

***Game of Thrones* Sweepstakes Official Rules**

NO PURCHASE OR COMPLETED BLOOD PRODUCT DONATION NECESSARY. The ***Game of Thrones* Sweepstakes** (“Sweepstakes”) is subject to the following rules and regulations.

1. **ELIGIBILITY AND DEADLINES:** Promotion begins 12:01 a.m. Eastern Time (“ET”) on Feb. 19, 2019 and ends at 11:59 p.m. ET on March 17, 2019 (“Sweepstakes Period”). Sweepstakes is open only to individuals who are legal residents of the United States, physically located in one (1) of the fifty (50) United States or the District of Columbia, and at least the age of majority or older (which 18 in most states but is 19 in Alabama and Nebraska and 21 in Mississippi) at the time of entry.

The American National Red Cross is the “Sponsor” of the Sweepstakes. Employees of the Sponsor and of Home Box Office, Inc. (“HBO”) and each of such employee’s immediate family members (spouses, parents, siblings and children, regardless of where they live) and persons with whom they are domiciled are not eligible to participate. All entrants must have a valid address, email address and phone number. Sponsor may require satisfactory proof of entrant’s identity. Void in Puerto Rico, outside the United States and where prohibited by law. By participating in this Sweepstakes, entrants agree to be bound by these Official Rules.

2. **TO ENTER:** All required steps specified herein are referred to as the “Entry,” and each person who submits one (1) or more Entries is an “Entrant.” Anyone who presents to donate blood or blood products (platelets, or plasma) between February 19, 2019 and March 17, 2019 and has a valid email address in their American Red Cross donor profile, will be automatically entered for a chance to win. Up to four (4) Entries via presentation attempts - one (1) per each eligible donor presentation – are permitted per Entrant. In addition, an Entrant can enter the Sweepstakes without presenting for a blood donation, up to four (4) times, by emailing customer-care@redcross.org and including within the email Entrant’s first name, last name, mailing address and a valid email address. **There is a limit of four (4) total Entries permitted per Entrant, regardless of method of Entry, during the Sweepstakes Period.** By entering the Sweepstakes, you acknowledge that you have read and agree to these Official Rules along with the Sweepstakes website terms and conditions and privacy policy.

By submitting an Entry, you agree that Sponsor may contact you via social media, including on Facebook, Instagram or Twitter by sending you a direct message, tagging you, posting to your social media page or naming you on Sponsor’s social media pages. Automated or bulk Entries or Entries submitted by third parties will be disqualified. Any attempt by any Entrant to obtain more than the stated number of Entries by using multiple and/or different identities, email addresses, or any other methods will void that Entrant’s Entries, and that Entrant may be disqualified at Sponsor’s discretion. Multiple Entrants are not permitted to share the same email address. In the event of a dispute as to any Entry, the authorized account holder of the email address used will be deemed to be the participant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential prize winners may be required to show proof to Sponsor of being the authorized account holder or forfeit the prize. Entries specifying an invalid, non-working, or inactive email address will be disqualified and ineligible to win.

3. DRAWING OF PRIZES: Decisions of the random drawing are final. Odds of winning depend upon the number of eligible Entries received. Winners will be selected as follows: All eligible Entries, including through presentation to donate and through email to customercare@redcross.org, during the Sweepstakes Period, will be combined to one list. Five (5) potential prize winners will be selected from the list in a random drawing to be held on or about March 20, 2019, and the potential Prize winners will be notified by email on or around March 20, 2019. **Each potential Prize winner will have 24 hours from the time of the email to respond to notification of winning and accept the Prize by replying to the email with the words "I ACCEPT" in the Subject line; failure to respond within 24 hours will result in disqualification and an alternate potential Prize winner then will be selected in the same manner, time permitting.**

4. PRIZES: Five (5) Prizes of two (2) tickets to attend the season 8 world premiere of *Game of Thrones* ("Premiere"), including air travel for two (2), up to two (2) nights of hotel accommodations and a \$250 gift card for expenses (collectively, the "Prize"). Approximate retail value of each Prize is Two Thousand Dollars (\$2,000). Actual value may vary based on airfare and hotel rate fluctuations and distance between departure and destination. The Prize selection is subject to change if any advertised prize becomes unavailable.

IMPORTANT INFORMATION REGARDING THE PREMIERE: The Premiere will take place in advance of April 14, 2019 within the continental United States. All Prize winners will be required to sign a Nondisclosure Agreement with HBO in order to be notified of the Premiere date and location, and for travel arrangements to be made.

5. VERIFICATION OF WINNERS: POTENTIAL PRIZE WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR. SPONSOR'S DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE ADMINISTRATION, OPERATION, SELECTION OF THE WINNERS AND OTHER MATTERS RELATED TO THE SWEEPSTAKES. AN ENTRANT IS NOT A WINNER OF A PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. All potential Prize winners must sign and return an Affidavit of Eligibility, Release of Liability and Publicity Release (where permitted by law) (collectively, the "Affidavit"), which will be included with the email notification, within 24 hours of notification of winning, or an alternate potential Prize winner may be selected. Noncompliance within these requirements will result in disqualification and an alternate Prize winner may be selected, time permitting. Sponsor reserves the right to modify the notification and Affidavit procedures in connection with the selection of an alternate potential Prize winner, if any.

6. PRIZE CONDITIONS: All expenses, travel, and other costs not expressly stated in the Prize description are the sole responsibility of the Prize winners, including transportation to and from the airports. Restrictions, conditions and limitations may apply. Lost, mutilated, or stolen tickets, vouchers or certificates will not be replaced. Sponsor is not responsible if any Prize winner does not use any event tickets on day of the applicable event. Additional terms and conditions imposed by venue may apply to event ticket; see back of ticket for additional terms. The Prize cannot be substituted, assigned, transferred, or redeemed for cash; however, Sponsor reserves the right to make equivalent prize substitutions at its sole discretion. No Prize transfer, assignment, or substitution by the Prize winners permitted. If the Prize (or part thereof) is unavailable, the Sponsor, in its discretion, reserves the right to substitute the original Prize (or that part thereof) with an alternative prize to the equal monetary value and/or specification, unless to do so would be prohibited by law. Sponsor will not replace any lost or stolen Prizes. No more than the stated number of Prizes will be awarded. In the event that technical, programming or any other errors or reasons cause more than 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 in accordance with the winner selection method described above from among all eligible claimants making purportedly valid claims.

Each Prize winner is responsible for reporting and paying all taxes associated with his/her receipt of the Prize. Sponsor will withhold and/or report taxes as required by the applicable laws of Sponsor's and each Prize winner's jurisdictions. The Prize winner will not receive the difference between the actual retail value and approximate retail value. No other substitution or transfer of the Prize permitted, and the Prize cannot be redeemed for cash. Sponsor is responsible only for Prize delivery and not Prize utility. All federal, state, and local tax liabilities, as well as any other costs and expenses not specified herein as being awarded are the sole responsibility of the each of the Prize winners.

7. **TRAVEL CONDITIONS:** Sponsor will, in its sole discretion, determine which airport is closest to each winner's home. If a winner resides within a 90-mile radius of the location of the Premiere, Sponsor reserves the right to substitute round-trip ground transportation to/from the winner's residence in lieu of air transportation. Winners and their guests must travel together on the same itinerary. Travel subject to availability and blackout dates. Winners and their guests are responsible for obtaining all necessary travel documents. Travel arrangements must be made through Sponsor's designated agent and on an airline carrier of Sponsor's choice. If required, winner must be available to travel on dates specified by Sponsor or risk forfeiting Prize. Winners' travel companion must be, at time of Prize fulfillment, the age of majority in the jurisdiction in which s/he resides (and at least 18 years of age) and must complete and return an Affidavit prior to Prize award. If any winner elects to travel or participate in the Prize travel without a guest, no additional compensation will be awarded. If any Winner elects to travel or participate in Prize travel with more than one (1) guest, such additional guest(s) shall be responsible for any and all costs associated with such travel. All winners and their guests are responsible for obtaining travel insurance (and any other desired forms of insurance) at their option and hereby acknowledge that Sponsor have not and will not obtain or provide travel insurance or any other form of insurance. No refund or compensation will be made in the event of the cancellation or delay of any flight except at the sole discretion of the Sponsor. Travel is subject to the terms and conditions set forth in these Official Rules, and those set forth by Sponsor's airline carrier of choice as detailed in the passenger ticket contract. The passenger contracts in use by the airlines or other transportation companies shall constitute the sole contracts with respect to each winner's and his/her guest's transportation and such contracts shall be solely between the winner, his/her guest and such transportation companies. Lost, stolen or damaged airline tickets will not be replaced or exchanged. No stopovers are permitted on tickets issued as part of the Prize. If a stopover occurs, the Prize travel will terminate and the winner and his/her guest will be responsible for the full fare which will be charged from the stopover point for the remaining trip segment(s), including the return. Sponsor shall not be responsible for any cancellations, delays, diversions or substitutions or any act or omissions whatsoever by any air carrier(s) or other transportation companies or any other persons providing any of these services to passengers including any results thereof such as changes in services or accommodations necessitated by same. Airline tickets issued in connection with the Prize may not be eligible for frequent flyer miles or upgrades. Winners and guests must comply with all hotel check-in requirements, including, but not limited to, the presentation of a payment card. Air transportation and hotel accommodations must be taken together and cannot be taken separately.

In the event any winner and/or guest engages in behavior during travel or the Premiere that (as determined by Sponsor in its sole discretion) is obnoxious or threatening, illegal, or that is intended to threaten or harass any other person, or that in any way disparages or adversely affects the reputation,

image, and/or customer goodwill of Sponsor or any of Sponsor's services, products, trademarks, service marks, or logos, Sponsor reserves the right to terminate the travel early, and send the winner and/or the winner's guest home with no further obligations or compensation whatsoever to the winner and/or guest (which may, in Sponsor's sole discretion, result in such winner's disqualification from the Sweepstakes and forfeiture of the Prize. In the event any winner and/or guest engages in behavior during travel that (as determined by Sponsor in its sole discretion) is illegal, tortious, or subjects the winner or guest to arrest or detention, Sponsor shall have no obligation to pay any damages, fees, fines, judgments or other costs or expenses of any kind whatsoever incurred by the winner or guest as a result of such conduct. SPONSOR SHALL HAVE NO LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF ANY TRAVEL RELATED TO THE PRIZE OR ANY OTHER ASPECT OF ANY WINNER'S OR GUEST'S ACCEPTANCE OR USE OF THE PRIZE.

8. PUBLICITY: Except where prohibited or restricted by law, each winner's acceptance of the Prize constitutes the winner's agreement and consent for Sponsor, HBO and any of their designees to use and/or publish winner's full name, city and state of residence, photographs or other likenesses, pictures, portraits, video, voice, testimonials, biographical information (in whole or in part), and/or statements made by winner regarding the Sweepstakes, Sponsor and HBO, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor and/or HBO, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval.

9. GENERAL RULES: All federal, state and local laws and regulations apply. By participating, Entrants agree to release and hold harmless Sponsor, HBO and all of the entities (the "Promotional Participants") involved in the provision of the Prize (together, Sponsor, HBO and the Promotional Participants are the "Released Parties") from any and all liability with respect to or in any way arising from or in connection with this Sweepstakes and/or acceptance or use of the Prize, including liability for personal injury, bodily injury, death, damages and/or loss. By participating in this Sweepstakes, Entrants agree to be bound by the Official Rules and the results of the random drawing. The failure of either Sponsor, HBO or the Promotional Participants to comply with any provision of these Official Rules due to an act of God, act of domestic terrorism, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of either (excepting compliance with applicable codes and regulations) or other force majeure event will not be considered a breach of these Official Rules. Sponsor is not responsible for any typographical or other error in the offering or the announcement of any Prize or in the administration of the Sweepstakes. In the event of any conflict or inconsistency between these Official Rules and any promotional materials for the Sweepstakes, these Official Rules shall prevail and control. Sponsor's names and/or likenesses are used by Authority of Sponsor.

10. LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (i) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software, delay in operation or transmission, communications line failure, technology outage, theft or destruction or unauthorized access to, or alteration of entries, whether caused by the sender or any of the equipment or programming associated with or utilized in the Sweepstakes; (ii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iii) unauthorized human intervention in any part of the entry process or the Sweepstakes; (iv) electronic, clerical or human error which may occur in the administration of the Sweepstakes or the transmission, receipt or processing of

Entries or notification of winners; or (v) any injury or damage to persons or property, including but not limited to Entrant's computer, hardware or software, which may be caused, directly or indirectly, in whole or in part, by Entrant's participation in the Sweepstakes. Without limiting the generality of the foregoing, **Sponsor reserves the right, in its sole discretion, to cancel the Sweepstakes for any reason.** In doing so, Sponsor is not obligated to give away the Prize. In addition, Sponsor may terminate, modify, cancel or suspend this Sweepstakes if fraud, technical failures including any network server or hardware failure, viruses, bugs, errors in programming, or any other errors or other causes beyond its control corrupt the administration, security, or proper play, of the Sweepstakes. Under no circumstances, including negligence, shall the Released Parties be liable for any direct, indirect, incidental, special or consequential damages that result from the use of or inability to use the web site, or out of any breach of any warranty. This exclusion or limitation of liability will not apply to the extent that any applicable statute prohibits such exclusion or limitation of liability. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE SWEEPSTAKES AND SPONSOR'S WEB SITES IS PROVIDED "AS IS" WITHOUT ANY WARRANTY OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NONINFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES; CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS REGARDING THESE LIMITATIONS OR RESTRICTIONS. Any attempt by an entrant or other individual to deliberately damage any web site or undermine the legitimate operation of this Sweepstakes, including but not limited to, any fraudulent claims, may be a violation of criminal and civil laws. Should such an attempt be made, Sponsor reserves the right to seek remedies and damages from any such individual, to the fullest extent permitted by law, including criminal prosecution. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Entrants engaging in any of the foregoing activities may be disqualified and will forfeit any Prizes won.

11. PRIVACY: Any personal information sent to, shared with or collected by Sponsor in connection with the Sweepstakes is subject to the Red Cross Privacy Policy, found at <https://www.redcross.org/privacy-policy.html>, and each Prize winner understands that he/she is providing such information to Sponsor. Sponsor and its agents, affiliates, subsidiaries, representatives or service providers may use Entrants' personal information submitted with Entry for purposes of prize fulfillment, including sharing such information with HBO and the Promotional Partners, and/or for future marketing by Sponsor, such as to notify them of an event or Sweepstakes that Sponsor thinks may be of interest.

12. WIN LIST OR OFFICIAL RULES REQUEST: For a list of the Prize winners, or to receive a copy of these Official Rules, send a self-addressed stamped envelope in a separate first class stamped envelope to: American Red Cross, attn: Customer Care – *Game of Thrones* Premiere Tickets Sweepstakes, 405 West John Gwynn Jr. Avenue Peoria, IL 61605. Vermont residents may exclude return postage on requests for Official Rules. Requests should be received no later than April 30, 2019.

13. SPONSOR: The American National Red Cross.