



**Lily Bloom Deck Yourself Out Sweepstakes**

**OFFICIAL RULES:**

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.** By entering this Sweepstakes, you agree to receive e-mails from Sponsor or those directed by Sponsor. You can opt-out of the receipt of such e-mails by following the directions in any e-mail received from Sponsor.

**This Game is in no way sponsored, endorsed or administered by, or associated with Facebook, Inc. ("Facebook").** Each participant releases Facebook, from any liability associated with his or her participation in the Game. You understand that you are providing your information to Lily Bloom Handbags ("Lily Bloom") and/or its agencies, and not Facebook. Information collected from entrants is collected by Sponsor on the behalf of Sponsor. Information submitted by an entrant in connection with the Game will be used by Sponsor in accordance with Sponsor's privacy policy, which may be reviewed at <http://www.rosettibags.com/services/legal>. In case of a conflict between Sponsor's privacy policy and these Official Rules, these Official Rules shall govern.

Participation in The Lily Bloom Deck Yourself Out Sweepstakes (the "**Sweepstakes**" or "**Game**") constitutes your full and unconditional agreement to these Official Rules. Any violation of these rules may result in disqualification. All decisions of the Sponsor regarding the Game are final and legally binding in all respects. Winning a prize is contingent upon fulfilling all of the requirements set forth herein.

Sponsor: Rosetti Handbags and Accessories, Ltd.  
1333 Broadway, 9th Floor  
New York, NY 10018

1. **GAME PERIOD.** The Game begins at 10:00:01 a.m. Eastern Standard Time ("EST") on Monday, December 14, 2015 and ends at 9:59:59 a.m. EST on Friday, December 18 2015 (the "**Game Period**"). Sponsor's computer server is the official time keeping device for this Game.

2. **ELIGIBILITY: The Game is only open to legal residents of the United States and the District of Columbia, who are at least eighteen (18) years of age or older at the time of entry.** Employees, officers, and directors of Sponsor or any of their parent and affiliate companies, prize suppliers, and each of their affiliated companies, subsidiaries, licensees, distributors, dealers, sales representatives, retailers, printers, individuals engaged in the development, production or distribution of materials, their advertising and promotional agencies, and any and all other companies associated with such agencies (collectively, the "**Promotional Entities**"), and each of their immediate family members (as defined by the IRS) and/or people living in the same household are not eligible to participate. The Game is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. All entries submitted are the property of the Sponsor. Sponsor reserves the right to utilize winners' names for promotional use.

3. **HOW TO PLAY:**

You can enter the Game through the Sponsor's application on [www.facebook.com](http://www.facebook.com) during the Game Period. To enter the Game: (a) visit Sponsor's Facebook Page [www.facebook.com/OfficialLilyBloom](http://www.facebook.com/OfficialLilyBloom) ("**Sponsor's Facebook Page**"), (b) follow directions to play the Game on your computer or mobile Smart Phone. Use your mouse to click on the "Play Now" button. Participants have a chance to win (2) ways:

- (A) **General Entry:** Participants complete the Sweepstakes entry form. Fifteen (15) random, computer-generated prize winning times will be generated across the Game Period. One (1) Prize Winner will be randomly selected by the Sponsor daily during this Sweepstakes Period. Drawings will be conducted the day following the previous day's entry period. For example, enter on 12/14/15 between 10:00:00 a.m. EST and 9:59:59 am EST on 12/15/15, and the random drawing will take place on 12/15/15 after 10:00:00 a.m. to select the 12/14/15 winning entry. Potential Prize Winners will be notified by email using the contact

information provided at the time of entry. Sponsor shall have no liability for any potential prize winning notification that is lost, intercepted or not received by any potential Prize Winner for any reason. If, despite reasonable efforts, any potential prize winner does not respond within three (3) days of the first notification attempt, or if the prize notification is returned as unclaimed or undeliverable to such potential prize winner will forfeit his or her prize and an alternate potential prize winner may be selected. If any potential Prize Winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential Prize Winner will be disqualified and an alternate potential Prize Winner may be selected. Plays are subject to the prize limits set forth in Rule #4 below. Each play will be deemed to have been submitted by the natural person assigned the email address used in his/her Facebook account by the entity responsible for assigning email addresses for the domain associated with such person's email address. **LIMIT: You may enter one (1) time per Game Period. Entries in excess of one (1) time per Game Period shall be void.** By entering this Game, you give the Sponsor your permission to hold and use your personal details, including but not limited to your name, postal address, E-mail address, and telephone number for the purpose of operating the Game, as applicable. Released Parties (as defined in Section 7 below) are not responsible for incomplete, invalid, delayed or misdirected entries, all of which will be void. **Limit:** One Prize per Facebook account or household.

- (B) Referral Entry:** Participants complete the Sweepstakes entry form and use their unique referral link to refer other participants to complete the Sweepstakes entry form within the Game Period. Once the original participant gets two (2) additional sign-ups completed using their unique link, they will be entered into another prize drawing. Drawing for the referral prize entries will be conducted the day following the conclusion of the Game Period. Potential Prize Winners will be notified by email using the contact information provided at the time of entry. Sponsor shall have no liability for any potential prize winning notification that is lost, intercepted or not received by any potential Prize Winner for any reason. If, despite reasonable efforts, any potential prize winner does not respond within three (3) days of the first notification attempt, or if the prize notification is returned as unclaimed or undeliverable to such potential prize winner will forfeit his or her prize and an alternate potential prize winner may be selected. If any potential Prize Winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential Prize Winner will be disqualified and an alternate potential Prize Winner may be selected. Plays are subject to the prize limits set forth in Rule #4 below. Each play will be deemed to have been submitted by the natural person assigned the email address used in his/her Facebook account by the entity responsible for assigning email addresses for the domain associated with such person's email address. **LIMIT: You may enter one (1) time per Game Period. Entries in excess of one (1) time per Game Period shall be void.** By entering this Game, you give the Sponsor your permission to hold and use your personal details, including but not limited to your name, postal address, E-mail address, and telephone number for the purpose of operating the Game, as applicable. Released Parties (as defined in Section 7 below) are not responsible for incomplete, invalid, delayed or misdirected entries, all of which will be void. **Limit:** One Prize per Facebook account or household.

#### 4. PRIZES AND ODDS:

Only the prizes listed below will be awarded in the Game. Odds of winning depend upon the number of participants playing the Game and the date and time of each play. Sponsor reserves right to substitute prizes of equal or greater value but no other substitution or transfer of prizes is permitted. Taxes and fees, if any, are the sole responsibility of winners.

##### **Contest Prizes:**

- (A) General Entry:** Each Prize winner will be awarded one (1) Lily Bloom handbag. Approximate value of handbag will vary between \$39 to \$55 each depending on date and time of win. There will be three (3) Lily Bloom handbags awarded per day for five (5) days, for a total of fifteen (15) Lily Bloom handbags.
- (B) Referral Entry:** The Prize winner from the Referral Entry will be awarded three (3) Lily Bloom handbags. Approximate value of each handbag will vary between \$45 and \$79. There will be only one Prize winner chosen out of the referral entries.

##### Prize Notes:

ALL EXPENSES, TAXES AND COSTS ASSOCIATED WITH ACCEPTANCE AND USE OF PRIZES NOT SET FORTH IN THESE RULES ARE THE OBLIGATION OF THE WINNERS. Prizes are not transferable. Prizes are awarded WITHOUT WARRANTY OF ANY KIND from Sponsor, express or implied, without limitation. Total Approximate retail value ("ARV") of all Prizes is not to exceed **\$630**. No assignment, transfer, cash redemption, or substitution of prize is permitted, except that

Sponsor reserves the right to award a prize of equal or greater value in the event an advertised prize is unavailable for any reason.

#### 5. PRIZE CLAIMS:

Prize winners shall follow the prize claim directions that appear after receiving an e-mail message from the Sponsor. No more than the stated number of prizes will be awarded. All unclaimed Prizes at the conclusion of the Game Period will not be awarded. Any Prize that remains unclaimed will not be offered in any Second Chance drawing or otherwise. Return of any Prize or prize notification as undeliverable will result in the disqualification of the potential Prize winner and no Prize winner will be selected. No substitution or transfer of prize is permitted except by Sponsor. The Sponsor also explicitly reserves the right to correct any and all errors, including but not limited to printing errors, so as to make the Game materials conform to the rules of the Game.

#### 6. DAILY SWEEPSTAKES PRIZE DRAWING AND NOTIFICATION:

There will be a total of one prize winner per day. Drawings will be conducted daily with the first such drawing being conducted on December 15, 2015 and the last on December 19, 2015 from among all eligible entries received during the previous day's entry period. For example the Sweepstakes drawing for Monday, December 14, 2015 will consist of all eligible entries received from 10:00:01 a.m. on Monday, December 14, 2015 through 9:59:59 a.m. on Tuesday, December 15, 2015. The drawings will be under the control of the Sponsor, whose decisions will be final and legally binding in all matters related to this sweepstakes. **Potential winning entrant must comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements.** The potential prize winners will be notified by email using the contact information provided at the time of entry. Sponsor shall have no liability for any potential prize winning notification that is lost, intercepted or not received by any potential winner for any reason. If, despite reasonable efforts, any potential prize winner does not respond within three (3) days of the first notification attempt, or if the prize notification is returned as unclaimed or undeliverable to such potential prize winner, he or she will forfeit his or her prize and an alternate prize winner may be selected. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such potential prize winner will be disqualified and an alternate prize winner may be selected.

#### 7. VERIFICATION OF WINNERS:

All potential prize winners are subject to verification of eligibility. **Any potential winner that does not complete the winner notification request after a winning game play will forfeit his/her prize.** Each potential prize winner agrees to use of his/her name, address, likeness and/or prize information for editorial, advertising and promotional purposes in any medium without additional compensation to the extent permitted by law. Prize claims and entries are the sole property of Sponsor and will not be returned. Acceptance of any prize shall constitute and signify the prize winner's agreement and consent that Sponsor and its designees may use the prize winner's name, city, state, likeness, photo, avatar, and/or prize information in connection with the Game for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. The winner will indemnify Sponsor, Released Parties (as defined in Section 8, below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

#### 8. RELEASE:

By entering this Game, you hereby release, discharge and hold harmless the Sponsor and any other party associated with the development or administration of the Game (including without limitation the Sponsor and Facebook), their parent, subsidiary, and affiliated entities, and each of their respective officers, directors, members, shareholders, employees, independent contractors, agents, representatives, successors and assigns (collectively, "**Released Parties**"), from and against any and all liability whatsoever in connection with the Game and/or the acceptance, possession or use or misuse of any prize, including without limitation legal claims, costs, injuries, losses or damages, demands or actions of any kind (including without limitation personal injuries, death, damage to, loss or destruction or property, rights of publicity or privacy, defamation, or portrayal in a false light).

#### 9. GENERAL:

**DISQUALIFICATION/TERMINATION:** Sponsor is not responsible for lost, late, mutilated, misdirected, illegible, incomplete, inaccurate, or stolen, submissions or prize notifications. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the promotion, to

be acting in violation of these Official Rules, or to be acting in an unsportsman-like or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the promotion, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. Sponsor reserves the right to modify, extend, suspend, or terminate the Game if it determines, in its sole discretion, that the Game is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Game as contemplated herein including without limitation, by reason of infection by computer virus, bugs, tampering, unauthorized intervention, force majeure, insufficient number of eligible participants or technical failure. If, for any reason, more bona fide winners come forward seeking to claim prizes in excess of the number of each type of prize set forth in these Official Rules, the winners, or remaining winners, as the case may be, of the advertised number of prizes available in the prize category in question may be selected in a random drawing from among all persons making purportedly valid claims for such prize(s). These Official Rules cannot be modified or amended in any way, except in a written document issued in accordance with law by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

#### 10. WINNERS LIST:

For a copy of the Official Rules, send a self-addressed stamped envelope to be received by 1/22/16 to: "Lily Bloom Rules Request" Global Brands Group, 350 5<sup>th</sup> Ave., 9<sup>th</sup> Floor, New York, NY 10018. For a list of prize winners, send a self-addressed stamped envelope to be received by 1/22/16 to: "Lily Bloom Winners List", Global Brands Group, 350 5<sup>th</sup> Ave., 9<sup>th</sup> Floor, New York, NY 10018. VT residents may omit return postage on any request.

#### 11. DISPUTES:

This Game is governed by the laws of the United States and the state of New York, without respect to conflict of law doctrines. As a condition of participating in this Game, participants agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or in connection with this Game, shall be resolved individually, without resort to any form of class action, exclusively before a court located in New York having jurisdiction. Further, in any such dispute, under no circumstances will participants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, and participant further waives all rights to have damages multiplied or increased.

#### 12. LIMITATIONS OF LIABILITY:

Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in this Game; (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 Game; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of this Game, the uploading, the processing or random selection of entries, the announcement of the Prizes or in any Game-related materials; (5) late, lost, undeliverable, damaged or stolen mail; (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 this Game or receipt or use or misuse of any prize; (7) costs associated with claiming or redeeming the prizes; nor (8) loss or damages resulting from an entrant's connection to the internet via any of the websites contained herein. Released Parties are not responsible for any incorrect, mistranscribed, misdirected or undeliverable entries, E-mail transmissions, incorrect announcements of any kind, or for any technical problems of any kind, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor assumes no responsibility for late, lost, incomplete, inaccurate or damaged entries, or undeliverable E-mails resulting from any form of active or passive E-mail filtering by a user's Internet service provider and/or E-mail client or for insufficient space in user's E-mail account to receive E-mail. Sponsor shall not be responsible for any occurrences resulting from the entrant's connection to the internet via Sponsor's Facebook page. Sponsor does not accept responsibility for any damage (whether material or non-material) caused to entrants, to their computer equipment or to data which is stored on them, or to their personal, professional or commercial activities. Proof of submitting entries will not be

deemed to be proof of receipt by Sponsor. Released Parties are not responsible for any unauthorized third party use of any entries.

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**The use of any handbag prize illustration or photo in connection with the game is for illustration purposes only.  
The actual handbag prize won may vary from any handbag depicted in any winning game play.**