

## The LINQ Hotel Countdown Sweepstakes

### Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** The LINQ Hotel Countdown Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least twenty-one (21) years old at the time of entry. Employees, officers and representatives of Caesars Entertainment Operating Company, Inc. and/or its parent, affiliates or subsidiaries or properties managed by any of such, HelloWorld, Inc., as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Individuals who are excluded from casino facilities, including through a government program, at Caesars Entertainment's discretion, or by their own request, are not eligible. If asked, entrant and/or accompanying friends must provide valid proof of age by way of valid picture identification (driver's license, passport, state identification card, or military identification card). The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation 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 Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Caesars Entertainment Operating Company, Inc., One Caesars Palace Drive, Las Vegas, NV, 89109. **Administrator:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

**3. Timing:** The Sweepstakes begins on September 6, 2014 at 12:00 a.m. Eastern Time ("ET"), ends on October 30, 2014 at 11:59 p.m. ET (the "Promotion Period") and consists of fifty-five (55) daily entry periods (each an "Entry Period"). An Entry Period is defined as beginning at 12:00 a.m. ET and ending at 11:59 p.m. ET each day during the Promotion Period. Sponsor's computer is the official time-keeping device for the Sweepstakes.

**4. How to Enter:** During the Promotion Period, visit <http://www.caesars.com/thelinq/events/hotel-opening-countdown-contest.html> and click the "Connect with Facebook" button. Then, you will advance to the authorization page where you will be required to authorize Sponsor to pull your profile information and other content in order to participate in the Sweepstakes. Follow the links and instructions to complete and submit the registration form, including your first name, last name, email address, date of birth, and a valid physical address (PO Boxes are not permitted). You will automatically receive one (1) entry into the applicable Entry Period.

**Limit:** Each participant may enter one (1) time per Entry Period during the Promotion Period. Entries will carry over into subsequent Entry Periods. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to

register will be deemed to be the registrant or player. 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. Each potential winner may be required to show proof of being the authorized account holder.

**5. Prize Drawings:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential winners from all eligible entries received during each Entry Period, on or around each Friday following the previous Entry Periods throughout the Promotion Period. Non-winning entries will carry over into subsequent Entry Period drawings. Each potential winner will be required to sign and return an Affidavit of Eligibility, Liability & Publicity Release ("Affidavit"), which must be received by Sponsor within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted, fails to execute and return the Affidavit within the required time period, does not comply with these Official Rules, or prize is returned as undeliverable, potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

**6. Prizes:** ONE (1) GRAND PRIZES (awarded for Entry Period 55): One (1) nights' accommodations in a suite at the LINQ Hotel (single room, double occupancy). Approximate Retail Value ("ARV"): \$400.

ONE (1) FIRST PRIZES (awarded for Entry Period 23): A Girls Night Out Package at Drai's. ARV: \$350.

ONE (1) SECOND PRIZE (awarded for Entry Period 45): A Guys Night Out Package at Drai's. ARV: \$350.

ONE (1) THIRD PRIZE (awarded for Entry Period 38): Entry for winner and a guest to BLVD and one (1) bottle of champagne. ARV: \$150.

THIRTEEN (13) FOURTH PRIZES (awarded for Entry Periods 2, 3, 5, 7, 10, 16, 21, 24, 29, 36, 40, 47 and 53): Two (2) nights' accommodations in a standard room at the LINQ Hotel (single room, double occupancy). Must be used by December 29, 2014 or prize will be forfeited. ARV: \$130.

ONE (1) FIFTH PRIZE (awarded for Entry Period 9): An Absinthe package at BLVD. ARV: \$100.

ONE (1) SIXTH PRIZE (awarded for Entry Period 27): A cocktail class at BLVD. ARV: \$100.

FIVE (5) SEVENTH PRIZES (awarded for Entry Periods 6, 25, 31, 48 and 52): A happy hour cabin for winner and four (4) guests at High Roller. ARV: \$100.

ONE (1) EIGHTH PRIZE (awarded for Entry Period 8): Dinner for two (2) at Chayo Mexican Restaurant in The LINQ. ARV: \$100.

ONE (1) NINTH PRIZE (awarded for Entry Period 51): VIP Access and bowling for winner and three (3) guests at Brooklyn Bowl in The LINQ. ARV: \$100.

THREE (3) TENTH PRIZES (awarded for Entry Periods 1, 12 and 28): A \$50 Goorin Brothers gift card (terms and conditions apply). ARV: \$50.

TEN (10) ELEVENTH PRIZES (awarded for Entry Periods 4, 11, 14, 19, 22, 26, 33, 35, 43 and 55): A voucher for two (2) dozen cupcakes or up to \$50 in ice cream at Sprinkles. ARV: \$50.

THREE (3) TWELFTH PRIZES (awarded for Entry Periods 4, 30, and 46): Four (4) tickets to the Polaroid Museum and a 9"x11" Polaroid picture. ARV: \$50.

FOUR (4) THIRTEENTH PRIZES (awarded for Entry Periods 41, 42, 49 and 50): A \$50 gift certificate for the Style Lounge (terms and conditions apply). ARV: \$50.

FOUR (4) FOURTEENTH PRIZES (awarded for Entry Periods 18, 37, 39, and 54): A \$50 gift certificate for the Purple Zebra (terms and conditions apply). ARV: \$50.

SEVEN (7) FIFTEENTH PRIZES (awarded for Entry Periods 13, 15, 17, 20, 32, 34, and 44): Entry for winner and a guest to High Roller. ARV: \$50.

For Hotel Prizes: All expenses and travel costs not expressly stated in the package description above, including but not limited to, transportation, incidentals, personal charges at lodging, are the sole responsibility of winner.

For Ticket Prizes: Tickets are subject to availability and blackout dates. The Sponsor is not responsible if the event is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets. Seating and timing to be determined in the sole discretion of Sponsor. Tickets may be subject to Sponsor's standard rain-check policies and procedures. By accepting ticket prize, winner agrees to abide by any terms, conditions and restrictions provided by the ticket. The Sponsor is not responsible if winner does not use ticket on day of event.

For All Prizes: All expenses and travel costs not expressly stated in the package description above, including but not limited to, transportation, incidentals, personal charges at lodging, are the sole responsibility of winner. Winner's companion(s) must be twenty-one (21) years or older at the time of prize redemption. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize (or a component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during each Entry Period. Limit: One (1) prize per person. Total ARV of All Prizes: \$5,390.

**7. Release:** By receipt of any prize, winner agrees to release and hold harmless Sponsor, Facebook Inc., Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

**8. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**9. General Conditions:** Upon regulatory approval, Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its

sole discretion. 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 Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be 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. 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 Sweepstakes; (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 Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) 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 Sweepstakes or receipt or use or misuse of any prize. 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 Sweepstakes, provided that, if it is not possible to award another entry due to discontinuance of the Sweepstakes, or any part of it, for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. 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.

**11. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the District of Nevada or the appropriate Nevada State Court located in Clark County, Nevada; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Nevada, without giving effect to any choice of law or conflict of law rules (whether of the State of Nevada or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Nevada.

**12. Entrant's Personal Information:** Information collected from entrants is subject to Sponsor's Privacy Policy <http://www.caesars.com/privacy.html> and to Administrator's Privacy Policy <http://www.HelloWorld.com/privacy-policy>.

**13. Winner List:** For a winner list, visit <http://bit.ly/Z0dwHP>. The winner list will be posted after winner confirmation is complete.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Caesars Entertainment Operating Company, Inc. and not to Facebook. The information you provide will only be used to notify winners.

## **The LINQ Hotel Countdown Sweepstakes Abbreviated Rules**

### **1. Abbreviated rules for online Ads – Banner \_**

NO PURCHASE NECESSARY. Ends 10/30/14. To enter and for Official Rules, visit <http://www.caesars.com/thelinq/events/hotel-opening-countdown-contest.html>.

### **2. Abbreviated Rules for online Ads – Not a Banner\_**

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) 21 years and older. Ends 10/30/14. To enter and for Official Rules, including odds and prize descriptions, visit <http://www.caesars.com/thelinq/events/hotel-opening-countdown-contest.html>. Void where prohibited.