

#EGWsolarselfie Photo Contest 2017 Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCE OF WINNING.

DATES OF CONTEST: The “#EGWsolarselfie Photo Contest” (the “Contest”) begins at 9:00 a.m. Eastern Time (“ET”) on August 21, 2017 and ends at 11:59 p.m. ET on August 22, 2017 (the “Contest Period”).

ELIGIBILITY: The Contest is open only to legal residents of the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older at the time of entry (the “Entrant”). Officers, directors, managers and employees of Eyeglass World (the “Sponsor”) and each of its respective parent companies, subsidiaries, affiliates and related companies, dealers, advertising and promotion agencies, consultants and agents, as well as the immediate family (spouse, parents, siblings and children) and household members of each such person and any others engaged in the development, production, execution or distribution of this Contest, are not eligible to participate. Contest is subject to all federal, state and local laws and regulations. Contest is void in Puerto Rico, U.S. territories and possessions outside the fifty (50) United States and the District of Columbia, and wherever else restricted or prohibited by law. Participation in the Contest 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 this Contest.

TO ENTER: To enter, share your photo of a selfie taken during the 2017 solar eclipse with #EGWsolarselfie on Twitter (@EyeglassWorld), Instagram (@eyeglassworld) or the Eyeglass World Facebook page (www.facebook.com/EyeglassWorld). Your post must be set to public, tag Eyeglass World and use #EGWsolarselfie in order to be entered into the contest. There will be a limit of one (1) entry per person / e-mail address for the entire Contest Period. By submitting a picture, you agree you own the sole rights to the photograph and give permission for the photograph to be shared, featured and/or otherwise promoted via Eyeglass World online properties.

Neither Sponsor nor any Contest Entity is responsible for any entry that is lost, late, misdirected or undeliverable, whether due to system errors, omissions, interruption, deletions, defects, delay in operations or transmissions, theft or destruction or failures, faulty transmissions or other telecommunications malfunctions, entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete or garbled computer or telephone transmissions, typographical or system errors and failures, faulty transmissions, technical malfunctions, or otherwise. No mechanically or programmatically reproduced entries are permitted. Late entries, or entries sent via any other method will not be accepted. Sponsor is not responsible for lost, late, incomplete, delayed, or misdirected entries and all such entries are void. All entries submitted shall become the exclusive property of the Sponsor and will not be returned. Any attempt by an Entrant to obtain more than the stated number of entries allowed by using

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multiple/different identities, and/or any other methods will void that Entrant's entries and that Entrant may be disqualified from the Contest. In the event of a dispute regarding the identity of an Entrant, the entry will be assigned to the authorized account holder of the e-mail address submitted on the Entry Form (the "Authorized Account Holder"). The Authorized Account Holder is the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization (i.e. business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Potential Prize Winners (defined below) may be required to show proof of being the Authorized Account Holder.

WINNING: After the entry period, one (1) prize winner ("Prize Winner") will be selected in a random drawing from among all eligible entries received during the Contest Period. Odds of being selected as a Prize Winner will depend upon the total number of eligible entries received during the Contest Period. The random drawing will be conducted under the supervision of a Sponsor representative whose decisions are based upon their sole discretion and interpretation of these Official Rules and are final and binding in all respects. **NOTIFICATION: POTENTIAL PRIZE WINNERS WILL BE NOTIFIED BY E-MAIL OR BY SOCIAL MEDIA PLATFORM USED TO ENTER THE CONTEST.** All Prizes (defined below) will be awarded six (6) to eight (8) weeks from the date in which all Prize Winner is verified. If a Prize is returned as "undeliverable" and a valid alternate address for the Prize Winner cannot be verified, the respective Prize Winner forfeits his/her right to the Prize, Sponsor shall have no obligation to such individual, and such respective Prize will not be awarded. Except where prohibited by law, Prize Winners consent (and agree to sign any additional documents required by Sponsor to formalize, effect or perfect such consent) to Sponsor's use of his/her name, likeness (photograph and/or video), biographical information, and voices in advertising/publicity/trade without compensation, notice or approval; and, Prize Winners disclaim any ownership rights of such advertising/publicity/trade material.

PRIZES/PRIZE CONDITIONS: One (1) prize (the "Prize") of a voucher for a participating Eeyglass World location. Voucher is for up to \$250 towards eyeglasses and/or contact lenses at a participating Eeyglass World location. The total approximate retail value ("ARV") of each Prize is \$250.00. One (1) prize will be awarded for the Contest Period. Voucher is subject to the terms and conditions listed on the voucher and must be redeemed by the date indicated on the voucher in one transaction. In certain states, some eye exams may need to be completed by independent optometrists or ophthalmologists. The voucher cannot be redeemed online. If a Prize Winner does not live in a state with an Eeyglass World location, he/she will receive his/her voucher in the form of cash to be awarded as a check. Cash option will not exceed the stated ARV of \$250.00. Any Prize details not specified above will be determined by Sponsor, in its sole discretion. Each Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. No Prize substitution or cash redemption of Prizes. Sponsor will not replace any lost, mutilated or stolen Prizes. Sponsor reserves the right to substitute any Prize with a prize of comparable or greater

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value if Prize should become unavailable for any reason. Prizes are not transferable prior to award. Prize Winner is responsible for all federal, state and local taxes arising from receipt, possession, acceptance or use of any Prize, if applicable. Limit of one (1) Prize per person/household. No more than the number of Prizes set forth in these Official Rules will be awarded.

GENERAL CONDITIONS: Should any portion of the Contest be, in Sponsor's sole discretion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole discretion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest and conduct the Contest in a manner which in its sole discretion is fair, appropriate and consistent with these Official Rules. Notice of such action by Sponsor will be posted on the Website. In such event, Sponsor reserves the right to award the Prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Sponsor reserves the right to disqualify or reject any incomplete, inaccurate or false entry. **ANY ATTEMPT BY ANY PERSON TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST 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 THESE PROVISIONS.**

RELEASE: By participating in this Contest, Entrants agree to release and hold harmless Sponsor and each of their respective officers, directors, managers, employees, parent companies, subsidiaries, affiliates, agents, members, shareholders, insurers, servants, divisions, predecessors, successors, representatives, dealers, distributors, advertising, promotion, and fulfillment agencies, including the consultants and legal advisors (collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Contest or receipt, redemption or use of any Prize.

LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (i) unauthorized human intervention in any part of the entry process or the Contest; (ii) electronic or human error which may occur in the administration of the Contest or the processing of entries; (iii) any injury, damage or loss (including death) to persons or property of any kind, which may be caused, directly or indirectly, in whole or in part, directly or indirectly from Entrant's participation in the Contest or from the receipt, use or misuse of any Prize; (iv) any printing or typographical errors in any Contest-related materials; (v) stolen, lost, late, misdirected, corrupted, incomplete, or indecipherable entries; or (vi) technical failures of any kind, including but not limited to the malfunctioning of any computer, mobile device, cable, network, hardware or software. **DISPUTES:** Entrants agree that any and all

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disputes, claims, and causes of action arising out of, or connected with, the Contest or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Georgia. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, an Entrants rights and obligations, or the rights and obligations of Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of Georgia, without giving effect to any choice of law or conflict of law rules (whether of Georgia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Georgia.

ENTRANTS PERSONAL INFORMATION: Information collected from Entrants is subject to Eyeglass World privacy policy, located at www.eyeglassworld.com/privacy-policy.

WINNER'S LIST/RULES REQUEST: For the name of the Prize Winner, or a copy of these Official Rules, please submit a self-addressed, stamped envelope to be received by December 31, 2017 to "#EGWsolarselfie Contest" (please specify Winners List or Rules Request), 2435 Commerce Ave NW, Duluth, GA 30096. A copy of these Official Rules may also be obtained at this Website any time during the Contest Period.

SPONSOR: Eyeglass World, 2435 Commerce Ave NW, Duluth, GA 30096.

This Contest shall not be published without the written permission of the Sponsor.