

DOUBLETREE BY HILTON #SWEETWELCOME CONTEST

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT’S CHANCES OF WINNING.

OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE EIGHTEEN (18) YEARS OR OLDER AT THE TIME OF ENTRY.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

The DoubleTree by Hilton #SweetWelcome Contest (“Promotion”) is sponsored by Hilton Domestic Operating Company, 7930 Jones Branch Drive, McLean, Virginia 22102 (“Sponsor”) and is administered by Prize Logic, LLC (“Administrator”), 25200 Telegraph Road, Suite 405, Southfield, MI USA 48033.

- 1. PROMOTION PERIOD AND BRIEF OVERVIEW:** The Promotion consists of a contest (“Contest”) and a sweepstakes (“Sweepstakes”). The Promotion begins on September 14, 2017 at 8:01 AM Eastern Time (“ET”) and ends on October 18, 2017 at 11:59:59 PM ET (“Promotion Period”). The Sweepstakes includes the following five (5) entry periods (each an “Entry Period”):

Sweepstakes Entry Period	Start Date (at 12 AM ET except for Entry Period 1)	End Date (at 11:59:59 PM ET)	Drawing Date
1	9/14/17 at 8:01 AM ET	9/20/17	9/21/17
2	9/21/17	9/27/17	9/28/17
3	9/28/17	10/4/17	10/5/17
4	10/5/17	10/11/17	10/12/17
5	10/12/17	10/18/17	10/19/17

Non-winning entries will carry forward into subsequent Entry Periods. Administrator’s computer is the official clock of the Promotion.

- 2. ELIGIBILITY:** The Promotion is offered only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age at the time of entry. Employees, officers, directors, representatives, and agents of 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, sibling, child and their respective spouses and the “steps” of each, all lineal descendants, including those by adoption, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win. This Promotion is void where prohibited or restricted by law. All federal, state, and local laws apply.

Participation constitutes entrant’s (each an “Entrant”) full and unconditional agreement to these Official Rules and Sponsor and Administrator’s decisions and interpretations, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. If an Entrant participates via a mobile device, message and data rates may apply. Not all cellular phone providers carry the service

necessary to participate in this Promotion through a mobile device. Please check your mobile device's capabilities for specific web enabled browsing instructions and pricing plans. All entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned.

- 3. HOW TO PARTICIPATE IN THE PROMOTION:** To receive a Contest and Sweepstakes entry, an Entrant may sign into his/her Instagram or Twitter account (or create an Instagram or Twitter account if he/she does not already have one), follow @DoubleTree on Instagram or Twitter, and post a photo or video of a "sweet welcome," showcasing a moment in which Entrant or others (with permission) have made or are making the world a more welcoming place along with a description and the hashtags "#SweetWelcome" and "#Contest." If Entrant includes the image of a third party in the photo or video, Entrant must have permission from that person. Following a valid post, an Entrant will receive one (1) Contest entry and one (1) Sweepstakes entry into the applicable Entry Period. Note: for fulfillment purposes, an Entrant must follow @DoubleTree on Instagram and/or Twitter for thirty (30) days following the end of the Promotion Period in order to receive a prize.

An Entrant must have a non-private Instagram and/or Twitter account. An Entrant may create an Instagram or Twitter account at no cost by visiting on to <http://instagram.com> or <https://twitter.com/>, respectively. Creation of an Instagram account requires an Entrant to agree to Instagram's Terms of Service and Privacy Policy, available at <http://instagram.com/about/legal/terms/> and <http://instagram.com/about/legal/privacy/>, respectively. Creation of a Twitter account requires an Entrant to agree to Twitter's Terms of Service and Privacy Policy, available at <https://twitter.com/en/tos> and <https://twitter.com/en/privacy>, respectively. Due to the way Instagram and Twitter operate their services, entries from users with protected or private accounts (i.e., Entrant has set his/her account so that only people the Entrant has approved can view his or her updates) may not be received. This Promotion is in no way sponsored, endorsed, or administered by, or associated with, Instagram or Twitter.

By submitting an entry, an Entrant hereby grants permission for the entry, including the Entrant's Instagram or Twitter account name, to be publicly posted at Sponsor's social media accounts or other website, at Sponsor's sole discretion. Once an entry is submitted, as described above, it may be made available on Sponsor's social media accounts or other websites for viewing by the general public and any such posting will be deemed made at the direction of the Entrant within the meaning of the Digital Millennium Copyright Act and the Communications Decency Act.

Photo/video/entry guidelines: A photo/video/entry must meet following requirements:

- Must be in English, except for commonly understood foreign words;
- Must adhere to the applicable social media platforms terms of service;
- Must not contain material that violates or infringes another's rights, including, but not limited to, privacy, publicity, or intellectual property rights, or that constitutes copyright infringement;
- Must not disparage Sponsor;
- Must not include the name, likeness, photograph, or other indicia identifying any person, living or dead, without permission from that person;
- Must not prominently feature, mention, or refer or otherwise allude to the name, logo, or trademark of any entity, individual, product or brand other than those of Sponsor and its brands;

- Must not include sensitive personally identifiable information;
- Must not contain material that is inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous, or libelous (as determined by Sponsor at Sponsor's sole discretion);
- Must not contain, facilitate, reference or use material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, ethnicity, religion, nationality, disability, sexual orientation, political orientation, citizenship, ancestry, marital status, or age (as determined by Sponsor at Sponsor's sole discretion);
- Must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way; and
- Must not contain material that is unlawful or in violation of or contrary to the laws or regulations in any jurisdiction where posted.

If any photo, video, or entry fails to comply with any of these requirements or any other provisions of these Official Rules, Sponsor reserves the right to disqualify the Entrant, at its sole discretion. By participating in the Promotion, an Entrant agrees to release Instagram and Twitter from any and all liabilities and responsibilities associated with entering the Promotion.

Entry Limit: Limit of one (1) entry (into the Contest and Sweepstakes) per social media platform per person per calendar day during the Promotion Period (two [2] total entries per calendar day). If more than one (1) entry is received via the same social media platform from the same person/social media account during the same calendar day, only the first entry received may be considered valid. **A photo or video may only be used to receive one (1) Contest and Sweepstakes entry during the Promotion Period; additional entries submitted using a photo or video previously submitted will be considered invalid, at Sponsor's sole discretion.**

- 4. SWEEPSTAKES RANDOM DRAWINGS:** On or about each Drawing Date listed in Section 1, the Administrator will randomly select ten (10) potential Sweepstakes prize winners from all eligible entries received during the respective Entry Period. Each winner is deemed to be a potential winner pending verification of his/her eligibility and compliance with these Official Rules, as determined by Sponsor, at Sponsor's sole discretion.
- 5. CONTEST JUDGING AND WINNER SELECTION:** At the end of the Promotion Period, entries will be judged by a panel of qualified judges comprised of Sponsor's representatives ("Judges"). The Judges will score entries according to the following weighted criteria: (i) compliance with Promotion theme (i.e., Entrant's demonstration of making the world a more welcoming place): 30%; (ii) level of dedication to the theme and reach in making world more welcome: 30%; and (iii) brand appeal (e.g., Entrant's welcoming efforts): 40%. The one (1) Entrant who submitted the entry that received the highest score will be the potential grand prize winner; the four (4) Entrants who submitted the entries that received the next four (4) highest scores will be potential first prize winners. In no event will there be more than one (1) grand prize winner and four (4) first prize winners. Each winner is deemed to be a potential winner pending verification of his/her eligibility and compliance with these Official Rules, as determined by Sponsor, at Sponsor's sole discretion. In the event of any ties, the entry with the highest score in criterion (iii) will prevail. In the event there are still any ties, the tied entries will be rescored and the entry with the highest overall Judges Score will prevail.
- 6. PRIZES, ODDS OF WINNING, AND APPROXIMATE RETAIL VALUE ("ARV"):**

- A. Sweepstakes Prizes (50 total; 10 per Sweepstakes Entry Period):** Each Sweepstakes prize winner will receive one (1) DoubleTree Cookie tin (“Sweepstakes Prize”). Cookie tin specifications and design elements are subject to Sponsor’s sole discretion. Fifty (50) Sweepstakes Prizes will be available in the Promotion (ten [10] per Sweepstakes Entry Period). The ARV of each Sweepstakes Prize is \$12.95. The total ARV of all Sweepstakes Prizes available is \$647.50.
- B. Grand Prize (1):** The Contest grand prize winner will receive seven (7) vouchers, each voucher valid for a one (1)-night stay at a DoubleTree by Hilton hotel (“Grand Prize”). One (1) Grand Prize will be available in the Promotion. The ARV of the Grand Prize is \$1,505.
- C. First Prizes (4):** Each Contest first prize winner will receive two (2) vouchers, each voucher valid for a one (1)-night stay at a DoubleTree by Hilton hotel (“First Prize”). Four (4) First Prizes will be available in the Promotion. The ARV of each First Prize is \$430.
- D. Odds of Winning a Sweepstakes Prize:** The odds of winning a Sweepstakes Prize depend on the total number of eligible entries received during each Entry Period.
- E. Total ARV:** The total ARV of all available prizes is \$3,872.50.
- F. Prize Limit:** Limit one (1) Sweepstakes Prize and one (1) Grand Prize or one (1) First Prize per person.
- G. General Prize Conditions:** 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. Sponsor 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. **For Grand Prize and First Prizes:** Value is for one (1) standard room per voucher. Not valid New Year’s Eve. Must be used before expiration date – October 31, 2018. Lost or stolen cards will not be replaced. Expired certificates cannot be extended or renewed. Recipient can redeem certificate for one night of complimentary lodging (standard room and tax only) at any DoubleTree Worldwide.
- 7. HOW TO CLAIM A PRIZE:** Potential winners will be contacted via direct message on the social media platform used to enter the Promotion with instructions on how to claim a prize. A potential winner must reply to the winner notification and provide all required information within three (3) calendar days or potential winner may be disqualified and an alternate winner will be selected, at Sponsor’s sole discretion. Sponsor or Sponsor’s designee may also subsequently contact a potential winner via phone or email, subject to Sponsor’s discretion. The potential Grand Prize winner will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within five (5) calendar days from the date of attempted notification or the Grand Prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor’s sole and absolute discretion. Sweepstakes Prizes will be mailed to each verified Sweepstakes Prize winner at the addresses provided during winner verification approximately four (4) to six (6) weeks after verification. Grand Prize and First Prizes will be e-mailed to confirmed winners at the e-mail addresses approximately four (4) to six (6) weeks after verification. If a Sweepstakes Prize is forfeited for any reason, an alternate potential winner may be randomly selected from all remaining non-winning entries received during the Promotion Period, in Sponsor’s sole discretion. If a Contest prize is forfeited for any reason, an alternate potential

winner may be selected, in accordance with Section 5 above, from all remaining non-winning entries received during the Promotion Period, in Sponsor's sole discretion.

If after a good-faith attempt Sponsor is unable to award or deliver a prize, the prize may not be re-awarded. GRAND PRIZE WINNER WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES AND MUST SUBMIT HIS/HER SOCIAL SECURITY NUMBER OR TAXPAYER ID NUMBER, AS REQUIRED BY LAW. ALL FEDERAL, STATE, AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF A PRIZE ARE SOLELY THE RESPONSIBILITY OF EACH WINNER.

- 8. LIMITATION OF LIABILITY:** By participating in this Promotion, Entrants 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, programming, 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 Entrants 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 entering the Promotion, each Entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (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 (vi) 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 Entrant'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 Entrant.

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 than more prizes be awarded than are stated in these Official Rules. If for any reason, including but not limited to an administrative, printing, production, computer, typographical, mechanical, or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, more winners stated on any Promotion related materials, 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 EACH PRIZE, 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.

- 9. DISPUTES: EXCEPT WHERE PROHIBITED BY LAW, THE 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 THE COUNTY OF OAKLAND, 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 ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA 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, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION ACCRUED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.**

- 10. PRIVACY POLICY:** Sponsor's Privacy Policy is available at <http://hiltonhonors3.hilton.com/en/policy/global-privacy-statement/index.html>.

- 11. PUBLICITY RIGHTS:** By participating in the Promotion and/or accepting a prize, each Entrant agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use his/her name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including live television, worldwide, including but not limited to on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.

- 12. 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 Entrant 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 phone numbers, e-mail addresses, residential addresses, 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. Entrants 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. Each Entrant may be required to show proof of being an authorized account holder. **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 Entrant 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.

- 13. WINNERS LIST:** For the names of winners, send a self-addressed, stamped envelope to: DoubleTree by Hilton #SweetWelcome Contest Winner List Request, PO Box 251328, West Bloomfield, MI 48325. Winner list requests must be received by December 18, 2017.

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