

## The 2018 Regions Bank #road2ATLsweepstakes

### OFFICIAL RULES

**NO PURCHASE OR BANKING RELATIONSHIP NECESSARY TO ENTER OR WIN. A PURCHASE, PAYMENT OR BANKING RELATIONSHIP WILL NOT INCREASE YOUR CHANCES OF WINNING. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ENTRIES RECEIVED. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. BY ENTERING THE SWEEPSTAKES, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING.**

1. **SWEEPSTAKES TIMING:** The 2018 Regions Bank #road2ATLsweepstakes (the "**Sweepstakes**") entry period begins on Thursday, August 30, 2018, at 12:00:01 a.m. Eastern Time ("**ET**") and ends on Saturday, November 10, 2018, at 11:59:59 p.m. ET (the "**Entry Period**"). For purposes of these Official Rules ("**Official Rules**"), a "**day**" will run from 12:00:01 a.m. ET to 11:59:59 p.m. ET each day of the Entry Period. Administrator's designated database clock will be the timekeeper for the Sweepstakes.

All eligible entries will be reviewed for compliance with these Official Rules and, if compliant, will be entered in to the Sweepstakes drawing. A random Sweepstakes drawing will take place on or about Monday, November 12, 2018, by Administrator from all eligible entries received during the Entry Period.

Entry in the Sweepstakes does not constitute entry into any other promotion, sweepstakes or contest. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Regions Bank, 1900 Fifth Ave. N., Birmingham, AL 35203 ("**Sponsor**"), and/or WYNG, 360 Park Ave. S., 20th Floor, New York, NY 10010 ("**Administrator**"), whose decisions shall be final and legally binding in all respects and not subject to further review in any forum.

2. **ELIGIBILITY:** Open only to legal residents of the fifty (50) United States and the District of Columbia, who are at least eighteen (18) years of age at the time of entry ("**Entrant**"). Employees of Sponsor, Administrator, Luckie & Company and Sapient Corporation, and each of their respective parent and affiliate companies, subsidiaries, advertising and promotion agencies, and any and all other companies associated with the Sweepstakes (collectively, the "**Promotion Entities**"), as well as the immediate family members (spouse, parents, siblings and children) and/or people living in the same household of each such employees, are not eligible to participate. All eligibility is subject to all federal, state and local laws and regulations. All entries submitted are the property of Sponsor. The Sweepstakes shall be void where prohibited or restricted by law.

3. **HOW TO ENTER:**

**AT A REGIONS SEC EVENT:** You can enter the Sweepstakes at one of the Regions SEC Nation Events or Regions SEC Tent Events (collectively, the "**Regions SEC Events**") held during the Entry Period.

**Regions SEC Nation Events** will be held on game day near the location of many SEC Nation game day broadcasts during the Entry Period; please visit the Sweepstakes Microsite (at [road2ATLsweepstakes.com](http://road2ATLsweepstakes.com)) to view the Regions SEC Nation Events schedule as it develops during the course of the football season.

**Regions SEC Tent Events** will be held on game day near the home team's stadium at several of the Regions SEC Nation Event games; please visit the Sweepstakes Microsite (at [road2ATLsweepstakes.com](http://road2ATLsweepstakes.com)) to view the Regions SEC Tent Events schedule as it develops during the course of the football season.

To enter the Sweepstakes at a Regions SEC Event, visit Sponsor's tent/booth at the Regions SEC Event and complete and submit the Sweepstakes entry form with the help of a Sponsor representative. You will receive one (1) entry in the Sweepstakes when you enter at a Regions SEC Event.

**ONLINE VIA SPONSOR'S MICROSITE:** During the Entry Period, you can enter the Sweepstakes online by visiting [road2ATLsweepstakes.com](http://road2ATLsweepstakes.com) (the "**Microsite**"), completing the Sweepstakes entry form (with all required information), and submitting the completed entry form. You will receive one (1) entry in the Sweepstakes when you enter online.

**LIMIT:** *One (1) Sweepstakes entry per person per day, regardless of method of entry.*

Proof of delivery or receipt of entry will not be deemed by Sponsor as proof of entry into the Sweepstakes. All entries become the sole property of Sponsor. Entries will not be acknowledged or

returned. Entries that do not comply with the Official Rules herein will be disqualified. Any attempted form of entry other than as described herein is void. Sponsor will determine, in its sole discretion, what constitutes a valid entry.

If you opt to access the Sweepstakes Microsite via your wireless mobile device (only available via participating wireless carriers), data rates may apply for each message sent or received from your handset according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in the Sweepstakes. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions. Sponsor is not responsible for any charges.

**Entry Notes:** Entrant will be able to review his or her entry prior to submission, but once any entry is submitted, Entrant cannot access/revise such entry in any way. Entries made on another's behalf by any individuals or other entities, including but not limited to commercial sweepstakes/contest subscription notification and/or entering services, will be declared invalid and disqualified for the Sweepstakes. Tampering with the entry process or the operation of the Sweepstakes is prohibited, and any entries deemed by Sponsor, in its sole discretion, to have been submitted in this manner will be void.

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 entry, the authorized account holder of the email address used to enter will be deemed to be the Entrant. 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. The potential winner may be required to show proof of being the authorized account holder. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

By entering, each Entrant releases the Promotion Entities, and their respective parents, subsidiaries, and affiliated entities including all of their respective shareholders, officers, directors, employees, agents, contractors, attorneys, successors and assigns (the "**Released Parties**"), from and against all claims, causes of action and damages (including, without limitation, personal injury, death, tax liability, or damage or loss of property) arising out of or in connection with Entrant's participation and/or entry in the Sweepstakes and/or his/her receipt or use of the prize awarded in the Sweepstakes.

Sponsor is not responsible for problems downloading or uploading any Sweepstakes-related information to or from the Microsite or any other Sponsor website or for any other technical malfunctions of electronic equipment, computer online systems, servers, or providers, computer hardware or software failures, phone lines, failure of any electronic mail entry to be received by Sponsor on account of technical problems, traffic, congestion on the internet, the Microsite or any other Sponsor website, or any other technical problems related to entries including telecommunication miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit an Entrant's ability to participate in the Sweepstakes.

#### 4. **PRIZE/APPROXIMATE RETAIL VALUE ("ARV")/ODDS OF WINNING:**

**One (1) Grand Prize:** The "SEC Experience" prize package, consisting of the following:

- Four (4) tickets to the 2018 SEC Football Championship Game on December 1, 2018, in Atlanta, GA. (Sponsor to determine stadium seat location and section at its sole discretion.)
- Two (2) nights' hotel accommodations in Atlanta (two rooms, double occupancy). (Sponsor to determine hotel at its sole discretion.)
- One (1) \$250 Regions Bank Visa® Gift Card ([terms and conditions](#) of gift card apply).
- Four (4) tickets to the College Football Hall of Fame, and four-person VIP behind-the-scenes access to the SEC Nation broadcast and tour of the stadium on December 1, 2018.
- A Regions cruiser bicycle and helmet.

Total ARV of Grand Prize package is \$1,760. TRANSPORTATION OF ANY KIND NOT INCLUDED. (Actual ARV may vary based on hotel fluctuations; behind-the-scenes access to the SEC Nation broadcast and tour of the stadium have no cash value.)

The odds of winning the Sweepstakes prize depend on the number of eligible entries received during the Entry Period. No more than the stated number of prizes will be awarded.

**PLEASE NOTE:** Winner is responsible for any and all local, state and/or federal taxes, as well as any other costs and expenses not specified herein as being awarded (including, without limitation, transportation costs, meals and gratuities). The Grand Prize winner will receive an IRS form 1099 as required by law.

Any difference between the actual value of any prize and the approximate retail value set forth in these Official Rules may not be claimed and will not be awarded. Prizes are non-assignable and non-transferable. All details and other restrictions of any prize not specified in these Official Rules will be determined by Sponsor in its sole discretion. No cash alternative or substitution will be allowed, except Sponsor reserves the right in its sole discretion to substitute prize(s) of comparable value if any prize listed is unavailable, in whole or in part, for any reason.

In the event that the championship game or other portion of the Grand Prize experience is postponed or canceled, Sponsor will not be responsible for awarding such postponed or canceled portion of the prize and no substitution or compensation will be provided. The terms and conditions of the game day tickets awarded as prizes will govern in the event a legal game, as defined by the SEC, is not played due to weather, an act of God, an act of terrorism, civil disturbance or any other reason. Sponsor, SEC or venue representative reserve the right to remove or to deny entry to winner and/or guest who engages in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game. Sponsor reserves the right to terminate the tickets, or other applicable experience early, in whole or in part, with no further compensation. Sponsor will not be responsible for acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation of the game. The prize restrictions/conditions stated herein are not all-inclusive and the prizes described above may be subject to additional restrictions/conditions, which may be stated in the operating policy of the participating venue. The Regions Bank Visa Gift Card is a prepaid gift card issued by Regions Bank and is not a credit card, charge card or bank debit card; visit [regions.com/personal\\_banking/visa\\_gift\\_card\\_tc.rf](http://regions.com/personal_banking/visa_gift_card_tc.rf) for Regions Bank Visa Gift Card Terms and Conditions. ALL PRIZES ARE AWARDED "AS IS" AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE).

5. **WINNER SELECTION:** Administrator will randomly select the potential Sweepstakes winner from all eligible entries received during the Entry Period, on or around November 12, 2018. Conduct of the Sweepstakes is under the supervision of Administrator.
6. **WINNER NOTIFICATION:** The potential Sweepstakes winner may be notified via email, mail or by phone by Administrator requesting confirmation of the winner's name and mailing address. The potential winner is subject to verification. Potential Grand Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release and (if required by Sponsor) a W-9 tax payer request for identification, within three (3) calendar days of attempted first notification. If any potential winner cannot be contacted, fails to respond to any notification attempt within three (3) calendar days, or if any attempted notification or prize delivery is returned as undeliverable, or if a potential winner fails to complete and return any required affidavit or release or document within the required time period, the potential winner may be disqualified, and an alternate winner may be selected from the remaining eligible entries received. Up to three (3) alternate drawings will be held, time permitting, after which the prize will remain un-awarded.

Once eligibility has been verified and Administrator receives the potential prize winner's requested information and required documentation, Sponsor will arrange to award the Prize. Prize winner must reply with all required information and return all required documentation in order to receive Prize.

7. **PUBLICITY RELEASE/ASSIGNMENT OF RIGHTS:** Except where prohibited by law, entry constitutes permission for the Promotion Entities to use Entrant's name, address (town and state), photograph, likeness, voice, biographical information, and statements (collectively, the "**Attributes**"), for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter devised, in perpetuity, without further compensation or authorization, and releases the Promotion

Entities from all claims arising out of the use of such Attributes. All information regarding Entrants collected by Sponsor and Administrator and/or their agents and contractors will be treated in accordance with their privacy policies. Please review Sponsor's privacy policy at [https://www.regions.com/about\\_regions/privacy\\_pledge.rf](https://www.regions.com/about_regions/privacy_pledge.rf) and Administrator's privacy policy at <https://www.wyng.com/privacy-policy/>. By entering the Sweepstakes, each Entrant agrees that information submitted in connection with the Sweepstakes may be used as permitted pursuant to the privacy policies, and otherwise in connection with the administration of the Sweepstakes and Sweepstakes. By participating, Entrant expressly agrees and specifically consents to be contacted by Sponsor and/or Administrator (i) by email, for purposes of sending Sweepstakes-related information, and (ii) by mail, email, telephone or other means of contact available from Entrant's entry or account information on file for purposes of informing Entrant in the event that Entrant is a potential winner.

8. **DISQUALIFICATION:** CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to have tampered with the entry process or the operation of the Sweepstakes, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to disparage, annoy, abuse, threaten or harass any other person. No incomplete, forged, software-generated or other automated multiple entries will be accepted. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event 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.
9. **LIMITATION OF LIABILITY:** None of the Released Parties shall be held responsible for, and Entrant hereby releases the Released Parties from any claims arising from or in any way relating to: (i) late, lost, delayed, illegible, stolen, damaged, corrupted or incomplete entries or notices, incorrect or inaccurate capture of, damage to, or loss of entries or entry information or technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (ii) the unavailability or inaccessibility of any transmissions or telephone or internet service; (iii) unauthorized human intervention in any part of the entry process or the Sweepstakes; (iv) electronic or human error which may occur in the administration of the Sweepstakes or the processing of entries; (v) any incorrect or inaccurate information, whether caused by Entrants, printing errors, or by any equipment or programming associated with or utilized in the Sweepstakes; (vi) any injury or damage to persons or property, including but not limited to Entrant's computer, hardware or software, which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Sweepstakes; (vii) receipt or use of any prize; and (viii) the outcome of the Sweepstakes or any Sweepstakes drawing.

By entering, each Entrant fully releases and agrees to hold each of the Released Parties harmless from and against any and all claims, liability, damages and demands arising out of or relating to participation in the Sweepstakes, the Sweepstakes and Sweepstakes process, and/or any use of the winner's name, likeness, voice and/or biographical information as permitted hereunder, including without limitation all claims, liabilities, damages, and demands based on any personal injury, property damages or loss or death. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in the Sweepstakes or the use of the Microsite.

10. **TERMINATION/FORCE MAJEURE:** In the event (a) an insufficient number of eligible entries are received, (b) a virus, bugs, or entrant fraud or misconduct affect or corrupt the administration, integrity, security or proper operation of the Sweepstakes, (c) Sponsor deems necessary in order to comply with the terms of use or terms of service of any applicable social media platform or in connection with changes to such terms, or (d) Sponsor is prevented from awarding the prize or continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to, fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g., SARS), order of any court or

jurisdiction, or other cause not reasonably within Sponsor's control, then Sponsor shall have the right to modify, suspend or terminate the Sweepstakes. If the Sweepstakes is terminated or discontinued for any reason before the designated end date, Sponsor will (if possible and at its sole discretion) hold a random drawing from among all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such selection process shall be each Entrant's sole and exclusive remedy under such circumstances. Only the type and quantity of prize described in these Official Rules will be awarded.

11. **DISPUTES:** Except where prohibited, Entrant agrees that: (a) any and all disputes, claims and 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 exclusively by the federal or state courts located in Birmingham, Alabama, (and the parties consent to jurisdiction therein with respect to any legal proceedings or disputes of any kind arising under or relating to these Official Rules); (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event attorneys' fees; and (c) unless otherwise prohibited, 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 Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Alabama, without giving effect to any choice of law or conflict of law rules principles (whether of the State of Alabama or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Alabama.
12. **WINNERS LIST:** To obtain a list of winners, send a self-addressed, stamped envelope to: Regions Bank #road2ATLsweepstakes Winner, P.O. Box 2312, Framingham, MA 01703-2312. All such requests must be received by May 12, 2019.

The use of any prize manufacturer, name or trademark in connection with any of the prizes is solely for the purpose of describing such prize and is not intended to suggest any affiliation or sponsorship. The Southeastern Conference is not a sponsor of this Sweepstakes and is in no way responsible for the administration of the Sweepstakes, the verification of the winner or fulfillment of prizes.