

PRICELESS EXPERIENCES OFFER AND SWEEPSTAKES
OFFER TERMS AND CONDITIONS AND SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER THE SWEEPSTAKES, WIN, OR CLAIM A SWEEPSTAKES PRIZE. A PURCHASE WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING A SWEEPSTAKES PRIZE.

OPEN ONLY TO ELIGIBLE LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE AT LEAST 21 YEARS OLD AT THE TIME OF ENTRY, MASTERCARD CARDHOLDERS AS OF NOVEMBER 15, 2016, AND IHG REWARDS CLUB MEMBERS.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

The Priceless Experiences Offer and Sweepstakes ("Promotion"), is sponsored by Six Continents Hotels, Inc. ("Sponsor"), 3 Ravinia Drive, Suite 100, Atlanta, GA 30346-2121 and administered by Prize Logic, LLC ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI 48033.

- 1. PROMOTION TIMING:** The Promotion includes both an offer ("Offer"), as described in Section 4, and a sweepstakes ("Sweepstakes"), as described in Section 5. The Promotion begins at 12:00 AM Eastern Time ("ET") on December 1, 2016 and ends at 11:59:59 PM ET on February 15, 2017 ("Promotion Period"). Note: Eligible Participants (defined below) can visit the Website (defined below) to register for the Promotion between 12:00 PM ET on November 16, 2016 and 11:59:59 PM ET on February 15, 2017 ("Registration Period"). The Administrator's computer is the Promotion official clock.
- 2. ELIGIBILITY:** Legal residents of the fifty (50) United States and the District of Columbia who are at least twenty-one (21) years of age, Mastercard cardholders as of November 15, 2016, and IHG Rewards Club members ("Participant") are eligible to participate in the Promotion. Employees, officers, directors, representatives, and agents of Mastercard, Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, "Promotion Entities") and each of their immediate family members (e.g., spouse, parent, child, sibling, and their respective spouses and the "steps" of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to participate. Void where prohibited or restricted by law. Participation consists of Participants full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions, which are final and binding in all matters related to the Promotion. Receiving an item in the Offer or winning a prize in the Sweepstakes is contingent upon fulfilling all requirements set forth herein.
- 3. HOW TO REGISTER FOR THE PROMOTION:** During the Registration Period, an eligible Participant must visit priceless.ihgrewardsclub.com ("Website") and follow the instructions to register for the Promotion. Participant must provide all requested information. If a Participant is not already an IHG Rewards Club member, he/she must become a member before registering for the Promotion. Enrollment into IHG Rewards Club program is free. To register for the Promotion, a Participant must provide all required information, including, but not limited to, his/her IHG Rewards Club account

number. The member must also accept the Promotion Offer and Sweepstakes terms and conditions. Following registration, an eligible Participant may participate in the Offer and begin earning Sweepstakes Entries, as described below. During the Promotion Period, an IHG Rewards Club member may participate in the Offer and enter the Sweepstakes by completing “Qualified Hotel Stays” as defined below in Section 4.

- 4. OFFER DETAILS:** All eligible Participants who, during the Promotion Period, complete two (2) Qualified Hotel Stays, as defined below, one of which must consist of a minimum of a two (2) night stay (“Qualified Hotel Stay”), will qualify to receive a Mastercard® Reward Card upon completion of the second Qualified Hotel Stay provided that both Qualified Hotel Stays are paid for with a Mastercard credit or debit card. The Mastercard® Reward Card value is determined by the IHG brand where at least one (1) of the two (2) Qualified Hotel Stays are completed. If a Participant has at least one (1) Qualified Hotel Stay at an InterContinental brand hotel, Participant will receive a one hundred dollar (\$100) Mastercard® Reward Card. If a Participant has at least one (1) Qualified Hotel Stay at a Crowne Plaza, Hotel Indigo, or Even Hotels brand hotel, Participant will receive a seventy-five dollar (\$75) Mastercard® Reward Card. If a Participant has at least one (1) Qualified Hotel Stay at a Holiday Inn Express, Holiday Inn, Holiday Inn Club Vacations, Holiday Inn Resort, Hualaxe, Staybridge Suites, or Candlewood Suites brand hotel, Participant will receive a fifty dollar (\$50) Mastercard® Reward Card. A Participant will receive the highest possible value of the Mastercard® Reward Card, depending on which IHG brands Participant stay at. Mastercard® Reward Card value will be determined immediately following checkout of the second of the two (2) Qualified Hotel Stays (one [1] of which must be at least two [2] nights). Each Participant is only eligible to receive one (1) Mastercard® Reward Card during Offer period regardless of the number of Qualified Hotel Stays. Mastercard® Reward Card restrictions apply. After a Participant qualifies to receive a Mastercard® Reward Card, he/she will receive an email at the email address associated with his/her IHG Rewards Club account with a link to a redemption portal, which the Participant should click and then follow the instructions to redeem his/her Mastercard® Reward Card. **Mastercard® Reward Cards must be redeemed at the redemption portal by 11:59:59 PM ET on March 31, 2017.** Mastercard® Reward Cards will be mailed to the physical addresses associated with Participants’ IHG Rewards Club accounts in approximately six (6) to eight (8) weeks. Note: at the redemption portal, a Participant who qualifies for the Offer, as described above, will have a choice to receive a Virtual Mastercard® Reward Card in lieu of a Mastercard® Reward Card. Virtual Mastercard® Reward Cards will be delivered to the email addresses associated with Participants’ IHG Rewards Club accounts. Virtual Mastercard® Reward Cards can be used for online purchases only. **A Participant must provide his/her IHG Rewards Club member number prior to checking-out of a participating IHG hotel brand, defined below, and pay for their Qualified Hotel Stay with a Mastercard credit or debit card or else the stay will not count toward completion of the Offer.**

Qualified Stays: Visit www.ihgrewardsclub.com to review the IHG Rewards Club Membership Terms and Conditions. For reference, a “Qualified Stay” includes a stay in any of the following IHG® brand hotels worldwide: InterContinental®, Crowne Plaza®, Hotel Indigo®, Holiday Inn®, Holiday Inn Express®, Staybridge Suites®, Candlewood Suites®, EVEN® or HUALUXE®; provided that “Qualified Stay” **DOES NOT INCLUDE** a hotel stay subject to the following rates: Net wholesale individual

and group rates; Package rates; Employee discount rates; Friends and family rates; Crew rates; Special discounted contract rates; Seasonal worker/crew rate; 50% travel club discount rates; Travel industry discount rates; Distressed passenger rates; IHG Rewards Club Reward Nights/Airline Hotel Reward night rates; Rates booked through third party web sites; and Complimentary hotel stays. If there is a discrepancy between the summary set forth herein and the definition set forth in the IHG® Rewards Club Membership Terms and Conditions, which every Promotion Participant has agreed to by virtue of the eligibility requirements, then the definition in the IHG® Rewards Club Membership Terms and Conditions controls.

5. **HOW TO ENTER THE SWEEPSTAKES:** The Sweepstakes will include the following eleven (11) entry periods (each, a “Sweepstakes Entry Period”):

Entry Period	Start of Entry Period (at 12 AM ET)	End of Entry Period (at 11:59:59 PM ET)	Drawing Date
1	12/1/2016	12/7/2016	12/13/2016
2	12/8/2016	12/14/2016	12/20/2016
3	12/15/2016	12/21/2016	12/27/2016
4	12/22/2016	12/28/2016	1/3/2017
5	12/29/2016	1/4/2017	1/10/2017
6	1/5/2017	1/11/2017	1/17/2017
7	1/12/2017	1/18/2017	1/24/2017
8	1/19/2017	1/25/2017	1/31/2017
9	1/26/2017	2/1/2017	2/7/2017
10	2/2/2017	2/8/2017	2/14/2017
11	2/9/2017	2/15/2017	2/21/2017

Non-winning entries will not carry forward into subsequent weekly Sweepstakes Entry Period, but will be included in the grand prize drawing. During the Sweepstakes Entry Period, there are two (2) ways to earn Sweepstakes entries:

- A. Qualified Hotel Stay Entry:** During a Sweepstakes Entry Period, a Participant will earn one (1) Sweepstakes entry for each qualifying night of the Qualified Hotel Stay completed. **All Entries earned during a single Qualified Hotel Stay will be credited to a Participant on the day of checkout and will be entered into the Sweepstakes Entry Period during which checkout occurred.** Participant must provide his/her IHG Rewards Club member number prior to check-out of hotel stay and pay for with a Mastercard credit or debit card, or else the nights during the Qualified Hotel Stay will not earn him/her any Sweepstakes entries.
- B. No-Purchase Method of Entry (Online):** To participate without a purchase, during the Sweepstakes Entry Period, an eligible Participant may register for the Promotion by following the instructions in Section 3 above then visit PricelessExperiencesSweepstakes.prizelogic.com and follow the instructions to enter his/her IHG Rewards Club member number, confirm he/she is a Mastercard cardholder as of November 15, 2016, and watch a short video, after which he/she

will receive one (1) entry into the Sweepstakes. Qualified Hotel Stay not required to participate in the Sweepstakes via the No-Purchase Method of Entry.

Entry Limit: Regardless of the method of entry, limit one (1) Sweepstakes entry per eligible entrant per calendar day during the Promotion Period.

6. RANDOM DRAWINGS: On or about each drawing date listed in the Section 5 table above, Administrator will randomly select two (2) weekly first prize winners and eight (8) weekly second prize winners from all Sweepstakes entries received during the applicable Sweepstakes Entry Period. On or about February 27, 2017, Administrator will randomly select five (5) potential grand prize winners from all Sweepstakes Entries received during all eleven (11) Sweepstakes Entry Periods. Each winner is deemed to be a potential winner, pending verification of the entrant's eligibility and compliance with these Official Rules as determined by Sponsor or Administrator, in their sole and absolute discretion.

7. SWEEPSTAKES PRIZES, APPROXIMATE RETAIL VALUE ("ARV"), AND ODDS OF WINNING:

A. Grand Prizes (5): Five (5) grand prize winners will each receive a trip for two (2) (winner and one (1) guest) to Chicago, Illinois from May 18, 2017 to May 21, 2017 ("Grand Prize"). Each Grand Prize includes two (2) round-trip coach airline tickets, for winner and one (1) guest, from the major U.S. airport nearest the winner's residence (as determined by Sponsor) to Chicago, Illinois; three (3) nights (one [1] standard room hotel accommodations, double occupancy) at a hotel in or near Chicago, Illinois (as determined by Sponsor); ground transportation between the airport and hotel; a spa experience; a helicopter tour of the Chicago skyline; a private wine tasting event; one (1) \$600 Mastercard Prepaid Card; dinner with chef Graham Elliot where Grand Prize winner will have a private dinner curated by Graham Elliot at DL Loft and will have a chance to meet Graham Elliot and will receive a signed copy of Graham Elliot's cookbook; select meals (determined by Sponsor at Sponsor's sole discretion); and a \$5,000 check made payable to the winner. All other costs not specifically stated herein, including, but not limited to, parking, taxes, meals, tips, and souvenirs are the sole responsibility of the winner. Grand Prize trips must occur during the time period scheduled by Sponsor. Reservations for the trip must be made through Sponsor's agent, on a carrier of Sponsor's choice. Blackout periods and other restrictions, conditions, and limitations may apply. Complete terms and conditions of trip will be furnished with winner notification. Travel companions of Grand Prize trip winners must travel with winner on the same itinerary. In addition, travel companions of Grand Prize trip winner must be twenty-one (21) years of age or older. Winners and travel companions are responsible for all required travel documents. Winners and travel companions are responsible for obtaining travel insurance (and all other forms of insurance) where applicable, at their option, and hereby acknowledge that the Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Winners and travel companions must sign a consent to publicity (where permitted by law), liability waiver and travel release form prior to traveling. Winner and travel companion must pass a background check. No substitutions or transfers of Grand Prizes are permitted, except at Sponsor's sole and exclusive discretion. A Grand Prize or any portion of a Grand Prize may not be exchanged

for cash. The ARV of each Grand Prize is \$20,000. Five (5) Grand Prizes will be awarded in the Sweepstakes.

- B. Weekly First Prizes (22):** Each weekly first prize winner will be able to choose to receive one (1) of the following prizes (each a “Weekly First Prize”):

Prize	ARV
BeoPlay A6 Music System	\$999.99
LG 55” UHD Smart LED TV	\$1099.99
Canon Thule Camera	\$1619.95
Garmin Multisport GPS Watch, MyCharge portable charger and 360 Fly 360 Action Camera w/ Virtual Reality Goggles	\$1029.96
Wine Enthusiast 18 Bottle Touchscreen 2-temp Wine Refrigeration with Electric Wine Opener and a set of 6 Baccarat Wine Glasses	\$1379.00
Thule Kent Bike his and hers 700c Retro Hybrid Bike with Thule Doubletrack 2 Bike Hitch Rack	\$999.93
Jura Impressa C60 Automatic Coffee Center	\$1300.00

Twenty-two (22) Weekly First Prizes will be awarded in the Sweepstakes (two [2] per Sweepstakes Entry Period).

- C. Weekly Second Prizes (88):** Each weekly second prize winner will receive sixty thousand (60,000) IHG Rewards Club Points (“Weekly Second Prize”). The ARV of each Weekly Second Prize is \$300. Eighty-eight (88) Weekly Second Prizes will be awarded in the Sweepstakes (eight [8] per Entry Period).

- D. Total ARV:** The total ARV of all available Prizes in the Sweepstakes is up to \$162,038.90.

- E. Odds of Winning:** The odds of winning a Weekly First or Second Prize depend on the total number of eligible entries received during each Sweepstakes Entry Period; the odds of winning a Grand Prize depend on the total number of eligible entries received during the entire Promotion Period.

- F. General:** 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 to award the intended number of Prizes through a random drawing from among all eligible Prize claims received. Limit one (1) Prize per person/household. No other Prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a Prize or force majeure.

NOTE: Some Grand Prize elements may include inherently dangerous activity. Each Grand Prize winner and guest expressly and voluntarily assume the risk of any and all injury and damage that may result from participation in any element of a Grand Prize. Each Grand Prize winner and guest acknowledge and agree that the Promotion Entities have no responsibility whatsoever for injuries, losses, or damages of any kind that

result from participation in a Grand Prize.

- 8. SWEEPSTAKES WINNER VERIFICATION:** Potential winners are subject to verification of eligibility and compliance with these Official Rules. Each potential winner will be sent a notification via email with further instructions on how to claim a Prize. Each potential winner has five (5) calendar days to respond to the winner notification with the requested information or the Prize may, at the Sponsor's sole discretion, be forfeited. Each potential Grand Prize and Weekly First Prize winner will be required to sign and execute a Declaration and/or an Affidavit of Eligibility, a Liability Release, and (where imposing such condition is legal) a Publicity Release (collectively, "Prize Claim Documents"). If a winner fails or refuses to sign and return all required Prize Claim Documents within five (5) days of Prize notification, where applicable, the winner may be disqualified and an alternate winner may be selected. Grand prize winner and travel companion must also pass a background check provided by Administrator. If a potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, the Prize may be forfeited, and in the Sponsor's sole discretion, the forfeited Prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible entries received during the Promotion Period, as determined by Sponsor in its sole discretion. Upon verification of eligibility, Grand Prize and Weekly First Prize winners will be contacted to arrange selection and/or delivery of a Prize and each Weekly Second Prize winner will have the IHG Rewards Club points placed into his/her account. All federal, state, and local taxes imposed on the acceptance of a Prize are solely the responsibility of each winner. Administrator will issue an IRS Form 1099-MISC for the each Grand Prize winner and Weekly First Prize winner.

Administrator will attempt to notify each potential winner as set forth above, but Administrator and Sponsor is not responsible for any undelivered e-mails or other attempts at contact, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Promotion e-mail, including any winner notification e-mail, to a spam or junk folder. The right to receive a Prize is non-assignable, non-transferable and no prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a Prize or force majeure, at Sponsor's sole and absolute discretion. All other costs and expenses not expressly set forth herein shall be solely a winner's responsibility. Promotion Entities shall not be held responsible for any delays in awarding a Prize for any reason. Each Prize will only be awarded to a verified winner.

- 9. LIMITATION OF LIABILITY:** By participating in this Promotion, Participants agree that the Promotion Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail/text notifications or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other

error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Promotion; (vii) any injury or damage, whether personal or property, to Participants or to any person's computer related to or resulting from participating in the Promotion and/or accepting a Prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Promotion Entities are not responsible for any unanswered or undeliverable winner notifications.

By participating in the Promotion, each Participant agrees: (i) to be bound by these Official Rules; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Promotion; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Promotion, including, but not limited to, any Promotion-related activity or element thereof, and the Participant's entries, participation or inability to participate in the Promotion; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by Participant.

If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more Prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winners. If for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more Prizes are claimed than are intended to be awarded according to these Official Rules, the intended Prizes will be awarded in a random drawing from among all verified Prize claims received.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS PROMOTION, INCLUDING THE PRIZES, IS 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.

- 10. DISPUTES:** This Promotion is governed by, and will be construed in accordance with, the laws of the state of Michigan, and the forum and venue for any dispute shall be in Oakland County, Michigan. If the controversy or claim is not otherwise resolved through direct discussions or mediation, it shall then be resolved by final and binding arbitration in accordance with JAMS arbitration rules and procedures or subsequent versions thereof (“JAMS Rules”). The JAMS Rules for selection of an arbitrator shall be followed, except that the arbitrator shall be experienced and licensed to practice law in Michigan. All proceedings brought pursuant to this paragraph will be conducted in Oakland County, Michigan. The remedy for any claim shall be limited to actual damages, and in no event shall any party be entitled to recover punitive, exemplary, consequential or incidental damages or have damages multiplied or otherwise increased, including attorneys’ fees or other such related costs of bringing a claim, or to rescind this agreement or seek injunctive or any other equitable relief. Participants agree that the rights and obligations of any Participant and/or Promotion Entities and/or any other party shall be resolved individually, without resort to any form of class action. Any demand for arbitration must be filed within one (1) year of the time the cause of action occurred, or the cause of action shall be forever barred.
- 11. PRIVACY POLICY:** Any personally identifiable information collected during an Participant's participation in this Promotion will be collected by Sponsor or its agent and used by Sponsor, its affiliates, agents, and marketers for the purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules, and in accordance with Sponsor's Privacy Policy as stated at https://www.ihg.com/hotels/us/en/global/customer_care/privacy_statement#3.
- 12. PUBLICITY RIGHTS:** By participating in the Promotion and/or accepting a Prize, each Participant agrees to allow Mastercard, the Sponsor and/or the Sponsor's designee the perpetual right to use his/her name, address (city and state), biographical information, photos, picture, portrait, likeness, voice, and/or statements regarding the Promotion and/or Sponsor for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including, but not limited to, live television, worldwide, on the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
- 13. GENERAL:** Any attempted form of participation in this Promotion other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any Participant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Promotion; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Promotion. Any attempted form of participation in this Promotion other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple accounts, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person’s entries will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Participants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the

authorized account holder of the e-mail address submitted on the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the Prize documents will not affect the validity or enforceability of any other provision. No Participant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Promotion as set forth in these Official Rules shall prevail.

14. SWEEPSTAKES WINNER LIST AND OFFICIAL RULES: For a list of Sweepstakes Prize winners, interested individuals should mail a self-addressed stamped business envelope to: Winners List, - Priceless Surprise Sweepstakes and Offer, P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received no later than April 17, 2017.

15. SPONSOR: Six Continents Hotels, Inc.

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