

Mid-January Samsung Rewards Instant Win Official Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Mid-January Samsung Rewards Instant Win (the "Instant Win Game") is open only to legal residents of the fifty (50) United States and the District of Columbia, Puerto Rico, and United States Virgin Islands who are at least eighteen (18) years old at the time of entry. The Instant Win Game is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation in the Instant Win Game 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 Instant Win Game. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Samsung Electronics America, Inc., 85 Challenger Rd., Ridgefield Park, NJ 07660.
Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Instant Win Game begins on January 16, 2017 at 5:00 p.m. Pacific Time ("PT"), ends on April 13, 2017 at 5:00 p.m. PT (the "Promotion Period") and consists of two (2) phases (each a "Phase") as outlined below.

Phase	Start Date	End Date
1	January 16, 2017	March 16, 2017
2	January 16, 2017	April 13, 2017

Administrator's computer is the official time-keeping device for the Instant Win Game.

4. How to Enter: To participate, entrants must have a Samsung Account. Accounts are free, but subject to terms and conditions (<http://support-us.samsung.com/mysamsung/v2/popup/terms.html>). Visit www.Samsung.com and follow the links and instructions to create an account.

- a. Use Samsung Rewards Points that you have earned through the Rewards Program:** During the Promotion Period, log in to your Samsung Rewards Account. Samsung Rewards Account is subject to the terms and conditions of the Rewards Program (<http://www.samsung.com/us/samsung-pay/rewards-terms-and-conditions/>) as well as the terms of use for Samsung Pay (<http://www.samsung.com/us/common/legal.html>). Follow the links and instructions to proceed to Rewards Catalog. Locate an available prize offered in the Instant Win Game and follow the directions to redeem the required number of Points and you will receive one (1) Instant Win Game play for the selected prize. There is no guarantee that you will win the prize selected. 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.
- b. Free Method of Entry:** During the Promotion Period, visit <https://www.pointscatalog-codeentry.com> and follow the links and instructions to complete and submit the registration form, including a valid email address, your Samsung Account ID, and a valid home address. P.O. Boxes are not permitted. Follow the links and instructions to request a free code. A code will be sent to the email address provided on the registration form. Then, during the Promotion Period, click on the link found within the email and follow the directions to select an available prize and enter the code. You will automatically receive one (1) Instant Win Game play for the selected prize. 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.

Limit: Multiple entrants are not permitted to share the same email address. 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, Internet service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

5. ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT’S ELIGIBILITY AND THE POTENTIAL WINNING PLAY 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, IS VOID, AND WILL NOT BE HONORED.

6. Instant Win Game Prize Selection and Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. Administrator is an independent judging organization whose decisions as to the administration and operation of the Instant Win Game and the selection of potential winners are final and binding in all matters related to the Instant Win Game. For each available prize, there will be pre-determined, random, computer-generated winning times during the Promotion Period as set forth in the chart below. 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.

Prize	Number of Winning Times Randomly Generated	Phase Prize is Available
Hawaii Trip for Two (2)	6	Phase 1
TV watch party	4	Phase 1
Chef'd gift code	80	Phase 1
NIKE gift card	125	Phase 1
GS7 Edge Flip Cover	504	Phase 2
GS7 Flip Cover	1,000	Phase 2
Level U	300	Phase 1
Gear S3	200	Phase 2

Each potential winner (or parent/legal guardian for potential winners who are minors in their state of residence) of a prize valued at \$600 or more will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release (“Declaration”), which must be received by Administrator within seven (7) days (for all other prizes) of the date notice or attempted notice is sent, in order to claim the prize. If any potential winner cannot be contacted, fails to sign and return the Declaration (as applicable) or fails to provide any requested information within the required time period, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible game plays entrants. There will be three (3) alternate drawings after which the applicable prize will remain un-awarded. Unclaimed prizes valued at \$25 or less will not be awarded. Gift Code Prizes will be fulfilled digitally approximately 4-6 weeks after the win confirmation.

7. Prizes: SIX (6) HAWAII TRIP PRIZES: A trip for winner and one (1) guest to Maui, HI. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner’s home (determined by Sponsor in its sole discretion) to Maui, HI; four (4) nights’ accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); a \$600 allowance for full-size rental car for length of stay; a \$2,500 meal and spa allowance at Lumeria in Maui, Hawaii; and travel agent services. Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Approximate Retail Value (“ARV”): \$7,500. Total Prize Value of this prize pool: \$45,000. If winner does not meet requirements for rental car, that portion of the prize will be forfeited in its entirety. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Instant Win Game, and those set forth by the Sponsor’s airline carrier of choice as detailed in the passenger ticket contract. All expenses and

incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

FOUR (4) TV WATCH PARTY PRIZES: Two (2) 65" Curved SUHD TVs, a Samsung Soundbar (Soundbar awarded as a code that winner can purchase through Samsung.com), and a \$500 Buffalo Wild Wings gift card. ARV: \$6,700. Total Prize Value of this prize pool: \$26,800.

EIGHTY (80) CHEF'D GIFT CODE PRIZES: A \$80.00 Chef'd gift code that can be used for two (2) meals for four (4) people. ARV: \$80.00. Total Prize Value of this prize pool: \$6,400.

ONE HUNDRED TWENTY-FIVE (125) NIKE GIFT CARD PRIZES: A \$50 Nike gift card. ARV: \$50.00. Total Prize Value of this prize pool: \$6,250.

FIVE HUNDRED AND FOUR (504) GS7 EDGE FLIP COVER PRIZES: A GS7 Edge Flip Cover. ARV \$25. Total Prize Value of this prize pool: \$12,600.

ONE THOUSAND (1,000) GS7 FLIP COVER PRIZES: A GS7 Flip Cover. ARV \$20. Total Prize Value of this prize pool: \$20,000.

THREE HUNDRED (300) LEVEL U PRIZES: A Level U. ARV \$100. Total Prize Value of this prize pool: \$30,000.

TWO HUNDRED (200) GEAR S3 PRIZES: A Gear S3. ARV \$349. Total Prize Value of this prize pool: \$69,800.

For All Prizes: The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Terms and conditions of gift cards and gift codes apply. Odds of winning an Instant Win Game prize depend on the number of prizes available for the prize type divided by the number of eligible Instant Win Game plays for that prize type. No cash or other substitution, assignment or transfer of any prizes permitted, except by Sponsor, who reserves the right to substitute a prize or prize component with cash or another prize of comparable or greater value. Winners are responsible for all federal, state, and local taxes and fees associated with prize receipt and/or use. Limit: One (1) Instant Win Game prize of each prize type per person.

8. Publicity: Except where prohibited, participation in the Instant Win Game constitutes winner's consent to Sponsor's use of winner's name, likeness, photograph, voice, opinions, biographical information, hometown, and state for promotional purposes in any media without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel or modify the Instant Win Game if fraud, technical failures, human error or any other factor impairs the integrity of the 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 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 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 damage any website or undermine the legitimate operation of the Instant Win Game is 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.

10. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, and any promotional partners, each of their parent, subsidiary, affiliate, and related companies, and each of its and their respective officers, directors, employees, and agents (collectively the "Released Parties") from and against any losses, damages, rights, claim, or cause of action of any kind arising, in whole or in part, directly or indirectly, out of participation in the Instant Win Game or resulting directly or indirectly, from acceptance, possession, use, or misuse of any prize awarded in connection with the Instant Win Game, including without limitation personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

11. Limitations of Liability: 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 Instant Win Game; (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 Instant Win Game; (4) technical or human error which may occur in the administration of the Instant Win Game 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 Instant Win Game, or receipt, or use of any prize or while traveling to or from any prize-related activity. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Instant Win Game, if it is 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 the 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, un-awarded, eligible prize claims.

IN NO EVENT SHALL SPONSOR OR ITS RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, SHAREHOLDERS, AGENTS, AFFILIATES, FRANCHISEES, SUCCESSORS, ASSIGNS, AND SERVICE PROVIDERS BE LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, EXEMPLARY, PUNITIVE DAMAGES, LOST PROFITS, OR ATTORNEYS' FEES, EVEN IF ANY OR ALL OF THE FOREGOING OR ANY OF THEIR AUTHORIZED REPRESENTATIVES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THIS MEANS THAT PARTICIPANT HEREBY WAIVES ANY AND ALL RIGHTS TO ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, EXEMPLARY, PUNITIVE DAMAGES OR LOST PROFITS FROM SAMSUNG AND ITS LICENSORS. NOTWITHSTANDING ANYTHING TO THE CONTRARY CONTAINED HEREIN, SPONSOR'S CUMULATIVE LIABILITY TO PARTICIPANT ARISING FROM ANY CAUSE OF ACTION WILL AT ALL TIMES BE LIMITED TO THE LESSER OF (A) YOUR ACTUAL LOSS; OR (B) \$1,000. THE FOREGOING DISCLAIMERS, EXCLUSIONS AND LIMITATIONS SHALL APPLY TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, EVEN IF ANY REMEDY FAILS ITS ESSENTIAL PURPOSE. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.

12. Disputes: Except where prohibited, participant agrees that any and all disputes, claims and causes of action arising out of or connected with this Instant Win Game shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court in New York or an appropriate New York State Court. All issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, or the rights and obligations of the participant and Sponsor in connection with the Instant Win Game, shall be governed by, and construed in accordance with, the laws of the State of New York without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

13. Entrant's Personal Information: Information collected from entrants is subject to the HelloWorld Privacy Policy (<http://www.helloworld.com/privacy-policy>) and the Sponsor's Privacy Policy (<http://www.samsung.com/us/common/privacy.html>) and the Samsung Pay Privacy

Notice: <http://www.samsung.com/us/support/answer/ANS00045961/997435235>.

14. Winner List: For a winner list, visit <http://bit.ly/2hPCMgl>. The winner list will be posted after winner confirmation is complete.

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