

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

- This Contest is open to those who post a selfie containing the Eastdale Mall's Snapchat Black Friday filter to their Instagram or Facebook with #INEastdaleMall
- Employees of Eastdale Mall, its affiliates, subsidiaries, advertising and promotion agencies, suppliers, and immediate family members and/or those living in the same household of employees are not eligible to participate. The contest is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.
- Entries will be accepted through Instagram between November 20 and November 26.
- The contest must be entered by using the snapchat filter and #INEastdaleMall on Instagram. The entry must fulfill all contest requirements, as specified, to be eligible to win a prize. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of Eastdale Mall.
- The winner of the contest will receive a \$100 mall gift card. The prize is nontransferable. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by the winner is permitted. Acceptance of prize constitutes permission for Eastdale Mall to use the winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.
- Winner will be selected by Stamp Idea Group under the supervision of Eastdale Mall. The winner will be notified by a comment or direct message on Instagram within five (5) days following selection of the winner. Eastdale Mall shall have no liability for the winner's failure to receive notices due to spam, junk e-mail or other security settings or for the winner's provision of incorrect or otherwise non-functioning contact information. If the winner cannot be contacted, is ineligible, or fails to claim the prize within 5 days from the time the award notification was sent, the prize may be forfeited and an alternate winner selected. Receipt by winner of the prize offered in this Campaign is conditioned upon compliance with any and all federal, state, and local laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY THE WINNER (AT EASTDALE MALL'S SOLE DISCRETION) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CAMPAIGN, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.
- By entering this content, you represent and warrant that your entry is an original work of authorship, and does not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of another, you will be disqualified at the sole discretion of Eastdale Mall. If the content of your entry is claimed to constitute infringement of any proprietary or intellectual proprietary rights of any third party, you shall, at your sole expense, defend or settle against such claims. You shall indemnify, defend, and hold harmless Eastdale Mall from and against any suit, proceeding, claims, liability, loss, damage, costs or expense, which Eastdale Mall may incur, suffer, or be required to pay arising out of such infringement or suspected infringement of any third party's right.
- Eastdale Mall reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the contest should virus, bug, non-authorized human intervention, fraud, or other cause beyond Eastdale Mall's control corrupt or affect the administration, security, fairness, or proper conduct

of the contest. In such case, Eastdale Mall may select the winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Eastdale Mall. Eastdale Mall reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the contest or violates these Terms & Conditions. Eastdale Mall has the right, in its sole discretion, to maintain the integrity of the contest, to void votes for any reason, including, but not limited to: multiple entries from the same user from different accounts; multiple entries from the same computer in excess of that allowed by contest rules; or the use of bots, macros, scripts, or other technical means for entering. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the contest may be a violation of criminal and civil laws. Should such attempt be made, Eastdale Mall reserves the right to seek damages to the fullest extent permitted by law.

- By entering, you agree to release and hold harmless Eastdale Mall and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the contest and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error in the administration of the Promotion or the processing of entries.
- THIS CONTEST IS GOVERNED BY THE LAWS OF THE UNITED STATES OF AMERICA AND ALABAMA WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this contest, participant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this contest, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Alabama having jurisdiction. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this contest). Participant further waives all rights to have damages multiplied or increased.
- To obtain a copy of the winner's name or a copy of these Official Rules, mail your request along with a stamped, self-addressed envelope to: Eastdale Mall, 1000 Eastdale Mall, Montgomery, Alabama 36117.
- The Sponsor of the Campaign is Eastdale Mall, 1000 Eastdale Mall, Montgomery, Alabama 36117.
- The contest hosted by Eastdale Mall is in no way sponsored, endorsed, administered by, or associated with Instagram or Snapchat.
- By posting your image on Instagram, you, the Contestant, have affirmatively reviewed, accepted, and agreed to all of the Official Rules.