

**Sunglass Hut & Maui Jim's "Experiences Like You've Never Seen" Sweepstakes  
Official Rules**

**NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** Void outside the fifty (50) United States and the District of Columbia and Canada (except Quebec).

**ELIGIBILITY:** The Sunglass Hut & Maui Jim's "Experiences Like You've Never Seen" Sweepstakes ("Sweepstakes") is open only to legal residents of the fifty (50) United States, the District of Columbia, and Canada (except Quebec) who are 25 years of age or older (each, an eligible "entrant"). Employees, officers, directors of Maui Jim, Inc. and Sunglass Hut Trading LLC, (collectively "Sponsors"), BI WORLDWIDE ("Administrator"), their respective parents, subsidiaries and affiliated companies, agents, advertising/promotion agencies, website providers, web masters, individuals engaged in the development, production, or distribution of materials for, or implementation of the Sweepstakes (collectively referred to herein as the "Sweepstakes Entities"), and the immediate family members (spouse, siblings, children and parents including foster and step-relations) or those living in their same household (whether or not related) as any person in any of the preceding categories are not eligible to enter or win a prize. Void in Quebec, and where prohibited or restricted by law.

By entering the Sweepstakes, each entrant fully and unconditionally agrees to and accepts these Official Rules, the information provided by Sponsor in connection with the Sweepstakes, and the decisions of the Sponsor and Administrator (and their authorized representatives) which are final and binding with respect to all matters pertaining to this Sweepstakes and all elements thereof. Sponsors reserve the right to verify the eligibility of any entrant, and all decisions regarding eligibility shall be made by Sponsor in Sponsors' sole discretion.

**PROMOTION PERIOD:** The Sweepstakes begins on or about 12:00 AM Eastern Time ("ET") on June 30, 2016 and ends at 11:59 PM ET on July 20, 2016 (the "Promotion Period"). The clock on Sunglass Hut Trading LLC's server shall be the official time keeping device for this Sweepstakes. All time referenced in connection with the Sweepstakes is Eastern Time. Entrants are solely responsible for determining the corresponding time zone in their respective jurisdictions; Sweepstakes Entities disclaim all liability or responsibility relating thereto.

**HOW TO ENTER:** During the Promotion Period, visit [www.sunglasshut.com/us/sunglasses-trends/maui-jim-sweepstakes](http://www.sunglasshut.com/us/sunglasses-trends/maui-jim-sweepstakes) ("Website"), and follow the online instructions to create a Sun Perks account, which can be created for free. If you are already a Sun Perks member, log-in to your account at the Website. Once logged into your Sun Perks account, participants must then submit a Sweepstakes registration form that includes their registration information, including, but not limited to, first and last name (no initials), complete street address (no PO boxes), city, state, zip code, phone number, date of birth, and confirm that they have read and agree to be bound to the Official Rules. All online entries must be submitted and received during the

Promotion Period. Entrants must provide all requested information on the official online entry form and all information provided must be accurate; incomplete entries and entries with inaccurate information will be disqualified. **Limit one (1) entry per person.**

Proof of entry or any other material or information submitted in connection therewith is not proof of its receipt or eligibility for the Sweepstakes. Participation and prize award are subject to verification and/or determination of all entrants, and any other information required by Sponsors in order to verify a winner. Any suspected attempt by any entrant, directly or indirectly, to cheat, engage in artifice or fraud, to obtain unauthentic or fraudulent entries, submit inaccurate or untimely entries, as determined in sole and absolute discretion of the Sponsors, will void all such entries, and disqualify any entrant suspected of using/benefitting from such methods. Without limiting the foregoing, Sponsors have the right, among other things, to verify entrants' eligibility and compliance with these Official Rules and, on the basis of its investigation, to disqualify any entrant at any time during or after the Promotion Period, and require immediate prize return, if applicable. Sweepstakes Entities assume no responsibility for lost, late, incomplete, inaccurate, delayed, destroyed, damaged, illegible, or misdirected entries (in whole or in part), and/or non-compliance.

**RANDOM DRAWING/ODDS:** Potential winners will be selected in a random drawing held on or about July 29, 2016 at the offices of Administrator on or about 11:00 a.m. Central Time from among all eligible entries received. Odds of winning depend on the number of eligible entries received. Potential winners will be notified by mail, phone and/or email (in sole discretion of the Sponsors) on or about August 2, 2016.

Potential winners and their guest will be required to complete, sign, have notarized and return an Affidavit (or if Canadian a Declaration) of Eligibility, Liability and, where lawful, Publicity Release within the time specified by Administrator, or else the prize will be forfeited and an alternate potential winner selected. For Canada residents only, any potential winner will be required to correctly answer, unaided a mathematical skill-testing question in order to be confirmed as a winner and be eligible to receive a prize.

**PRIZES/APPROXIMATE RETAIL VALUE (ARV):**

**Grand Prize (1 available):** A 5-day/4-night trip for one (1) winner and one (1) adult guest to Augusta, GA to watch a professional golf tournament (the "Golf Tournament") on April 6-10, 2017. In addition to the listed included items below, trip consists of daily meals (as determined by Sponsors), ground transportation to Golf Tournament and to/from GA airport (as determined by Sponsors), and two (2) badges for the Golf Tournament's Saturday and Sunday championship rounds. ARV USD\$17,500/CDN\$22,112.

**First Prize (1 available):** A 7-day/6-night trip for one (1) winner and one (1) adult guest to Maui, HI to watch the Maui Jim® Maui Invitational basketball tournament (the "Basketball

Tournament”). Trip consists of a mid-size rental car, and two (2) tickets (with Stadium Club hospitality access) for one (1) game each day of the Basketball Tournament, two (2) tickets to the VIP Evening with the Coaches on Sunday, November 20, 2016, an excursion on Maui Jim’s private boat for winner and guest, and additional items listed as “Included Prize Items” below. ARV USD\$10,000/CDN\$12,635.

**Second Prize (1 available):** A 5-day/4-night trip for one (1) winner and one (1) adult guest (who must be 21 or older) to Napa Valley, CA. In addition to the listed included items below, trip consists of a full-size rental car, Winemaker for a Day experience, a 50-minute massage for winner and guest, one (1) dinner at Bottega restaurant, and a \$450 pre-paid debit card for winner. ARV USD\$4,500/CDN\$5,686.

**Total ARV of all prizes: USD\$32,000/CDN\$40,433. The Grand Prize, First Prize, and Second Prize shall each be referred to herein as a “Trip Prize” and collectively, the “Trip Prizes.” Each Trip Prize described above consists of the following Included Prize Items: round-trip, coach air transportation for winner and one (1) adult guest (“Guest”) from a major commercial airport near winner’s residence (as determined by Sponsors) to destination airport selected by Sponsors and standard hotel accommodations (one room, double occupancy). ARV of a Trip Prize may vary depending on the point and time of departure. A winner’s Guest, who must be 18 years of age or older (or 21 or older in order to participate in the Wine Maker for a Day Experience, as applicable), will be required to complete, sign and return a Publicity and Liability Release prior to issuance of any travel documents. Prizes must be accepted as a whole, or will be forfeited in its entirety. Grand Prize winner must travel April 6 -10, 2017, and First prize winner must travel November 19 – 25, 2016, or else such prizes will be forfeited and an alternate winner selected. For Second prize: winner must complete travel by July 31, 2017; a Saturday night stay is required; travel is excluded December 15, 2016 – January 10, 2017; further blackout dates may apply. Second prize winner must comply with the terms and conditions of the issuer of the pre-paid card.**

For any Trip Prize, a 45-day advance booking is required; further restrictions may apply. Tickets, events, or excursions associated with any Trip Prize are based on availability, and certain restrictions may apply. If, due to any reason, a game, event, or excursion is cancelled, neither that portion of the prize nor its value will be awarded. For Trip Prizes with a vehicle rental: winner or winner’s Guest must have current valid driver’s license and major credit card in good standing, meet age requirements, and meet/comply with all terms and conditions of the rental car agency in order to rent vehicle; if winner or Guest does not qualify for rental car portion of prize, car rental will be forfeited and shall not be awarded. All travel arrangements must be made through a travel agent or entity selected by Sponsors. **WINNER WILL BE RESPONSIBLE FOR ALL MEALS, GROUND TRANSPORTATION, EXCURSIONS, GRATUITIES, FUEL, PARKING, BEVERAGES, TELEPHONE CALLS AND ANY OTHER INCIDENTAL FEES, COSTS OR EXPENSES NOT SPECIFICALLY STATED HEREIN.** Specific air carrier(s) and other trip specifics are at the sole discretion of the Sponsors or their designee(s). All travel is subject to availability. Travel must

originate and end at the same major gateway airport. Winner and Guest must travel together on the same itinerary. Winner and Guest will be required to provide valid government issued photo ID as required by travel authorities at time of travel, and to obtain and maintain all insurance (including car, health, liability and any other insurance). Winner acknowledges and agrees that the Sweepstakes Entities are not providers/carriers of transportation, or insurance providers. No changes will be made to travel details once any element(s) of the travel arrangements have been booked. Trip Prize conditions may be added or modified by Sponsors or their designees. Sweepstakes Entities are not responsible for any changes of any element of trip, nor are they liable for any expenses incurred as a consequence of flight changes, cancellation or delays. Sponsors will not replace any lost or stolen tickets, travel vouchers, debit cards, gift cards, or certificates. Travel is subject to capacity controls, availability, and certain other restrictions, all of which are subject to change. Any unclaimed and/or unused element of a Trip Prize, or any element thereof, will remain the property of Sponsors or their designees. The restrictions/conditions stated herein are not all-inclusive and the described above may be subject to additional restrictions/conditions, which may be stated in the Affidavit (as defined herein), and/or other travel documents. Other restrictions and conditions may apply. In the event any winner and/or Guest engage(s) in behavior that, as determined by Sponsors (or their designees) in their absolute discretion, is obnoxious or threatening, dangerous, harmful, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsors reserve the right to terminate the trip or other applicable experience early, in whole or in part, and to send the winner (and Guest) home with no further compensation.

Trip Prizes cannot be assigned, transferred, or substituted in whole or in part, except by Sponsors who may, at their sole discretion, substitute a prize with a prize of equal or greater value. Prizes are not redeemable for cash; any difference between the actual value and ARV of the prize will not be awarded as cash, or otherwise. Any and all applicable taxes and all expenses not specifically stated herein are solely the responsibility of the winners; winners are advised to seek independent counsel regarding prize tax implications. In no event will the Sweepstakes Entities be responsible for awarding more than the stated number of prizes herein. If, by reason of a print or other error, more prizes are claimed than the number set forth in these Official Rules, an alternate winner will be selected in accordance with the winner selection method described above from among all eligible claimants making purportedly valid claims to award the advertised number of prizes available. *Prizes, and any element thereof, including any products received as a prize, may not be sold, resold, auctioned, bartered, or placed into any other unauthorized channels of distribution. Any prize pictured or mentioned in advertising or Sweepstakes materials is for illustrative purposes only and may not be the actual prize awarded.*

**LIMITATIONS OF LIABILITY: BY PARTICIPATING, ENTRANTS AGREE TO THE FULLEST EXTENT PERMITTED BY LAW TO RELEASE, DISCHARGE AND HOLD HARMLESS THE SPONSORS AND ALL OTHER SWEEPSTAKES ENTITIES, AND THEIR PARENT, AFFILIATED AND SUBSIDIARY COMPANIES, ADVERTISING AND PROMOTION AGENCIES, WEBSITE PROVIDERS, WEB MASTERS, AND THEIR RESPECTIVE DISTRIBUTORS, OFFICERS, DIRECTORS, EMPLOYEES,**

**INDEPENDENT CONTRACTORS, REPRESENTATIVES, ASSIGNS AND AGENTS (“RELEASED PARTIES”) FROM AND AGAINST ANY AND ALL ALLEGED AND/OR ACTUAL CLAIMS, CAUSES OF ACTION, DEMANDS, LOSSES, SETTLEMENTS (WHETHER OR NOT LITIGATION OR OTHER LEGAL PROCEEDINGS ARE COMMENCED), LIABILITIES AND DAMAGES OF ANY KIND WHATSOEVER EXISTING NOW OR ARISING IN THE FUTURE (INCLUDING, WITHOUT LIMITATION, BODILY INJURY, PERSONAL INJURY, DEATH, DISABILITY AND PROPERTY DAMAGE, VIOLATION OF PROPRIETARY, PUBLICITY, PRIVACY OR ANY OTHER RIGHT), COSTS AND EXPENSES (INCLUDING, WITHOUT LIMITATION, REASONABLE ATTORNEYS’ FEES, COURT COSTS, SETTLEMENT AND DISBURSEMENTS) DIRECTLY OR INDIRECTLY ARISING OUT OF USE OF THE ENTRY IN WHOLE OR IN PART, THE ACCEPTANCE, POSSESSION, USE, MISDIRECTION, OR MISUSE OF A PRIZE OR ANY ELEMENT THEREOF, PARTICIPATION IN THE SWEEPSTAKES AND/OR PRIZE RELATED ACTIVITY, AND ACCESS/USE OF ALL WEBSITES, WHETHER OR NOT CAUSED BY THE NEGLIGENCE OF ONE OR MORE OF THE RELEASED PARTIES.** To the fullest extent permitted by law, entrants and winners covenant not to sue any Released Party or cause them to be sued regarding any matter released above; and further covenant not to disaffirm, limit or rescind this release. A waiver by one or more of the Sweepstakes Entities of any term in these Official Rules does not constitute a waiver of any other provision.

IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF THIS SWEEPSTAKES, PARTICIPATION IN SWEEPSTAKES AND/OR PRIZE RELATED ACTIVITIES, THE USE OR MISUSE OF A PRIZE OR ANY ELEMENT THEREOF.

In the event of noncompliance, if an entrant is or becomes noncompliant or ineligible during or after the Promotion Period, or a potential winner fails to respond within the time specified, or cannot be reached within two separate attempts using the contact information (in the discretion of the Sponsors) provided on the entry, that prize will be forfeited in its entirety and an alternate potential winner may be selected provided sufficient time exists to verify an alternate potential winner prior to the applicable trip. Prize or prize notifications that are unclaimed, returned, undeliverable, or otherwise, will be forfeited and will not be awarded or re-awarded. Unclaimed or un-awarded prizes will NOT be re-awarded.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE WEBSITE AND ALL PRIZES, ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

**PUBLICITY RELEASE:** Except where prohibited by law, by entering and/or accepting a prize, entrants and winners hereby grant to Sponsors (which grant will be confirmed in writing or request of sponsors), and the Released Parties, the right and permission to use (but without obligation) print, publish, and broadcast, for publicity, trade, advertising and promotional purposes in all media now known or hereafter developed worldwide, including but not limited to the Internet, mobile devices, and World Wide Web, at any time or times, their name, image, photographs, videotape, likeness, hometown name, biographical information, voice as well as any statements made by winner regarding the Sweepstakes, Sponsors (provided they are true), without additional compensation, and without the right of review, notification or approval.

**GENERAL CONDITIONS:** Sweepstakes Entities are not responsible for lost, late, misdirected, incomplete, unintelligible, illegible, stolen, returned, or undelivered entries or mail, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, or other connections availability, accessibility or traffic congestion, or miscommunications, or failed computer, network, telephone, satellite, cable hardware, software or lines, or technical failure, or jumbled, scrambled, delayed, or misdirected transmissions, or computer hardware or software malfunctions, failures or difficulties, incompatibility, or errors of any kind whether human, mechanical, electronic or network, or the incorrect or inaccurate capture of entry or other information, nor for the failure to capture any such information. Persons who tamper with or abuse any aspect of the Sweepstakes, as solely determined by the Sponsors, will be disqualified. ANY ATTEMPT BY ANY PERSON TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION. Should any portion of the Sweepstakes be, in the sole opinion of the Sponsors, compromised by virus, worms, bugs, non-authorized human intervention, errors, technical failures or other causes, similar or dissimilar, which, in the sole opinion of the Sponsors, corrupt or impair the administration, security, integrity, fairness or proper play, or submission of entries, Sponsors reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes, or any element thereof and select winners from eligible entries received prior to action taken, or as otherwise deemed fair and appropriate by Sponsors. Sponsors are not responsible for any incorrect or inaccurate information, and assume no responsibility for any error, interruption, deletion, defect, delay in operation, or transmission, communications line failure, theft or destruction of entries. In the event of any discrepancy, ambiguity, inconsistency, printing or any other error or miscommunication in any communications, advertising, Sweepstakes materials, administration of the Sweepstakes, and/or any other information relating to this Sweepstakes or any element thereof, these Official Rules shall govern.

Sweepstakes Entities shall not be liable to entrants, winners or any other person or entity for failure to execute the Sweepstakes, or any element thereof or supply a prize, or any part thereof, by reason of any act of God, any action(s), regulation(s) order(s) or request(s) by any

governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist act, cyber-attack, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, trip, event or excursion cancellation, delay, or any other similar or dissimilar event beyond their reasonable control.

**DISPUTES:** THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF OHIO WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. Entrants are solely responsible for compliance with all applicable laws, rules and regulations including but not limited to tax and similar reporting obligations imposed by the Federal, state and local authorities. As a condition of participating in this Sweepstakes, entrants agree that any and all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsors in connection with the Sweepstakes, and any other disputes that cannot be informally resolved between the parties arising out of or connected with this Sweepstakes or any element thereof shall be resolved individually, *without resort to and waive their rights to claim any form of class action*, exclusively before a neutral one person **arbitration** panel located in Mason, OH.

**PRIVACY POLICY:** Information provided under this Sweepstakes is being provided to Sponsors. Information collected in connection with this Sweepstakes is subject to Sunglass Hut Trading LLC's Privacy Policy, located at [http://www.sunglasshut.com/AboutUs?page=privacy\\_policy&langId=-1&storeId=10152&catalogId=10101](http://www.sunglasshut.com/AboutUs?page=privacy_policy&langId=-1&storeId=10152&catalogId=10101) and may be used by Sponsors and their authorized agents to administer the Sweepstakes, award prizes, and for marketing purposes such as informing the entrant about products, services, promotions, and offers. Please see Sunglass Hut Trading LLC's Privacy Policy for details of its policy regarding the personal information collected in connection with this Sweepstakes.

**WINNERS LIST:** For the name of the winners, write your name and complete mailing address on 3 X 5 card, and send in a stamped envelope to be received by July 29, 2016 to: Sunglass Hut & Maui Jim's "Experiences Like You've Never Seen" Sweepstakes Winners List, P.O. Box 390347, Minneapolis, MN 55439.

**SPONSORS:** Maui Jim, Inc., One Aloha Lane, Peoria, IL 61615; and Sunglass Hut Trading LLC, 4000 Luxottica Place, Mason, OH 45040.

**All third party trademarks, service marks and trade names are the property of their respective owners and do not reflect endorsement or sponsorship of this Sweepstakes. All rights reserved.**

## **ABBREVIATED RULES**

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Subject to full Official Rules. Open only to legal residents of the 50 U.S., D.C., & Canada (except Quebec) who are 25 or older. Void in Quebec & where prohibited. Sweepstakes starts 12:00 AM ET on 6/30/16 and ends 11:59 PM ET on 7/20/16. Limit 1 entry per person. Odds of winning depend on number of eligible entries received. Travel must be completed by dates specified by Sponsors for applicable prizes (see rules). Total ARV of all prizes: USD\$32,000/CDN\$40,433. For entry, complete rules, prize, details & limitations, visit [www.sunglasshut.com/us/sunglasses-trends/maui-jim-sweepstakes](http://www.sunglasshut.com/us/sunglasses-trends/maui-jim-sweepstakes). Sponsors: Maui Jim, Inc., Peoria, IL; & Sunglass Hut Trading LLC, Mason, OH. Copyright ©2016 Sunglass Hut Trading LLC. All rights reserved.