

## Loews Hotels' Super Bowl 2010 Sweepstakes ("Giveaway")

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

### OFFICIAL RULES

**1. SPONSOR:** Loews Hotels, Inc. 667 Madison Avenue, New York, NY 10021 ("Loews Hotels")

### **2. How to Enter the Giveaway:**

- a. To participate in the Giveaway, you may enter by becoming a fan of Loews Hotels on Facebook. All entries submitted become the sole property of Sponsor and will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Sponsor.
- b. The Giveaway will begin at 12 noon EST on October 12, 2009 and will end at 12 noon EST on December 15, 2009 (the "Giveaway Period").
- c. All entries must be submitted during the Giveaway Period.
- d. One entry per Facebook profile is permitted.
- e. Sponsor is not responsible for entries not received for late, lost, incomplete, inaccurate, or misdirected entries or entries not received for any reason.

### **3. Eligibility Restrictions**

- a. The contest is open to all legal residents of the 50 United States (including the District of Columbia), who are 18 years of age or older at the time of entry.
- b. Only one winner per household is permitted.
- c. Employees of Sponsor and their affiliates and subsidiaries and participating promotion and advertising agencies, ("Promotion Entities") and members of their immediate families, regardless of whether they reside in the same household, are not eligible to participate.
- d. Void where prohibited by law. Subject to all applicable federal, state and local laws and regulations.
- e. Participation constitutes entrant's full and unconditional agreement to these Official Rules.
- f. Entrants are required to provide truthful information; Sponsor will reject and delete any entry that it discovers to be false or fraudulent. Sponsor will disqualify any entry from individuals whom Sponsor knows do not meet the eligibility requirements

### **4. Prize:**

Four nights in a **Deluxe Room** for two people at Loews Miami Beach Hotel from February 4, 2010 through the night of February 7, 2010 (check out time is no later than 12 noon EST on

February 8, 2010) and two 400 level tickets for Super Bowl XLIV at Landshark Stadium in Miami Gardens, FL on February 7, 2010. The approximate value of the prize is under \$5,000.

In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. Sponsor is not responsible for the safe arrival of a prize or prize certificate. The prize is non-transferable and non-assignable. The prize cannot be redeemed for cash. Reservation must be canceled at least 24 hours prior to your arrival date (6 pm local hotel time) to avoid a late cancellation penalty. Normal cancellation fees apply. An early departure fee in the amount of up to one night's room and tax may apply.

## **5. Selection of Winner:**

Decisions of Sponsor with respect to the Giveaway are final.

- a. The winner shall be chosen at random from eligible entries at the termination of the Giveaway period.
- b. The odds of winning are dependant on the total number of entries received.
- c. The winner will be notified through Facebook. The Sponsor will notify the potential winner via Facebook within two (2) days of the selection with instructions on how to claim the prize. If the potential winner does not respond within four (4) days after the Sponsor's attempt to contact him/her, the Sponsor will select at random an alternate potential winner from the remaining eligible entries. The Sponsor will continue this process until a winner is selected and timely responds to the Sponsor's notice.

## **6. Conditions:**

- a. Payments of all federal, state and local taxes are solely the responsibility of the winners. Winners may be required to sign an IRS Form W-9 or the equivalent.
- b. By participating in the Giveaway, the winner agrees to have his/her name, voice, or likeness used in any advertising, promotional, print, digital or broadcasting material relating to this Giveaway throughout the world without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- c. Prior to awarding any prize or prize certificate, Sponsor, in its sole discretion, may require Giveaway winner to sign a liability release, agreeing to hold Sponsor and its subsidiary and affiliated companies, the Promotion Entities and the officers, shareholders, directors, employees, agents and representatives of each of them harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the Giveaway.
- d. Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process, the operation of the Loews Hotels Facebook page or is otherwise in violation of the Official Rules.
- e. Sponsor further reserves the right, in its sole discretion, to cancel, terminate or modify the Giveaway if it is not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.
- f. Sponsor reserves the right to make changes in the Official Rules of the Giveaway, including the substitution of a prize of equivalent value, which will become effective upon announcement.

If due to circumstances beyond the control of Sponsor, any competition or prize-related event is delayed, rescheduled, postponed or cancelled, Sponsor reserves the right, but not the obligation, to cancel or modify the Giveaway and shall not be required to award a substitute prize.

g. The Sponsor and Promotion Entities are not responsible for typographical or other unintentional errors in the printing, the offering or the administration of the Giveaway, or in the announcement of the prize.

**7. PRIVACY POLICY/DATA COLLECTION:** Except as otherwise contemplated in these Official Rules, information provided by you for this Giveaway is subject to Sponsor's privacy policy located at <http://www.loewshotels.com/en/PrivacyPolicy.aspx>.

**8.** For a list of the winner (after Giveaway is completed and before February 5, 2010) and/or Rules (before December 15, 2009), send an email to [facebook@loewshotels.com](mailto:facebook@loewshotels.com) with "Super Bowl 2010 Giveaway" in the subject line or mail a self-addressed, stamped envelope to: LOEWS HOTELS, Inc. c/o Super Bowl 2010 Giveaway, Loews Hotels, 667 Madison Avenue, New York, New York, 10065. A copy of the Rules may also be obtained by printing this web page.

**9. Governing Law/Jurisdiction:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of participants, Sponsor or Promotion Entities in connection with the Giveaway shall be governed by and construed in accordance with the internal laws of the state of New York, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state laws. Claims may not be resolved through any form of class action. Venue for all suits will be in federal or state courts located in New York, New York.

**10. Severability:** If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.