

No purchase necessary. Void where prohibited by law. Open to legal residents of the 50 U.S. & D.C, Australia and Canada (excluding Quebec), 18 +. The Share the Aloha with Starwood Hawaii Sweepstakes starts at 1200 a.m. HST on 1/5/16; ends at 11:59 p.m. HST on 2/29/16. Sponsored by Starwood Hotels & Resorts Worldwide, Inc.

Pack for Paradise with Starwood Hotel & Resorts in Hawaii Sweepstakes
OFFICIAL RULES. NO PURCHASE NECESSARY TO ENTER THE SWEEPSTAKES.

A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

1. **SWEEPSTAKES PERIOD:** The Pack for Paradise with Starwood Hotel & Resorts in Hawaii Sweepstakes (the "Sweepstakes") begins 12:00 a.m. Hawaii Standard Time ("HST") on January 5, 2015 and ends 11:59 p.m. HST on February 29, 2016 (the "Sweepstakes Period").
2. **ELIGIBILITY:** The Sweepstakes is open only to legal residents of the 50 United States, the District of Columbia, Australia and Canada (excluding Quebec) who are 18 years of age or older. Employees of Starwood Hotels & Resorts Worldwide, Inc. (the "Sponsor"), Votigo, Inc. ("Administrator"), their respective parents, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, Sweepstakes and judging agencies, and their immediate family members (spouses, parents, children, and siblings and their spouses) and household members of each (whether related or not), are not eligible to participate or win. Void where prohibited by law. All federal, state, local, provincial and municipal laws and regulations apply.
3. **HOW TO ENTER:** During the Sweepstakes Period, you may access the Sweepstakes by visiting <http://www.starwoodhotelshawaii.com/packforparadiseweept> (the "**Sweepstakes Website**"). To enter the sweepstakes follow @StarwoodHawaii on Instagram and upload a Photo or Video to Instagram showing how you would pack for paradise to receive one (1) entry ("Entry") into the Grand Prize judging. The Entry uploaded must include #Pack4ParadiseSweepstakes within the caption. You must have a public Instagram account to enter via Instagram. Including #Pack4ParadiseSweepstakes in the caption on Instagram during the Sweepstakes Period constitutes your agreement to these Official Rules. If you do not have an Instagram account, and you would like to create one for free, download the free Instagram app at either the Apple® App Store or the Google® Play store. Limit one entry per user.

By entering, you understand and agree that your Entry in its entirety or any portion thereof may (in Sponsor's sole discretion) be posted on the Sweepstakes Website for public viewing. Entrant may be the ONLY person depicted in the Entry. All Entries must be completed, submitted and received on the Site by 11:59:59 a.m. ET on February 29, 2016 to be eligible for the Grand Prize. Entries must be unique. Multiple entrants are not permitted to share the same email address or username. All Entries become the property of Sponsor when submitted and will not be returned to entrant.

Entries must comply with the Official Rules of the Sweepstakes and must be uploaded in accordance with the Instagram Terms of Use (as applicable). All Entries must comply with the "Entry Requirements" set forth below. Normal Internet access and usage charges imposed by Entrants' online service provider will apply. Normal phone/usage/subscription access charges imposed by your phone/device service provider may apply. Standard data and message rates may apply.

Entry Requirements:

- Entry should show how you would pack for a trip to paradise.
- Entrant must be the parent or legal guardian, or have proper consents from the parent or legal guardian, of any minor who is depicted in or contributed to the Submission. Entry may include animals or inanimate objects.

- You must be the copyright owner of the Entry submitted.
- The Entry must be your original idea (modification of an original work is not an original idea). Entries must not copy or otherwise plagiarize from any source.
- The Entry must not have been submitted previously in a giveaway or promotion of any kind or previously exhibited or displayed publicly (i.e., disclosed beyond your immediate circle of friends and family) through any means.
- The Entry must not contain content that is known by you to be false, inaccurate or misleading.
- Any Entry deemed inappropriate or unsuitable, in Sponsor's sole discretion, will be disqualified. Entries must not contain material that is inappropriate, indecent (including, but not limited to, nudity, or pornography), profane, obscene, hateful, tortious, defamatory, slanderous, libelous (including words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation, or socioeconomic group), violent, self-mutilating (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc), or illegal (e.g., underage drinking, substance abuse, computer hacking, etc.).
- The Entry must not contain or depict material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination, including without limitation, discrimination based on race, sex, religion, nationality, disability, sexual orientation or age. The Entry must not contain or depict material that is threatening to any person, place, business, group, or world peace or contain words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation, or socioeconomic group.
- The Entry must not contain any content that infringes or may infringe third party rights, including, without limitation, any copyright, name, trademark, logo, trade dress, or other personal or proprietary right of any person living or deceased (including but not limited to rights of privacy or publicity or portrayal in a false light) or entity or make reference to any commercial/corporate advertising (including but not limited to corporate logos, brand names, charities, slogans, political, or religious statements), or be otherwise objectionable. Without limiting the generality of the foregoing, publicly displayed and publicly accessible Sponsor content, materials, or products are permitted to be displayed in Entries submitted for this Sweepstakes.
- Any clothing shown in the Entry should not contain any visible logos, drawings, cartoons, phrases, trademarks or other third-party content or materials (but showing publicly displayed or publicly accessible Sponsor content, material, and products as described above is permitted).
- The Entry must not include any representation of celebrities, athletes, musicians, or any other third-party (public or private), include any anti-social, political or religious groups, any commercial solicitation or promotional materials or name, address, phone number, or URL address. Entries must not contain advertisements, personal solicitations or commercial solicitations.
- Entries may not be owned, taken or edited by a professional photographer or videographer.
- The Entry must not contain viruses, Trojan horses, worms, bots, spyware or any other computer code that is intended to damage, interfere with, or surreptitiously intercept or expropriate any system, data or information.
- Entrants and all submitted Entries must be in keeping with Sponsor's image as determined by Sponsor, in its sole discretion, or Entry will be disqualified from the Sweepstakes. The Entry must not disparage persons or organizations associated with Sponsor.
- Entries must not reference any of Sponsor's competitors.

Each entrant grants to Sponsor a worldwide, royalty-free, perpetual, non-exclusive right and license to copy, distribute, and display each submitted Entry, in any media, and with right to use, copy, modify, edit, and create derivative works therefrom, and agrees to execute documents confirming such right and license, at Sponsor's reasonable request. By entering, each entrant warrants and represents that his/her Entry is original, has not been previously published or won any award, does not contain any material that would defame or otherwise violate or infringe upon the rights of any third party, including patents, copyrights, trademarks or rights of privacy or publicity, and will not violate any federal, state or local laws or ordinances. Sponsor reserves the right in its sole and

unfettered discretion to disqualify any Entry that it believes contains obscene, offensive or inappropriate content, that does not comply with these Official Rules or that is not consistent with the spirit or theme of the Sweepstakes. No information regarding Entries, other than as otherwise set forth in these Official Rules or on the Sweepstakes Website, will be disclosed.

- 4. PRIZES, APPROXIMATE RETAIL VALUE ("ARV") AND APPROXIMATE ODDS OF WINNING A PRIZE: Grand Prize (1):** Grand Prize winner will receive 100,000 Starpoints to use towards winner's choice of a stay at any SPG participating Starwood Hotels & Resorts. The ARV of the Grand Prize is \$2,000. Grand Prize winner must be a member of the Starwood Preferred Guest ("SPG") Program to redeem Starpoints. Membership into the program is free and may be created at spg.com. Use and expiration of Starpoints are pursuant to the terms and conditions of SPG program found at www.spg.com. Starpoints will be deposited into member's account within two (2) weeks of winner confirmation. The number of Starpoints needed for redemption will vary by property. All prizes are subject to availability and confirmation of reservations. Certain restrictions, expiration dates and blackout dates may apply. All other expenses and costs, not expressly listed above, including, but not limited to, taxes, tips, entertainment, transfers, and any additional transportation are each winner's sole responsibility. No substitution or transfer of prize is permitted. Return of any prize or prize notification as undeliverable will result in disqualification and alternate selection. Prizes are not transferable. No substitution or exchange (including for cash) of prize will be permitted, except that Sponsor reserves the right to substitute prize of comparable or greater value in the event a prize becomes unavailable for any reason.
- All federal, state and local taxes and other governmental charges, if any, and all other costs associated with acceptance or use of prize, not specified herein, related to the prize are the sole responsibility of the winners. Winners, including Friend Prize winner will be required to sign and return, within seven (7) days of being notified, an Affidavit/Declaration of Eligibility, Liability & Publicity Release (where legal) in order to claim his/her prize or prize will be forfeited and an alternate will be selected. Potential winners in Canada must answer correctly a mathematical skill-testing question without aid of mechanical device or otherwise and this question will be included in the affidavit/declaration package. Prizes are awarded "as is." The approximate odds of winning the Grand Prize are dependent on the total number of eligible entries received.
- 5. GRAND PRIZE DRAWING:** One (1) Grand Prize winner will be selected in a random drawing on or about March 1, 2016 from among all eligible entries received. Drawing will be conducted by the Administrator, whose decisions will be final and binding on all matters related to the Sweepstakes.
- 6. VERIFICATION:** Grand Prize Winner is subject to verification of eligibility by Administrator and compliance with these Official Rules in Sponsor's sole discretion. In the event the Sponsor, in its sole discretion, determines that any submission does not otherwise comply with the Official Rules or any other applicable regulatory guidelines, Sponsor reserves the right to disqualify such win. All material submitted becomes the sole property of the Sponsor and will not be returned. The Sponsor and its agencies assume no responsibility for any injury or damage to participants' or to any other person's computer relating to or resulting from entering or downloading materials or software in connection with the Sweepstakes.
- 7. GENERAL RULES:** By participating in the Sweepstakes, participants agree to be bound by these Official Rules and the decisions of the Sponsor or Administrator. Decisions of Sponsor/Administrator are final on all matters relating to the Sweepstakes. All entries will be declared made by the authorized account holder of the email address inputted at the time of the entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. The Sponsor and its agencies are not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any human error which may occur in the Sweepstakes. Sponsor

reserves the right to cancel the Sweepstakes if any aspect of the Sweepstakes becomes technically corrupted, and award the Grand Prize from among all eligible entries received prior to cancellation. **The Sponsor reserves the right at their sole discretion to disqualify any individual that tampers or attempts to tamper with the Sweepstakes process or the operation of the Sweepstakes; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. 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. The Sponsor and its agencies and each party's respective affiliates, officers, directors, agents, and employees will have no liability or responsibility for any claim arising in connection with participation in the Sweepstakes or the awarding of prizes. All participants hereby release Sponsor, Administrator, Facebook, their respective affiliates, officers, directors, agents, agencies, and any of its employees (collectively, the "**Sweepstakes Indemnitees**"), harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of the Sweepstakes Indemnitees due to or arising out of their participation in the Sweepstakes, or use of any prizes, or use of their name, or likeness. Participants and winners assume all liability for any injury, death, loss or damage of any kind caused by, or claimed to be caused by, in whole or in part, directly or indirectly, arising from or in connection with participation in the Sweepstakes or the acceptance, use, misuse or redemption of any prize won, or participation in any prize-related activities. As a condition of participating in the Sweepstakes, participant agrees that: 1) under no circumstance will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for out-of-pocket expenses; 2) all 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 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees. By participating in the Sweepstakes, participants agree to be bound by the Official Rules and the decisions of the Sponsor and Administrator, which are final. Sponsor, affiliates, subsidiaries and agencies are not responsible for any typographical or other error in the printing, the offering or announcement of any prize or in the administration of the Sweepstakes. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. In no event will more than the stated number of prizes be awarded. The Sweepstakes and the Official Rules shall be exclusively governed by and construed in accordance with the laws of the state of New York in the U.S., without regard to conflicts of law provisions. Participants submit to exclusive personal jurisdiction in New York and agree that any dispute shall be brought in the state and federal courts in New York in the U.S.

- 8. LIMITATION OF LIABILITY:** Prizes are awarded "AS IS" and without warranty of any kind by Sponsor and Administrator, express or implied, including without limitation, any implied warranty of merchantability or fitness for a particular purpose. Any and all guarantees and warranties on prizes that are goods or services are subject to the manufacturer's or service provider's terms and conditions, and winner agrees to look solely to said manufacturer or service provider for any such guarantee or warranty claim.
- 9. PUBLICITY RELEASE:** By participating in the Sweepstakes, participant agrees that Sponsor and its designees shall have the right and permission to use participant's name and/or picture and/or likeness or biographical information or voice and address/location, for advertising, promotional and/or any other purpose in any media now or hereafter known throughout the world in perpetuity without any further compensation, consideration, permission or notification except where prohibited by law.
- 10. WINNERS:** For the names of the winners, available after 3/29/2016 through 6/29/2016 send a self-addressed, stamped envelope (U.S. residents only) to: Pack for Paradise with Starwood Hotel & Resorts in Hawaii Sweepstakes Winners, c/o Votigo Inc., 251 Lafayette Cir. #330, Lafayette, CA 94549 USA. Non-US residents and VT residents may send a 3"x5" piece of paper with their name and complete address.

11. SPONSOR/ADMINISTRATOR: The Sponsor of this Sweepstakes is Starwood Hotels & Resorts Worldwide, Inc., One StarPoint, Stamford, Connecticut 06902 USA. The Administrator of this Sweepstakes is Votigo Inc. 251 Lafayette Cir. #330. Lafayette, CA 94549 USA.

The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Starwood Hotels & Resorts Worldwide, Inc. and not to Facebook. The information you provide will only be used in the event you are a winner unless you indicate otherwise during registration. If you win, your information may be shared with third parties solely for fulfillment purposes.