

The Great Gown Giveaway
OFFICIAL RULES

1. **No purchase required to enter or win.** A purchase will not increase your chances of winning.
2. The “Great Gown Giveaway” (the “Sweepstakes”) is sponsored and administered by Bridal Fashions Inc., 1211 Grand Avenue, San Rafael, CA 94901 (“Sponsor/Administrator”).
3. **ELIGIBILITY:** The Sweepstakes is open to legal residents of the United States (including the District of Columbia) who are 18 years of age or older as of the Entry Period (defined below). Employees of Sponsor, Administrator, their affiliates, subsidiaries, advertising and promotion agencies, and their immediate family members and/or those living in the same household of each are not eligible. This Sweepstakes is void where prohibited or restricted by law. All federal, state, and local laws and regulations apply.
4. **AGREEMENT TO OFFICIAL RULES:** Participation in the Sweepstakes constitutes the Participant’s full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor and Administrator, which are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein.
5. **CONSENT AGREEMENT:** By entering the Sweepstakes, Participant agrees that Sponsor and Administrator may send Participant information, promotions, or special offers that Sponsor or Administrator determines may be of interest to Participant.
6. **ENTRY PERIOD:** The Sweepstakes begins at 9:00am EDT on January 5, 2019 and end at 11:59 EDT on January 31, 2019 (the “Entry Period”). Entries that are submitted before or after the Entry Period will be disqualified. Administrator’s computer will be the official timekeeping device for this Sweepstakes.
7. **HOW TO ENTER:** Navigate to bridalfashions.net and make an appointment. Or call or one of the Bridal Salons at Macy’s and make an appointment. Entrants will then have to attend a scheduled appointment at a Bridal Salon at Macy’s to maintain eligibility in the giveaway. A “no-show” or a “cancelled” appointment disqualifies entry. Limit one entry per person, per household. Sponsor and Administrator are not responsible for lost, late, incomplete, invalid, illegible or misdirected Entries, which will be disqualified, or for any error, whether human, technical or otherwise. Sponsor and Administrator each

reserve the right in their sole discretion to disqualify any Participant it finds to be tampering with the operation of the Sweepstakes or to be acting in violation of these Official Rules. In the event of a dispute as to the identity of a Participant, the authorized account holder of the e-mail address used to submit the Entry will be deemed to be the Participant. The “authorized account holder” is the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

- 8. JUDGING:** On or about February 4, 2019 (“Drawing Date”), one (1) winner will be chosen at random by Administrator from all eligible Entries received during the Entry Period.
- 9. PRIZE EXPLANATION:** Winner will receive one (1) \$1,000 gift certificate towards a Demetrios designed wedding gown. The bride can purchase a gown of higher value, but will be required to pay the difference. If a gown of lesser value is chosen, then the remainder of the gift certificate is forfeited and will not be redeemable by cash and cannot be used for any related expenses including taxes, fees, alternations, etc. Winner must redeem certificate at a Macy’s Bridal Salon location. If winner purchased a dress between entry date and sweepstakes end date then a \$1,000 credit will be given to them. Award is not transferable. No substitution allowed except, at Sponsor’s sole discretion. Sponsor will not replace any lost or stolen prize. The winner is responsible for any taxes and fees associated with receipt or use of a prize. Total maximum retail value of prize: \$1,000.
- 10. PRIZE NOTIFICATION AND FULFILLMENT:** The potential winner will be notified by email within four (4) days after the Drawing Date at the email address provided on the Entry. Prize will be emailed to winner by Sponsor upon receipt of a signed affidavit of eligibility and a liability/publicity release (except where prohibited). If the prize is not received or is refused by the winner then the prize is forfeited and another winner will be selected. Prize amount may not be used towards federal, state and local taxes, license and delivery fees, surcharges, and service fees. All costs related to receiving and owning the prize is the sole responsibility of the winner (including and not limited to federal, state, local taxes, shipping charges, alterations, etc.) Prize may not be used towards alterations. After delivery of the prize to the winner, Bridal Fashions Inc. will not be liable for lost or misplaced certificate. If a potential winner fails to sign and return the required document within a reasonable amount of time or is otherwise ineligible to receive the prize, an alternate winner may be selected in his/her place by random drawing from all remaining eligible Entries. Winner will be responsible for payment and

reporting of all applicable taxes associated with the receipt and usage of the prize. Sponsor may report the receipt of any prize to the appropriate federal, state, or local taxing agency(ies).

11. INDEMNIFICATION: By entering, Participants agree to defend, indemnify and otherwise hold Sponsor, Administrator and their respective parent and subsidiary companies, and the agents, officers, directors, and employees of each (collectively the “Released Parties”) harmless from and against any and all liability of any nature whatsoever arising out of or relating to (a) any technical errors that may prevent Participants from participating in any way; (b) unauthorized human intervention in the Sweepstakes; (c) errors in the administration of the Sweepstakes; and (d) injury, death, or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Participant’s participation in the Sweepstakes or receipt or use of any prize, including any such claim by the Released Parties’ employees or any third parties. Participant further agrees that in any cause of action, the Released Parties’ liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney’s fees. Participant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

12. DISPUTES: Except where prohibited, all Participants agree that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of California. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Participant’s rights and obligations, or the rights and obligations of the Sponsor and Administrator in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of California without giving effect to any choice of law or conflict of law rules (whether of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than California.

13. GENERAL CONDITIONS: In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, the Sponsor or Administrator may, in its sole discretion, either (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules or (b) award the

prize from among the eligible Entries received up to the time of the impairment. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Failure by the Sponsor or Administrator to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

Questions or comments regarding the Sweepstakes can be submitted by email to info@bridalfashions.net.