

## **Naming the Ship Sweepstakes Official Rules**

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES AND CANADA (EXCLUDING QUEBEC) ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES OR CANADA (EXCLUDING QUEBEC) AT THE TIME OF ENTRY. OPEN TO LEGAL RESIDENTS OF THE UNITED STATES AND CANADA (EXCLUDING QUEBEC), 21 YEARS OF AGE OR OLDER, WHO ENTER FROM WITHIN THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA, OR CANADA (EXCLUDING QUEBEC).

**1. Eligibility:** The Naming the Ship Sweepstakes (the “Sweepstakes”) is open to: legal residents of the fifty (50) United States, the District of Columbia, and Canada (excluding Quebec), who are at least twenty-one (21) years of age or older, and who are located in the United States, the District of Columbia, or Canada (excluding Quebec), all at the time of entry. Void in Quebec and where prohibited. All employees, contractors, directors, and officers of Princess Cruise Lines, Ltd. (“Sponsor”), its advertising and promotion agencies, SweepstakesPros, and each of their respective parent companies, divisions, affiliates, subsidiaries, or agents (collectively, “Sweepstakes Entities”) and their immediate families (defined as spouse, child, sibling, or parent, grandparent, and their respective spouse) or household members are not eligible to enter or win. Sponsor reserves the right to verify eligibility qualifications of winners. This Sweepstakes is subject to all applicable federal, state, provincial, and local laws.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’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.

**2. Sponsor:** Princess Cruise Lines, Ltd. and Princess Cruise Lines, Ltd. (Corp.), 24305 Town Center Drive, Santa Clarita, CA 91355.

**3. Sweepstakes Entry Period:** The Sweepstakes begins on October 20, 2017 at 11:59:59 pm Pacific Time (“PT”) and ends on October 31, 2017 at 11:59:59 pm (the “Sweepstakes Entry Period”). All entries must be received before the Sweepstakes Entry Period end time/date to be valid.

**4. How to Enter:** During the Sweepstakes Entry Period, visit [www.nameourshipsweepstakes.com](http://www.nameourshipsweepstakes.com) (“Website”) and follow the instructions to register by providing your name, email address, date of birth, mailing address, and/or any other information requested by the Sponsor and then vote for the potential cruise name you like the most. Once you register and successfully vote, you will receive one (1) entry into the Sweepstakes. Individuals who do not follow all of the instructions, provide the required information in their registration form, successfully vote, and/or abide by these Official Rules or other instructions of Sponsor may be disqualified.

**Limit:** One (1) regular entry per person/e-mail address during the entire Sweepstakes Entry Period.

**Additional Sweepstakes Entries:** Once entrants complete the Sweepstakes entry method as described above, each entrant may earn one (1) additional Sweepstakes entry for each eligible person that successfully enters the Sweepstakes using your unique URL on Facebook and/or Twitter. To access your unique URL for this Sweepstakes, click the “Facebook” and/or “Twitter” buttons under the “Share for More Chances to Win” language (you must log in to such site if you are not already logged in). A popup box will then appear with the post language. This post contains your unique URL. *You must keep the prepopulated #SweepsEntry in your post. If you remove or otherwise edit or revise the #SweepsEntry, you may be disqualified from this Sweepstakes and your prize (if any) shall be forfeited.* You will receive one (1) Additional Sweepstakes Entry for each eligible user that successfully enters the Sweepstakes during the Promotion Period using your unique URL. You will **only** receive an additional entry for each person that successfully enters the Sweepstakes via your unique URL.

Automated entries are prohibited, and any use of automated devices will cause disqualification. Entrants may not enter with multiple e-mail addresses nor may entrants use any other device or artifice to enter multiple times or as multiple entrants. Any entrant who attempts to enter with multiple e-mail addresses, under multiple identities, or uses any device or artifice to register multiple times will be disqualified and forfeits any and all prizes won, in Sponsor’s sole discretion. Multiple entrants are not permitted to share the same e-mail address. Should multiple users of the same e-mail account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said e-mail account at the time of entry will be considered the entrant. “Authorized Account Holder” is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Potential winner may be required to show proof of being the Authorized Account Holder.

As used herein, “Content” refers to all descriptions, language, hashtags, materials, or content you post in connection with the Sweepstakes. Content will not be judged. Entrants represent and warrant that their Content is the original work of such entrant, it has not been copied from others, it has not previously won awards, it does not violate the rights of any other person or entity, and publication of the Content via various media including Web posting will not infringe on the rights of any third party. Any entrant will indemnify and hold harmless, Promotion Parties (as defined below) from any claims to the contrary.

By submitting Content, you hereby warrant and represent that your Content conforms to the Content requirements set forth herein. All Content must also comply with the terms of conditions and restrictions as set forth on the site it is posted.

Entrants agree and acknowledge that Content:

- cannot be sexually explicit or suggestive, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity;
- cannot promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
- cannot be obscene or offensive, endorse any form of hate or hate group;

- cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies;
- other than Sponsor trademark and brand, cannot contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind including, but not limited to clothing with visible brand names or logos, without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- cannot contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies, or other media) without permission (if a minor is featured in the Entry, permission must be obtained from the person's parent/legal guardian);
- cannot contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission;
- cannot communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate;
- cannot depict, and cannot itself, be in violation of any law; and
- any other content that is or could be considered inappropriate, unsuitable, or offensive, as determined by Sponsor in its sole discretion.

CONTENT POSTED WAS NOT EDITED BY SPONSOR AND IS THE VIEWS/OPINIONS OF THE INDIVIDUAL ENTRANT AND DOES NOT REFLECT THE VIEWS OF SPONSOR IN ANY MANNER. Any waiver of any obligation hereunder by Sponsor does not constitute a general waiver of any obligation to entrants. Sponsor reserves the right to waive the Content submission requirements set forth herein in its reasonable discretion. Sponsor reserves the right, in its reasonable discretion, during or upon completion of the Sweepstakes Entry Period, to request that any entrant repost his or her Content that fails to comply with the Content requirements prior to the awarding of any prize.

**5. Drawing:** On or around November 11, 2017, at 24305 Town Center Drive, Santa Clarita, CA 91355, Sponsor will randomly one (1) winner from among all eligible entries received during the Sweepstakes Entry Period. Odds of winning a prize depend on the number of eligible entries received. Before being declared a winner, a potential Canadian winner must first correctly answer, without assistance of any kind, whether mechanical or otherwise, a timed mathematical skill-testing question. The skill-testing question will be administered by mail or email or phone.

On or around November 17, 2017 potential winners will be notified via the e-mail address and/or telephone number provided during entry into the Sweepstakes. Potential winners are subject to verification. If a potential winner is found not to be eligible or not in compliance with these Official Rules, if attempted notification or any prize is returned as undeliverable, if any required documents are not returned within the required number of days, if a winner cannot be verified, or if a winner is otherwise unable or unwilling to accept and claim the prize as stated, then winner may be disqualified and the prize may be forfeited in Sponsor's sole discretion. Winners may be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release, within ten (10) business days of attempted notification or prize may be forfeited. Sponsor is not responsible for any change of email address, mailing address and/or telephone number of entrants.

**6. Prize (1):** One (1) winner will receive one (1) \$2,000 Princess Cruises gift card, valid for any cruise leaving from a port in the contiguous U.S. for up to four (4) individuals sharing accommodations in an

inside or ocean view stateroom. Gift card is subject to terms, conditions, and restrictions as set by Princess Cruises at [princess.com/giftcardterms](http://princess.com/giftcardterms). Approximate Retail Value (“ARV”): \$2,000U.S./\$2,486.78 CDN.

ARV is as of date of printing of these Official Rules. The difference in value of prize as stated herein and value at time of prize notification, if any, will not be awarded. Limit: one (1) prize per person/household. Prizes are non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winners will be solely responsible for all federal, state, provincial and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used. Any Winners from the United States may receive IRS Form 1099 for the ARV of prize. Canadian Winners may be subject to withholding taxes and Canadian residents are responsible for the reporting and payment of any income tax. Prize values are based on conversion rates as of October 6, 2017 and may vary. The difference, if any, shall not be awarded. As a condition of accepting the prize, Winners agree to furnish any requested information needed for tax reporting. Please allow 4-6 weeks for shipment of prize after confirmation. Gift cards will not be substituted or replaced if destroyed, lost, misplaced, mutilated, or stolen.

**7. Release:** As a condition of entering, agree (and agree to confirm in writing): (a) to release Sponsor, its affiliates, subsidiaries, retailers, and agents, and each of their officers, directors, employees and agents (“Promotion Parties”), from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession, and/or use or misuse of any prize or any item redeemed therewith; (b) under no circumstances will any entrant be permitted to obtain awards for, and entrant hereby knowingly and expressly waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses and/or any rights to have damages multiplied or otherwise increased; (c) all 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 (d) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred (if any), excluding attorneys’ fees and court costs.

BY ACCEPTING PRIZE, WINNERS ACCEPT (AGREE TO CONFIRM IN WRITING) THE INHERENTLY DANGEROUS NATURE AND RISK IN LAND AND SEA TRAVEL, INCLUDING PERSONAL INJURY AND/OR DEATH, ACKNOWLEDGE THAT HIS/HER PARTICIPATION IN THE PRIZE EVENT IS VOLUNTARY, ACKNOWLEDGE THAT THERE ARE NATURAL FACTORS AND OCCURRENCES WHICH MAY IMPACT ON OR AFFECT THE SAFETY OF THE ACTIVITIES HE/SHE IS PARTICIPATING IN AND HE/SHE ASSUME THE RISK OF SUCH FACTORS AND OCCURRENCES AND AGREE THAT TO THE EXTENT PERMISSIBLE BY LAW, PROMOTION PARTIES SHALL NOT BE IN ANY WAY RESPONSIBLE FOR ANY RESULTING INJURY AND/OR DEATH.

Entrants further understand and agree that all rights under Section 1542 of the Civil Code of California (“Section 1542”) and any similar law of any state or territory of the United States that may be applicable with respect to the foregoing release are hereby expressly and forever waived. Entrants acknowledge that Section 1542 provides that: “A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF

EXECUTING THE RELEASE, WHICH, IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR.” The releases hereunder are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims.

**8. Publicity:** Except where prohibited by law, each winner grants (and agrees to confirm this grant in writing, if requested) permission for Sponsor and those acting under its authority to use his/her name, photograph, and/or likeness, for advertising and/or publicity purposes in any and all media now known or hereinafter invented without territorial or time limitations and without compensation.

**9. General Conditions:** Sponsor is not responsible for lost, late, misdirected, undelivered, incorrect, or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries. Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, bugs, virus, technical failures, or any other factor beyond Sponsor’s reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In the event of cancellation, Sponsor will randomly award the prizes from among all eligible, non-suspect entries received prior to cancellation. Sponsor is not responsible for computer system, phone line, hardware, software or program malfunctions, or other errors, failures or delays in computer transmissions, the website, or network connections that are human or technical in nature. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process, the website, or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. 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.

**10. Binding Arbitration:** Any controversy or claim arising out of or relating to this Sweepstakes shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Comprehensive Arbitration Rules and Procedures of JAMS (“JAMS Rules and Procedures”) then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply California law consistent with the Federal Arbitration Act and applicable statutes of limitations, and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant’s filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If,

however, the portion that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT'S INDIVIDUAL CAPACITY AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.

BY PARTICIPATING IN THE SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION AND (2) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY SET FORTH ABOVE AND IN SECTION 7(B)-(D), SO SUCH LANGUAGE MAY NOT APPLY TO EVERY ENTRANT.

**11. Governing Law & Jurisdiction:** This Sweepstakes and its Official Rules are governed by US law and are subject to all applicable federal, state and local laws and regulations. All issues and questions concerning the construction, validity, interpretation and enforceability of the Sweepstakes Official Rules, or the rights and obligations of entrants and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California, U.S.A., without giving effect to the conflict of laws rules thereof, and any matters or proceedings which are not subject to arbitration as set forth in Section 10 of these Official Rules and/or for entering any judgment on an arbitration award, shall take place in the Los Angeles County, California.

**12. Entrant's Personal Information:** Please see the privacy policy located at [www.princess.com/legal/legal\\_privacy/index.jsp](http://www.princess.com/legal/legal_privacy/index.jsp) for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes. If you are selected as a winner, your information may also be included in a publicly-available winner's list.

**13. Winner's List:** For a list of the winner's first name and surname initial, city & state/province, mail a self-addressed, stamped envelope to "attn: Kenneth Quitevis 24303 Town Center Drive | Santa Clarita, CA 91355." Requests must be received by December 12, 2017. Canadian residents may omit return postage.