

**NY Renters and Moving Boxes Promotion
Sweepstakes Official Rules**

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

Eligibility. NY Renters and Moving Kits Promotion Sweepstakes is open to legal residents, who are at least eighteen (18) years old and legal residents of the State of New York at the time of entry. The Promotion will consist of a sweepstakes. The following are not eligible for the Promotion: (1) employees and agents of Allstate Insurance Company ("Allstate") and their respective parent, subsidiary, successors, assignees, and affiliated companies, and their respective advertising and promotion agencies (collectively, the "Promotion Entities"); (2) persons providing support services to any sales agent authorized to represent the Promotion Entities (whether those persons are employed by agent or not); or (3) the "immediate family members" and/or "household members" of any of the persons set forth in (1) or (2) above. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings or spouses. "Household members" shall mean people who share the same residence at least three months per year.

Void where prohibited. Participation constitutes the Entrant's full and unconditional agreement to abide by these Official Rules and Sponsor and Sweepstakes 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.

Sponsor:

The Sponsor of the Sweepstakes is Allstate Insurance Company, 2775 Sanders Road Northbrook, IL 60062, and the Administrator is City Events, 1333 Broadway, New York, NY 10018 Sweepstakes@CITYEVENTIONS.COM.

Sweepstakes Period. Sweepstakes begins November 18, 2015, at 12:01 a.m. Eastern Time ("ET") and ends on December 9, 2015, at 11:59 p.m. ET (the "Sweepstakes Period").

The promotion period is as follows:

PROMOTION PERIOD	TIME PERIOD	ENTRY DEADLINE	WINNER NOTIFICATION	PRIZE DELIVERY
11/18/15-12/9/15	11/18/15-12/9/15	12/9/15	12/10/15-12/11/15	12/14/15-12/18/15

How to Enter The Sweepstakes.

To enter the Sweepstakes, Entrant may:

- 1) Go to Allstate.com/GoodMove and provide his/her name, address, phone and email address and verify he/she is over eighteen years of age; or
- 2) Go to Allstate.com/GoodMove and click "share" to share on his/her Facebook or Twitter page; or
- 3) Send an email with his/her name and contact information and the email subject line of "Allstate Good Move Sweepstakes entry" to Sweepstakes@Cityeventions.com

All entries must be received by the deadline outlined in the Sweepstakes Period section above. Sponsor assumes no responsibility for lost, late, mutilated, illegible, incomplete or misdirected email or entries. All entries become property of Sponsor and none will be returned. By submission of entry, entrant agrees that the information contained in their entry can be used in communications. Entrants further grant Allstate the right to use and publish their proper name and state online, in print and in any other media in connection with the promotion.

Limit two (2) entries per person for the duration of the Sweepstakes Period. Entrant is limited to one (1) entry for each available method of entry. Providing Allstate with consumer information for recontact is not required to enter the Sweepstakes. Entrants may opt-out from receiving communications from Allstate or an Allstate Agent. Not opting out will not improve entrants chances of winning. All entries must be received by the deadlines outlined in the Sweepstakes Period section above.

General Submission Terms.

Duplicate entries made by an Entrant in excess of the limitation specified above will be disqualified. By submitting an entry via social media, each Entrant consents to receive from the Sponsor a comment, post, or direct message, as applicable, notifying such Entrant that he/she is a potential prize winner. Entries posted by a private account will not be recognized or considered for entry in the Sweepstakes. Entrants will be required to have their applicable social media account(s) set to public in order to accept an eligible entry.

Entrant agrees to social media company's respective Statement of Rights and Responsibilities, Terms of Service and Privacy Policy. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, any social media company. Entrant understands that he/she is providing his/her information to the Sponsor, and not to the social media company.

If Entrant accesses a social media account on his/her mobile device to enter this Sweepstakes, the Entrant's wireless service provider may charge the Entrant for applicable data charges. Entrants should consult their wireless service provider regarding its pricing plans. Message and data rates may apply. Entrants should review their mobile device's capabilities for specific app instructions.

Entrants agree that Allstate owns all ideas, concepts and the intellectual property rights thereto including but not limited to the right to obtain copyrights or trademarks related in any manner to Sweepstakes entries submitted. Entrants' release any rights to any intellectual property related to Sweepstakes entries. Additionally each Entrant consents to the use of the name, statements, photographs, videos, voice recordings and likenesses of himself/herself and any other person appearing in the Entrant Materials for publicity purposes, as well as any other purpose associated with the Sweepstakes or any and all other Sweepstakes held by Sponsor.

Once a Submission is entered into the Sweepstakes, any such posting will be deemed made at the direction of the Entrant within the meaning of the Digital Millennium Copyright Act and the Communications Decency Act. EACH ENTRANT REPRESENTS, UNDERSTANDS AND ACKNOWLEDGES THAT HE/SHE WILL NOT BE PAID FOR OR RECEIVE ANY FORM OF COMPENSATION OR ROYALTY (OTHER THAN THE PRIZE STATED HEREIN IF SELECTED AS A PRIZE WINNER) IN EXCHANGE FOR GRANTING SPONSOR THE NON-EXCLUSIVE LICENSE RIGHTS OR FOR ANY SUBSEQUENT USE OF SUCH SUBMISSION BY SPONSOR. If requested, Entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights Entrant is granting to use the Submission.

Prizes. Four (4) grand prize(s) will be awarded and will consist of one (1) gift card per prize winner. Approximate Retail Value of each grand prize is: \$500.00. The total Approximate Retail Value of all four (4) grand prizes is \$2,000.00. Winners are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. No prize transfer or substitution is permitted.

In addition, four-hundred (400) moving boxes will be awarded and will consist of one (1) moving box per winner. Approximate Retail Value of each prize is: \$25.00. The total Approximate Retail Value of all four-hundred (400) moving boxes is \$10,000.00. Winners are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. No prize transfer or substitution is permitted.

Sweepstakes Prize Drawing. Random drawings for each prize will be conducted after 12:00 p.m. ET on or about the date prescribed in the Sweepstakes Period section above from eligible entries received by Sponsor by the deadline prescribed. Odds of winning will be determined by the total number of valid entries received.

General Prize Conditions. The Prize is awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor. Winner may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute prize (or portion thereof) with one of comparable or greater value. Winner is responsible for all applicable federal, state and local taxes, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsor's sole discretion. The prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion.

General Terms and Conditions. The winner will be notified by 8:00 p.m. ET on December 18, 2015, by email or phone. The potential winner must sign and return an Affidavit of Eligibility release form within two days of notification. Failure to comply will result in disqualification and selection of an alternate winner. If a selected winner cannot be reached by 10:00 p.m. ET on the date prescribed, that winner will be eliminated from the drawing and will not be eligible for the prize. At that time an alternate winner will be randomly chosen and must adhere to these same conditions and guidelines.

Sponsor reserves the right, in its sole discretion, to cancel or suspend this Sweepstakes should causes beyond the Sponsor's control corrupt the administration, security, or proper play of the Sweepstakes. Decisions of Sponsor are final and binding in all matters, except as stated otherwise herein.

Release. By participating in this Sweepstakes, entrants release and agree to hold harmless Sponsor and its subsidiaries, affiliates, advertising/promotion agencies and its company's officers, directors, employees and agents from and against any claim or cause of action and any and all liability with respect to or in any way arising from, this Sweepstakes or acceptance, possession, receipt or use/misuse of the prize.

Publicity. Where legal, by accepting the prize, winner grants to Sponsor, Administrator and their respective designees the right to use his/her name, portrait, picture, voice, likeness and biographical information for advertising, trade and promotional purposes without further compensation or notice.

Limitations of Liability. The Sweepstakes Entities are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, or by any of the equipment associated with or utilized in the Sweepstakes; (2) mechanical failures of any kind, including, but not limited to malfunctions, interruptions, or faulty equipment; (3) unauthorized human intervention in any part of the Sweepstakes; (4) any error which may occur in the administration of the Sweepstakes or the processing of entries; or (5) 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 lost or otherwise destroyed, 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, at its 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.

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 Northern District of Illinois or the appropriate Illinois State Court located in Cook County, Illinois U.S.A.; (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 participant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of the State of Illinois or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Illinois.

Entrant's Personal Information. By entering the Promotion, entrant accepts the terms and conditions of Allstate's Privacy Statement. <http://www.allstate.com/about/privacy-statement-aic.aspx> .

Promotion Results And Winner List.

For the name of the winner, send your request to the Sweepstakes Coordinator (Administrator) at Sweepstakes@Cityeventions.com after December 18, 2015.

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