (1) Instant Win prize and one (1) Entry Period prize from Entry Periods 1 - 4 and one (1) Entry Period 5 prize per person.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, prize suppliers, Administrator, Meta Platforms Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Promotion and/or acceptance, use, inability to use, misuse or redemption of a prize (including any injury or harm related thereto).

8. Publicity: Except where prohibited, participation in the Promotion constitutes each winner's consent to Sponsor's and its agents' use of winner's name, Profile photo and essay, prize information, likeness, voice, opinions and/or hometown, state province or country for promotional purposes in any media, worldwide, without further payment or consideration. Sponsor is not obligated to use any of the above-mentioned information or publicity materials but may do so and edit such information or materials at its sole discretion, without further obligation or compensation.

NOTE: *Winners may contact Administrator through the promotional site FAQs and expressly object to the publication of any their information,*

9. General Conditions: Subject to any directions of a regulatory authority, Sponsor reserves the right to cancel, suspend and/or modify the Promotion, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Promotion, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Promotion, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its reasonable discretion. In such event, Sponsor, in its sole discretion and subject to any directions of a regulatory authority, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion, including but, not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right (subject to any directions of a regulatory authority) to award the intended number of prizes through a random drawing from among all eligible prize claims received. In the event there is a discrepancy or inconsistency between, any other statements contained in any Promotion-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Promotion Site, the Official Rules as posted on the Promotion Site shall prevail, govern, and control.

10. Limitations of Liability: The Released Parties are not responsible for:

- any incorrect or inaccurate information either caused by printing errors or by any of the equipment or programming associated with or utilized in the Promotion or provided by entrants;
- technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines or network hardware or software;
- unauthorized human intervention in any part of the Promotion, including but not limited to the entry process; (4) technical or human error which may occur in the administration of the Promotion, including but not limited to the processing of entries;
- delayed or misdirected entries, or failure to receive entries due to limitation of third-party social network platforms;
- entries are erroneously deleted, lost or destroyed or corrupted. In this case, entrants sole remedy is to take required actions to receive another entry(s) in the Promotion, if it is possible; or
- any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion, or to the receipt, use, inability to use, or misuse of any prize.

11. Disputes: Except where prohibited, entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan or the appropriate Michigan State Court located in Oakland County, Michigan; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (c) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice

of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

FOR UNITED KINGDOM ENTRANTS ONLY: You may have rights afforded to you by the obligatory laws which may apply in your country of residence. Nothing in this Section 11 shall prevent you from seeking to enforce such consumer rights in the UK in connection with this Promotion where applicable.

FOR AUSTRALIA ENTRANTS ONLY: The Official Rules will be governed by the law of the Australian State or Territory in which the Australian resident resides.

12. Severability: If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal or unenforceable by a court, arbitration panel or other tribunal of competent jurisdiction, then (a) the validity, legality and enforceability of such provision as applied to any other particular facts or circumstances, and the other provisions of these Official Rules, shall not in any way be affected or impaired thereby; and (b) such provision shall be enforced to the maximum extent possible. In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity or subject, it shall be construed by limiting and reducing it, so as to be enforceable to the extent compatible with applicable law.

13. Entrant's Personal Information: When you enter this Promotion, you provide certain personal data to the Sponsor, including your home address and valid email address. The Sponsor is the data controller of any personal data that you provide. Sponsor's [Privacy Policy](#) sets out further details in relation to any rights that you have in relation to the data that you provide, including how to contact Sponsor. The Administrator acts in the capacity of a data processor, processing such personal data on the instructions of the Sponsor. Where the provision of any personal data is marked as a mandatory field for the purposes of the Promotion, should you refuse to provide such data, you will not be able to receive any entries into the Prize Draw or, if eligible, participate in the Instant Win Game. Personal data will be used to administer the Promotion, contact potential winners and fulfil the prizes and for any other purposes notified in Sponsor's Privacy Policy. The processing of your personal information for these purposes is necessary for the performance of the contract entered between you and the Sponsor when entering the Promotion. Administrator will retain your personal data for as long as necessary for the administration of the Promotion, contacting potential winners and awarding and fulfilling the prizes. Administrator will delete personal data related to all entrants who did not receive a prize after all aspects of the Promotion have concluded. Administrator will maintain personal data of those entrants who win a prize to be used in the event of a litigation or dispute for the applicable statute of limitations, or for as long as required by applicable laws - after which point their personal data will be deleted. All personal data collected in connection with the Promotion will be processed by the Sponsor and the Administrator and will be stored on servers and computer systems which are based in the United States of America. The U.S. government maintains access rights and personal data may be subject to subsequent processing without comprehensive legal restraints (i.e., the Sponsor and/or the Administrator may be required, under U.S. law, to share your personal data with U.S. governmental authorities, courts, or other regulators).

14. Promotion Emails: By participating in the Promotion, you agree to receive emails related to your participation in the Promotion including, a registration confirmation email, confirmation that your Profile has been accepted or rejected, and, if selected as a winner, of a prize an email notification with prize claim instructions.

15. Winner List: The [winner list](#) will be published with confirmed winners for each Entry Period drawing once confirmed and a final list of all winners will be posted after the Promotion has ended. Except where a winner of a prize has expressly requested, the following information will be published about each winner: the first initial, surname, and postcode (zip code).

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