



RULES

HOW TO ENTER & WIN: No purchase necessary. Void where prohibited. All federal, state and local regulations apply. As part of its 10th anniversary commemoration, American Tobacco is seeking submissions from photo enthusiasts and artists capturing and celebrating the American Tobacco Campus architecture and lifestyle. There will be three (3) categories for submission: Grand Prize Art Submission (photography/non-photography), Photographic Submission and Non-Photographic Submission. All submissions should be original works, and the submitting party must assert authorship. Limit two (2) entries per person. The winning photo(s) and/or art piece(s) will be shared physically and/or digitally at the campus' 10th anniversary celebration in September 2014. The photo(s) and/or art piece(s) will be utilized throughout the year in collateral, advertisements and other American Tobacco Campus promotions. Contestants retain all rights to their submission. The winning photo(s) and/or art piece(s) will be shared physically and/or digitally at the campus' 10th anniversary celebration in September, 2014. By submitting your photo(s) and/or art piece(s) – you grant American Tobacco/Capitol Broadcasting Company, Inc. the right to the usage of the chosen artwork for display, marketing and promotional purposes in perpetuity. Email your questions to ATCPhotoContest@cbc-raleigh.com, to submit the original art that you feel captures American Tobacco's architecture and lifestyle. Submissions are to be uploaded to our Art from the Heart Dropbox , you will be given access to upon emailing ATCPhotoContest@cbc-raleigh.com. Each submission is to be labelled with your name, email and number of submission (i.e. John Doe jdoe@email.com #1). Entries will be judged on the following criteria: Artistic merit and relevance (i.e. how well it captures the lifestyle, architecture and spirit of the campus). Entries that American Tobacco/Capitol Broadcasting Company believes, in its sole discretion, to have been generated by a script, macro or other automated means will be disqualified. The entry period begins at 12:01am (ET) on 08/20/14 and ends at 11:59pm (ET) on 09/30/2014. On or around 10/15/14, one (1) winner for each category will be chosen from among all eligible submissions received by 11:59pm on 09/30/2014 by a panel of judges appointed by American Tobacco Campus and will be offered one of the three (3) prizes. The judges' decision in relation to any aspect of the contest is final and binding on every entrant.

PRIZE & VALUE: Prizes will be issued as follows:

- Grand prize Art Submission (photography or non-photography); ARV: \$650
 - o An American Tobacco prize bundle including a weekend for two at the brand new Aloft Downtown Durham Hotel*

- o A six (6) pack of tickets for a 2015 Durham Bulls game with \$60 in Bulls Bucks (redeemable at the Durham Bulls Athletic Park)
- o Two (2) American Tobacco folding chairs and cooler to enjoy Back Porch Music on the Lawn!
- o 10 free Lattes from Saladelia + 4-course dinner for two with a premium bottle of wine/champagne from Cuban Revolution
- o \$100 Gift Card to Tyler's Taproom
- o A Which Wich Sandwich Platter
- Best in Show / Photography; ARV: \$150
 - o Five (5) free Lattes from Saladelia
 - o \$25 Gift Card to Tyler's Taproom
 - o Two (2) Free Which Wich Combos
- Best in Show / Non-Photography; ARV: \$150
 - o Five (5) free Lattes from Saladelia
 - o \$25 Gift Card to Tyler's Taproom
 - o Two (2) Free Which Wich Combos

Approximate retail value (ARV) of all prizes: \$950. All winners will have their art posted, throughout the year, at the American Tobacco Campus. American Tobacco Campus/Capitol Broadcasting Company, Inc. assumes no liability or responsibility in connection with the use of any prize awarded hereunder nor in connection with any warranty or representation therewith. American Tobacco Campus/Capitol Broadcasting Company, Inc. reserves the right to substitute prizes of equal or greater value.

PRIZE REDEMPTION/CLAIM/RELEASES: The winners will be notified based on the contact information submitted on the entry and his/her name will be posted on AmericanTobaccoCampus.com and [Facebook.com/AmericanTobaccoCampus](https://www.facebook.com/AmericanTobaccoCampus) on or around 10/15/2014. Prizes must be claimed in person within five (5) days of notification. Only actual verified prize winners will be permitted to claim prizes. Winners may be required to present photo identification and to complete a signed affidavit of eligibility, prize acknowledgement and liability/publicity release in order to claim prize. Winners will be responsible for all taxes associated with the prize. Prizes may be considered income and payment of taxes on prizes are solely the responsibility of the winners. Compliance with all regulations is the responsibility of the winners. Prize winners are responsible for transportation to and from American Tobacco

Campus to claim prize. Winners must agree to release American Tobacco Campus/Capitol Broadcasting Company, Inc., its sponsors, advertisers and promotion agencies from any and all liability for claims, actions or proceedings for injuries or damages sustained in connection with the receipt, ownership or use of the prize or while traveling to, preparing for or participating in any prize-related activity. Except where prohibited, by entering into this content, or by winning, participants have granted American Tobacco Campus/Capitol Broadcasting Company, Inc. the right to publicize their name, photograph or likeness, voice and biographical details and have accepted and agreed to be bound by these rules. The contest organizers reserve the right to decline to award a prize if none of the submissions are deemed appropriate.

ELIGIBILITY: To be eligible to submit an entry, you must be 18 years of age or older at the time of entry and a legal, permanent resident of the U.S. Employees of American Tobacco Campus/Capitol Broadcasting Company, Inc., their agencies, subsidiaries, representatives, sponsors, affiliates, distributors, suppliers, and advertisers, promotional agencies and their immediate families are not eligible to participate. American Tobacco Campus/Capitol Broadcasting Company, Inc. reserves the right to disqualify any entrant if the rules are not followed. No substitution of prizes or transfer of prizes to a third party is permitted by winner. No groups, clubs, or organizations may participate, or reproduce or distribute any portion of these rules to its members.

LIABILITY: American Tobacco Campus/Capitol Broadcasting Company, Inc., are not responsible for problems associated with television transmission, radio transmission, cable transmission, satellite transmission, phone lines, Internet crashes or slowdowns caused by network congestion, viruses, sabotage, satellite failures, phone line failures, or other Internet interruptions or malfunctions or for any technical or other difficulties which may prohibit, prevent, or interfere with the transmission of television or radio signals to all or limited geographic areas during the submitting of your entry or which may interfere with a entrant's ability to login or submit an entry online, electrical outages, natural disasters or acts of man or God that are beyond the control of American Tobacco Campus/Capitol Broadcasting Company, Inc. AMERICAN TOBACCO CAMPUS/CAPITOL BROADCASTING COMPANY, INC., DISCLAIM ANY WARRANTY OF MERCHANTABILITY, WARRANTY OF FITNESS, AND ANY OTHER IMPLIED WARRANTY. American Tobacco Campus/Capitol Broadcasting Company, Inc. are not responsible for cancellations, postponements, or delays.

Any attempt by an entrant or any other individual to damage any online service or web site or undermine the legitimate and fair operation, will disqualify the contestant responsible and is a violation of criminal and civil laws and should such an attempt be made, Sponsors reserve the right to seek damages and/or other remedies from any such person to the full extent permitted by law.

All decisions relating to the interpretation of these rules are made by the management of American Tobacco Campus/Capitol Broadcasting Company, Inc. in its sole discretion and are final. American Tobacco Campus/Capitol Broadcasting Company, Inc. reserves the right to change the rules at any time to ensure the fair administration and compliance with applicable laws.

For a list of winner's names, send a SASE to 300 Blackwell Street, Suite 104, Durham, NC 27701 by 11/1/2014.