

MPLS.ST.PAUL MAGAZINE'S

“WIN THE LOOK SWEEPSTAKES”

OFFICIAL RULES

1. ENTRY: No purchase necessary to participate or win. A purchase will not improve one's chance of winning. Void where prohibited. All federal, state and local taxes apply. You must have a valid, active account on Instagram to participate the Promotion. Entry into any Promotion will only be via the method specified by Sponsor in the Promotion's offer unless otherwise specified by Sponsor. All entries must include the information requested by Sponsor to be eligible. Only one entry per person, household, email address and/or username will be allowed in the Promotion period. All entries must be received within the time period stated by Sponsor during the Promotion's offer to be eligible to win a prize. Late and/or subsequent entries per person, per household per email address and/or username will be disqualified. Sponsor is not responsible for failure to receive an entry for any reason including but not limited to submission and/or transmission failures, technical malfunctions and/or other conditions beyond its reasonable control. Entries generated by script, macro or other automated means are void. All entries become the property of Sponsor and will not be acknowledged or returned.

2. ELIGIBILITY: To participate, you must be a legal US resident, eighteen (18) years of age or older at the time of entry. Employees and contractors of *Mpls.St.Paul Magazine*, Ridgedale Center, and its sponsors and advertising agencies, and members of the immediate family of any such persons are not eligible to participate and/or win. The term “immediate family” includes spouses, domestic partners, siblings, parents, children, grandparents, grandchildren, or other family extension, and any other persons residing at the same household whether or not related.

3. HOW TO PARTICIPATE: 1. Beginning at 6:00 PM CST on September 14th, 2017 and ending on 11:59PM CST on September 22nd follow @mspmag and @ridgedalecenter on Instagram. 2. Comment with a “favorite fall trend” on @mspmag's “Win the Look” posts. 3. Tag (1) one friend. Entrant must take all steps as outlined in order for entry to be accepted.

4. WINNER SELECTION: Sponsor's clock will be the official time keeper for all Promotions. Winner will be chosen in a random drawing conducted by Sponsor.

Winners will be notified within fourteen (14) business days following the conclusion of the Promotion by a direct message via Instagram, and/or via e-mail and/or phone. If a winner does not respond to such notification within five (5) business days and/or does not meet the stated eligibility requirements, such winner will be disqualified and *Mpls.St.Paul Magazine* reserves the right to randomly select an alternate winner from the remaining eligible entries received for the applicable Promotion. Winners will be required to sign and return an Affidavit of Eligibility, Liability Release and a publicity release and/or provide other personal or tax information. Winners will have five (5) business days to provide all such information and to execute and return the Affidavit of Eligibility, Liability Release and publicity release (if required). By entering, participants in the Promotion release the Released Parties (defined below) from any claims, losses, injuries or damages of any kind resulting from participation in the

Sweepstakes or the use or receipt of any prizes. The failure to comply with the foregoing requirements, or the return of any prize or prize notification as undeliverable may cause the winner to forfeit their prize and the Sponsor reserves the right to select an alternate winner. Sponsor's decisions concerning selection of winners, as well as all other matters relating to any Promotion, are final and binding. Odds of winning a Promotion will depend on the number of eligible entries received for the applicable Promotion.

5. PRIZES: (1) Winner will receive (1) one \$500 Ridgedale Gift Card and (1) pair of VIP Row 1 tickets for FASHIONOPOLIS 2018. Total ARV: \$800. Prize may not be substituted, transferred or assigned except at Sponsor's sole discretion.

6. PRIZE PROVIDER RELEASE: General Growth Services, Inc. ("Prize Provider") is solely a prize provider and is not the sponsor of this sweepstakes and is not involved in any way with the administration of this promotion. Entrants agree to release Prize Provider, their subsidiaries, parents, and affiliates, and their officers, directors, and employees from any and all liability or claims concerning right of publicity, right of privacy, or claims of loss, harm, or damages including, without limitation, property damage, personal injury, or death resulting from any level of participation in this sweepstakes.

7. LIMITATION ON LIABILITY: ENTRANTS RELEASE, DISCHARGE, AND AGREE TO INDEMNIFY AND HOLD HARMLESS, SPONSOR AND PRIZE PROVIDER, THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, PARENTS, SUBSIDIARIES, AFFILIATES, AGENTS AND REPRESENTATIVES (THE "RELEASED PARTIES") FROM AND AGAINST ANY LIABILITY FOR ANY DAMAGES, INJURY OR LOSSES (INCLUDING DEATH) TO ANY PERSON, OR PROPERTY, OF ANY KIND RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY FROM ACCEPTANCE, POSSESSION, MISUSE OR USE OF ANY PRIZE OR PARTICIPATION IN ANY SWEEPSTAKES RELATED ACTIVITY OR PARTICIPATION IN ANY PROMOTION CONDUCTED BY SPONSOR.

8. GENERAL CONDITIONS: Illegible, unintelligible or incomplete entries or responses will be disqualified. The Released Parties are not responsible for any lost, late, misdirected, stolen or undelivered entries. The Released Parties are not responsible for technical, network, electronic, computer, hardware or software failures of any kind, including any injury or damage to entrants or any other person's computer related to or resulting from participating in the Promotion. The Released Parties are not responsible for incomplete, garbled or delayed entries or for any malfunction or technical errors occurring on Instagram on which a Promotion is conducted. In the event that technical or other circumstances compromise a Promotion, Sponsor reserves the right to cancel, modify or terminate the Promotion, and/or to select winners for prizes from all eligible entries received prior to the cancellation. The Released Parties are not responsible for typographical errors in the Promotion, any Social Media Site or these rules.

9. CLAIMS/CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant in connection with any Promotion, shall be governed by, and construed in accordance with, the laws of the State of Minnesota, without regard for conflicts of law doctrine, and all

proceedings shall take place in the State of Minnesota. All participants who enter a Promotion agree to submit to the exclusive jurisdiction of the courts of the State of Minnesota and agree to waive the right to a jury trial with respect to any claim or dispute with regard to any aspect of any Promotion or these Official Rules. Any and all claims, judgments and awards in connection with a Promotion shall be limited to actual out-of-pocket costs incurred in connection with such Promotion but in no event attorney's fees; and under no circumstances will an entrant be permitted to obtain awards for, and entrants hereby waive all rights to claim punitive, incidental and consequential damages and any other damages, other than actual out-of-pocket expenses, and any and hereby waives all rights to have damages multiplied or otherwise increased.

10. PUBLICITY/RELEASE: Except where prohibited by law or regulation, by entering and/or accepting a prize you grant Sponsor permission to use your name, username/online alias, likeness, and statements for any purpose in reference to a Promotion without additional compensation, consideration or consent. Sponsor's use of all information collected from participants will be in accordance with its privacy policy, found at www.mspmag.com/privacy Sponsor reserves the right to use any Response or Submission in all print and electronic media, and to edit any Response or Submission for brevity and clarity.

11. WINNER'S LIST: For the names of the winner(s) of a Promotion, please email mcahill@mspmag.com within thirty (30) days following the conclusion of the applicable Promotion

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