

Celebrity Edge Sweepstakes Official Rules

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

1. Eligibility: Celebrity Edge Sweepstakes (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia), Canada (excluding Quebec), and United Kingdom who are at least eighteen (18) years old at the time of entry. Employees of Celebrity Cruises Inc., Royal Caribbean Cruises Ltd., RCL Cruises Ltd., HelloWorld, Inc., and their parent and affiliate companies, suppliers 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, territorial, municipal, and local laws and regulations and is void in Quebec and where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: Celebrity Cruises Inc., 1050 Caribbean Way, Miami, FL 33132 U.S.A. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075 U.S.A.

3. Timing: The Promotion begins on October 1, 2018 at 12:00 a.m. United States Eastern Time ("ET") and ends on December 16, 2018 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time keeping device for this Promotion.

4. How to Enter:

- a. **Sweepstakes:** During the Promotion Period, visit <https://www.celebritycruises.com/edge/edge-of-possibilities> (for U.S. and Canada) or <https://celebritycruises.co.uk/edge-win/> (for U.K) and complete and submit the registration form including a valid email address. The registration form will also contain the opt-ins/language outlined below. By completing the registration form, you automatically will receive one (1) entry into the Sweepstakes.
- b. **Instant Win Game:** During the Promotion Period, after you register or log in, follow the links and instructions to click on three (3) images to learn more about the Celebrity Edge Cruise. Once you click on the third image, you automatically will receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game. If you do not win an Instant Win Game prize, you will receive one (1) bonus Sweepstakes entry.

Opt-ins/language contained on registration form:

- I agree to the Official Rules.
- Yes! Please send me special offers **via email** from Celebrity Cruises Inc. and RCL Cruises Ltd t/a Celebrity Cruises. Click for Sponsor's [Privacy Policy](#).*
- Personal Data: Entrant authorizes the transfer of their personal data to Sponsor and Administrator for the purposes of administration of the Promotion including prize fulfillment. All information submitted to the Sponsor as part of this Promotion will be treated in accordance with the Sponsor's privacy policy, available at <https://www.celebritycruises.com/privacy-policy> (US),

<https://www.celebritycruises.com/ca/privacy-policy> (Canada), www.celebritycruises.co.uk/privacy-policy (UK) and Administrator's privacy policy available at <http://www.helloworld.com/privacy-policy>. Entrants have the right to access, withdraw, and correct their personal data. Entrants may request such action by sending a message to privacy@HelloWorld.com. The data controller is the Sponsor and the data processor is HelloWorld. The data recipients are the Administrator and the Sponsor. The personal data of the entrant will be stored by Administrator on servers located within the United States. The U.S. government maintains access rights and that 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 my personal data with third parties, such as U.S. governmental authorities).

Limit: Each entrant may receive one (1) Sweepstakes entry and one (1) Instant Win Game per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

5. Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. **Sweepstakes:** Administrator will randomly select the potential Sweepstakes winners, from all eligible entries on or around December 17, 2018. **Instant Win Game:** Three hundred sixty (360) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. 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.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER 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 AND IS VOID AND WILL NOT BE HONORED.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winners will be notified by email or phone. Except where prohibited, each potential Grand Prize Sweepstakes winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return an Declaration of Compliance, Liability and Publicity Release which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner is a Canadian resident, he/she will be required to correctly answer a time-limited skill-testing question in order to be eligible to receive a prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), fails to correctly

answer the skill-testing question (if applicable), or the prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

8. Prizes:

Sweepstakes Prizes: THREE (3) GRAND PRIZES: A cruise and flight for winner and one (1) guest awarded as a certificate. Terms and conditions of certificates apply. Approximate Retail Value ("ARV"): \$6,400 USD. Prize/Certificate includes a 7-night Celebrity cruise for Winner and one (1) adult guest in a double-occupancy Veranda stateroom (single room/double occupancy) excluding Celebrity Xpedition®, Celebrity XperienceSM and Celebrity XplorationSM and round-trip coach class air transportation from a major commercial airport near winner's residence in the UK/US (as applicable) to departure port (awarded as a certificate). **Prize does not include ground transportation.**

No guest under twenty-one (21) years of age will be booked in a stateroom unless accompanied by a person who is twenty-one (21) years or older. A parent or legal guardian must accompany all guest under the age of eighteen (18). Adults traveling with minors with a different surname will need to provide evidence of relationship. Married couples who do not meet these age restrictions may, at CRUISE LINE's discretion, be permitted to sail.

Trip must be taken on dates specified by Sponsor and/or within one year of certificate issue. Winner and guests must travel on the same itinerary. If the winner elects to travel or partake in the prize without a guest, no additional compensation will be awarded to the winner. The actual value of the trip may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of the prize will not be awarded. Travel dates are subject to availability; blackout dates and other restrictions may apply. Cruise Certificate excludes Galapagos sailings. Winner and guest are responsible for having valid travel documents including government identification and/or passports. Winner is responsible for all travel expenses not included herein, including ground transportation, airline baggage fees, travel insurance, shore excursions, gratuities, meals, and any other incidental costs or expenses related to participation in this prize. Travel must be booked at least 7 days in advance. Guest of winner must sign and return a travel liability release before travel will be booked. Winner and travel companion must sign Sponsor's passenger ticket contract prior to being allowed to board the cruise. Winner and his or her guest hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. Winner will be required to provide a major credit card upon check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. Sponsor bears no responsibility if any event, element or detail of a prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the prize become unavailable, the Sponsor shall have no obligation to the winner aside from providing the remaining portion of the prize, minus any unavailable event, element or detail.

All flight awards **MUST** be reserved through Flights by Celebrity at 1-800-533-7803 in the U.S. or Canada (6am -12am 7days CST). For UK participants, please contact 0845 163 2926 Calls cost 7p per min plus your network access charge. Have award form available when you call.

Award ticket must be issued into a ticket within one year from the original award redemption date. All travel awards must be ticketed 5 days after the reservation is made or 14 days prior to departure whichever date comes first. If the reservation is made less than 14 days prior to departure, the reservation can be held for 48 hours for ticketing. All ticketing must be done through Flights by Celebrity prior to arrival at the airport. This cannot be presented at an airport, ticket office or Travel Agency. All taxes and fees including reservation service charges assessed at the time of ticketing are the responsibility of the passenger. Award cannot be used in conjunction with any

corporate program, promotion, coupon, discount or special offer. Void where prohibited by law. Award is not redeemable for cash and is void if sold for cash or other Consideration. A ticket issued against this award is nontransferable. Open tickets may not be issued. Award has no value except when redeemed in accordance with these terms and conditions. Odds of winning a Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period. Limit: One (1) Sweepstakes prize per person.

Instant Win Game Prizes: TEN (10) FIRST PRIZES: An Xbox One. ARV: \$599.99 USD. ONE HUNDRED TWENTY (120) SECOND PRIZES: A Steamline Suitcase. ARV: \$105 USD. ONE HUNDRED TWENTY (120) THIRD PRIZES: United States: If winner is a resident of the United States, he/she will receive a \$50 Visa® Prepaid Card. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Use your Visa Prepaid card anywhere Visa debit cards are accepted in the United States and U.S. Territories. The card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the United States and U.S. Territories. Canada and United Kingdom: If winner is a resident of Canada or the United Kingdom, he/she will receive a \$50 Visa® Prepaid Card (USD). Card is issued by the Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Use your card anywhere Visa debit cards are accepted around the world. Card is issued by the Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. ARV: \$50. TEN (10) FOURTH PRIZES: An Xbox One game (game determined by Sponsor in its sole discretion). ARV: \$29.99 USD. ONE HUNDRED (100) FIFTH PRIZES: A 1-month Xbox Game Pass trial code. The Xbox Game Pass 1-month trial entitles the winner to a limited time 1-month trial and will expire unless renewed; game catalog varies over time. Sea of Thieves also requires Xbox Live Gold to play game; sold separately. State of Decay 2 and Crackdown 3 coming 2018. See xbox.com/game-pass. To redeem the Xbox Game Pass 1-month trial code, visit: www.xbox.com/redeemcode. For code redemption support, visit: <http://support.xbox.com/en-US/billing/prepaid-codes/redeem-prepaid-codes>. ARV: \$10 USD.

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) Instant Win Game prize per person.

For All Prizes: No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole 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. TOTAL ARV OF ALL PRIZES: \$45,099.80.

9. Release: So far as permitted by applicable law, receipt of any prize, winner agrees to release and hold harmless Sponsor, Royal Caribbean Cruises Ltd., HelloWorld, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

10. Publicity: EXCEPT WHERE PROHIBITED, PARTICIPATION IN THE PROMOTION CONSTITUTES WINNER'S CONSENT TO SPONSOR'S AND ITS AGENTS' USE OF WINNER'S NAME, LIKENESS, PHOTOGRAPH, VOICE, OPINIONS AND/OR HOMETOWN AND STATE/PROVINCE FOR PROMOTIONAL PURPOSES IN ANY MEDIA, WORLDWIDE, WITHOUT FURTHER PAYMENT OR CONSIDERATION.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, or human error impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among

the eligible entries or plays received up to the time of the impairment. 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 Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game 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.

12. Limitations of Liability: To the fullest extent permitted by applicable law, the Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) 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 receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

13. Disputes: Except where prohibited by applicable law, entrant agrees that: (1) 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 (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) 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 (3) 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.

14. Entrant's Personal Information: By participating in the Promotion, entrants authorize the transfer of their personal data to Sponsor and Administrator for the purposes of administration of the Promotion. All information submitted to the Sponsor as part of this Promotion will be treated in accordance with the Sponsor's privacy policy, available at <https://www.celebritycruises.com/privacy-policy> (US), <https://www.celebritycruises.com/ca/privacy-policy> (Canada), www.celebritycruises.co.uk/privacy-policy (UK) and Administrator's privacy policy available at <http://www.helloworld.com/privacy-policy>. In respect of entrants which are EU residents, each of the Sponsor and the Administrator rely on the legal basis of consent under the General Data Protection Regulation for such processing. Personal information will be used to by Administrator to contact potential winners and fulfill the prizes. Entrants have the right to access, withdraw, have made portable, and correct their personal data. Entrants may request such action by sending a message to

privacy@HelloWorld.com, which handles such queries for itself and for Sponsor. The data controller is the Sponsor. The data recipients are the Administrator and the Sponsor. The personal data of the entrant will be stored by Administrator on servers located within the United States. The U.S. government maintains access rights and that 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 my personal data with third parties, such as U.S. governmental authorities).

15. 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.

16. Winner List: For a winner list, visit <http://bit.ly/2GAYH96>. The winner list will be posted after winner confirmation is complete in the format Title, Surname and State/County.

17. Promotion Emails: By participating in the Promotion, you agree to receive emails related to the Promotion including, but not limited to, a registration confirmation email.

18. Unsubscribe: To opt out of future marketing messages from Sponsor, send an email to privacy@rccl.com.

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Microsoft is not a sponsor of this promotion and has no responsibilities regarding its administration or execution.

The Celebrity Visa Signature® credit card is issued and administered by Bank of America. N.A. Bank of America is not a sponsor of this promotion.