

CURIO COLLECTION BY HILTON™ CURIOUS TRAVEL SWEEPSTAKES
OFFICIAL RULES

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

OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE AT LEAST EIGHTEEN (18) YEARS OLD AT THE TIME OF ENTRY.

VOID WHERE PROHIBITED.

The Curio Collection by Hilton™ Curious Travel Sweepstakes (“Sweepstakes”) is sponsored by Hilton Domestic Operating Company, Inc., 7930 Jones Branch Drive, McLean, Virginia 22102 (“Sponsor”) and is administered by Prize Logic, LLC (“Administrator”), 25200 Telegraph Road, Suite 405, Southfield, MI USA 48033.

- 1. SWEEPSTAKES PERIOD:** The Sweepstakes begins on June 8, 2018 at 12:00 PM Eastern Time (“ET”) and ends on August 8, 2018 at 11:59:59 PM ET (“Sweepstakes Period”). Administrator’s computer is the official Sweepstakes clock.
- 2. ELIGIBILITY:** This Sweepstakes is offered to legal residents of the fifty (50) United States and the District of Columbia who are eighteen (18) years of age or older at the time of entry. Employees, officers, directors, representatives, and agents of Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, and companies involved in the implementation and execution of the Sweepstakes (collectively “Sweepstakes Entities”) and each of their respective immediate family members (e.g., spouse, parent, child, sibling, and their respective spouses and the “steps” of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win. Void where prohibited or restricted by law. All applicable federal, state, and local laws and regulations apply.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions and interpretations, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein. Entrants and/or potential winner may be required to provide proof of identification and eligibility as required by Sponsor or Administrator.

- 1. HOW TO ENTER:** During the Sweepstakes Period, an eligible entrant may visit <https://becurious.citiesbycurio.com/> and follow the links and instructions to complete the curiosity quiz. Once an entrant has completed the quiz, he/she must follow the links and instructions to visit <https://becuriousweeps.citiesbycurio.com> (“Website”) and complete and submit the registration form including, but not limited to: his/her first and complete last name (no initials), and valid e-mail address. Upon the successful completion of the quiz and the successful submission of the registration information, an entrant will receive one (1) entry into the Sweepstakes.

Additional Sweepstakes Entries: During the Sweepstakes Period, an entrant may earn additional entries by completing the activities below:

- A. Log-In Daily:** During the Sweepstakes Period, an entrant may visit the Website and enter his/her e-mail address to earn one (1) entry into the Sweepstakes. There is a limit of one (1) entry per day for logging-in during the Sweepstakes Period.
- B. Watch a Video:** During the Sweepstakes Period, an entrant may follow the links and instructions to watch a video. Entrant will earn one (1) Sweepstakes entry for watching the video. Limit: One (1) entry for watching the video during the Sweepstakes Period.
- C. Enter Hilton Honors Numbers:** During the Sweepstakes Period, an entrant may follow the links and instructions to enter his/her Hilton Honors number. If entrant does not have a Hilton Honors number, he/she can create one for free by following the links on the Website or by visiting <https://secure3.hilton.com/en/hh/customer/join/joinHHonors.htm?OCODE=QQS> [WW](#). Entrant will earn one (1) entry for providing his/her Hilton Honors Number. Limit: Entrant may enter his/her Hilton Honors number one (1) time during the Sweepstakes Period.
- D. Share on Facebook:** During the Sweepstakes Period, an entrant may follow the links and instructions to share a pre-populated message about the Sweepstakes containing a unique link on Facebook (see below on how to create a Facebook account). For each friend who clicks on the unique link in the Facebook post and registers for the Sweepstakes, entrant will earn one (1) entry into the Sweepstakes. Limit: Five (5) entries total via this method during the Sweepstakes Period.
- E. Share on Twitter:** After registering for the Sweepstakes, an entrant may follow the links and instructions to share a pre-populated message on Twitter about the Sweepstakes containing a unique link (see below on how to create a Twitter account). For each friend who clicks on the unique link in the Tweet and registers for the Sweepstakes, entrant will earn one (1) entry into the Sweepstakes. Limit: Five (5) entries total via this method during the Sweepstakes Period.
- F. Follow Curio Collection on Instagram:** During the Sweepstakes Period, an entrant may follow the links and instructions to log on to his/her Instagram account and follow @CurioCollection on Instagram. Entrant will receive one (1) entry into the Sweepstakes for following Sponsor on Instagram. Limit: One (1) entry total via this method during the Sweepstakes Period.
- G. Follow Curio Collection on Facebook:** During the Sweepstakes Period, an entrant may follow the links and instructions to log on to his/her Facebook account and follow @CurioCollection on Facebook. Entrant will receive one (1) entry into the Sweepstakes for following Sponsor on Facebook. Limit: One (1) entry total via this method during the Sweepstakes Period.
- H. Follow Curio Collection on Twitter:** During the Sweepstakes Period, an entrant may follow the links and instructions to log on to his/her Twitter account and follow @CurioCollection on Twitter. Entrant will receive one (1) entry into the Sweepstakes for following Sponsor on Twitter. Limit: One (1) entry total via this method during the Sweepstakes Period.

An entrant can create a Facebook account at no cost by visiting www.Facebook.com. Please note an entrant must agree to comply with the Facebook Terms of Service (<https://www.facebook.com/legal/terms/update>) and Privacy Policy (<https://www.facebook.com/policy.php>).

An entrant may can create a Twitter account at no cost by visiting www.twitter.com. Please note that an entrant must agree to comply with the Twitter Terms of Service (<https://twitter.com/tos/>) and Privacy Policy (<https://twitter.com/privacy>).

An entrant may create an Instagram account at no cost by downloading and installing the Instagram application on his/her mobile device. Use of Instagram will be subject to that service provider's privacy policy and terms of use, which can be found at: <http://instagram.com/about/legal/privacy>.

The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram, Facebook, or Twitter and Instagram, Facebook, and Twitter do not have any responsibility or liability regarding the conduct or administration of the Sweepstakes or prizes. Entrants agree to release Instagram, Facebook, and Twitter from any and all liability associated with this Sweepstakes.

A "day" is defined as starting at 12:00 AM (midnight) ET and ending at 11:59:59 PM ET on a calendar day during the Sweepstakes Period, except on June 8, 2018 when a day is defined as starting at 12:00 PM (noon) ET and ending at 11:59:59 PM ET.

An entrant will receive no more than the above stated number of entries during the Sweepstakes Period. If more than the stated number of entries are received from the same person, telephone number and/or e-mail address, the entries may, at the Sponsor's sole discretion, be disqualified. Entrants are prohibited from using more than one (1) e-mail address or multiple identities. If it is found or suspected that an entrant is using more than one e-mail address or multiple identities to participate in the Sweepstakes, then that entrant, in Sponsor's sole discretion, may not be eligible to win a prize.

IMPORTANT: MESSAGE AND DATA RATES MAY APPLY IF AN ENTRANT ENTERS THIS SWEEPSTAKES ON HIS/HER MOBILE DEVICE. NOT ALL MOBILE TELEPHONE/WIRELESS PROVIDERS CARRY THE SERVICE NECESSARY TO PARTICIPATE IN THESE SWEEPSTAKES. ENTRANTS SHOULD CONSULT THEIR WIRELESS PROVIDERS' PRICING PLANS. MOBILE ENTRY IS NOT REQUIRED TO ENTER OR WIN A PRIZE IN THESE SWEEPSTAKES.

5. **RANDOM DRAWINGS:** On or about August 9, 2018, the Administrator will randomly select one (1) potential grand prize winner and fifteen (15) potential first prize winners from among all eligible entries received during the Sweepstakes Period. Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules.
6. **PRIZES, APPROXIMATE RETAIL VALUE ("ARV"), ODDS OF WINNING:**
 - A. **Grand Prize (1):** The grand prize a trip for two (2) to any destination where there is any Curio Collection by Hilton hotel (subject to availability ("Grand Prize")). Trip includes round-trip, coach class air transportation for two (2) people (for winner and one [1] guest) from a

major commercial airport near the winner's home (as determined by Sponsor) within the fifty (50) United States or District of Columbia to any city where there is a Curio Collection by Hilton hotel (subject to availability), one (1) double occupancy standard hotel room for seven nights at a Curio Collection by Hilton hotel, breakfast daily at the hotel, curated travel recommendations in the destination city from a travel expert, transportation to/from airport and hotel, and a check for \$2,500 (for the winner only). Winner's guest must be eighteen (18) years of age or older. If the winner elects to travel or partake in the Prize without a guest, no additional compensation will be awarded to the winner. Trip must be taken on dates specified by Sponsor. Winner and guest must travel on the same itinerary. The actual value of the trip may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of the prize will not be awarded. If winner resides within a 100-mile radius of destination, ground transportation may be provided in lieu of air transportation, and no compensation will be provided for any difference in prize value. Travel dates are subject to availability; blackout dates and other restrictions may apply. Winner and guests are responsible for having valid travel documents including government identification and/or passports. Winner is responsible for all travel expenses not included herein, including airline baggage fees, gratuities, meals, and any other incidental costs or expenses related to participation in this prize. Travel must be booked at least three (3) months in advance. Guest of winner must sign and return a travel liability release before travel will be booked. Winner and his or her guest hereby acknowledges that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. Winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. Sponsor bears no responsibility if any event, element or detail of a prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the Grand Prize become unavailable, the Sponsor shall have no obligation to the winner aside from providing the remaining portion of the Grand Prize, minus any unavailable event, element or detail. Only one (1) Grand Prize is available in the Sweepstakes. The approximate retail value ("ARV") of the Grand Prize is \$10,000. The actual value of the prize may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of the prize will not be awarded.

- B. First Prizes (15):** Each first prize winner will receive two (2) "Be My Guest" certificates each good for a one (1)-night stay at any Curio Collection by Hilton hotel property in the world (each a "First Prize"). Certificate is valid for one (1) year from the date of issuance and dates of use are based on availability (terms and conditions of certificate apply). Fifteen (15) First Prizes will be available in the Sweepstakes. The ARV of each First Prize is \$524.
- C. Total ARV of All Prizes:** The total ARV of all prizes in the Sweepstakes is: \$17,860.
- D. Odds of Winning:** The odds of winning a prize depends on the total number of eligible entries received during the Sweepstakes Period.
- E. General:** To book your two (2)-night stay, please call 1-800-774-1500 and inform the reservation agent that you will be using two (2) Be My Guest certificates (each a "Certificate") for Curio Collection by Hilton for your stay. A Certificate is redeemable for a one (1)-night stay at a Curio Collection by Hilton hotel. Certificates are subject to terms

and conditions specified thereon. Certificates expire one (1) year from date of issue. Certificate applies to room rate for one (1) standard room and corresponding tax only and does not apply to gratuities or any incidental charges incurred during the a user's stay. Certificate is not valid on New Year's Eve. Prizes will not be redeemed or exchanged for cash, except where required by law. In no event will more than one (1) Grand Prize and fifteen (15) First Prizes be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the prizes through a random drawing from among all eligible prize claims received. No prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a prize or force majeure.

2. HOW TO CLAIM A PRIZE: After the random drawings, Administrator will notify the potential winners via e-mail at the e-mail addresses provided at the time of registration. The potential Grand Prize winner will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within five (5) calendar days from the date of attempted notification or the Grand Prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor's sole and absolute discretion. Failure to provide all required information and a signature on the documents within the stated time period may result in forfeiture of a winner's right to claim a prize, and may result in the prize being awarded to an alternate winner, if time permits. Upon verification of eligibility, First Prizes will be mailed to the winners at the physical address (P.O. Boxes are not permitted) provided at the time of entry and the winner will be contacted to arrange fulfillment of the Grand Prize. The Sweepstakes Entities shall not be held responsible for any delays in awarding a prize for any reason. If a potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept a prize, or if a winner notification is returned as undeliverable or a potential winner fails to respond to a winner notification within the timeframe specified in such winner notification, the respective prize may be forfeited. If a prize is forfeited for any reason, it may be awarded to an alternate potential winner, at the Sponsor's sole and absolute discretion, selected at random from the remaining pool of eligible entries received during the Sweepstakes Period, time permitting. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded. Prizes are not transferable and include only the items specifically listed as part of the Prize. Any portion of a prize not accepted by winner will be forfeited. The winners shall be solely responsible for payment of any and all applicable federal, state, and local taxes for the Prize won. Sponsor will issue an IRS Form 1099-MISC for the Grand Prize winner. Approximate retail value is as of the time these Official Rules were printed and the value of the prizes may fluctuate. The winners are not entitled to any difference between the ARV and the actual value of a prize at the time the prize is awarded. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. Each prize will only be awarded to a verified winner.

9. LIMITATION OF LIABILITY: By participating in this Sweepstakes, entrants agree that the Sweepstakes Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail notifications, telephone calls, or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or

availability; (iii) garbled, corrupt or jumbled transmissions, service provider/Internet/website/UseNet accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes; (vii) any injury or damage, whether personal or property(including any injury related to dancing or creating the entry), to entrants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting or using a prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Sweepstakes Entities are not responsible for any undelivered telephone calls, messages or e-mails, including without limitation, e-mails that are not received because of an entrant's privacy or spam filter settings that may divert any winner notification or other Sweepstakes related e-mail to a spam or junk folder.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules, including Entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Sweepstakes is not capable of running as planned, or the integrity and or feasibility of the Sweepstakes is severely undermined by any event beyond the control of Sponsor, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of Sponsor (each a "Force Majeure" event or occurrence), Sponsor reserves the right, at its sole discretion, to abbreviate, cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of the winner in a manner it deems fair and reasonable, including the selection of the winner from among eligible entries received prior to such cancellation, termination, modification or suspension without any further obligation provided a sufficient number of eligible entries are received. If Sponsor, in its discretion, elects to alter this Sweepstakes as a result of a Force Majeure event, a notice will be posted at the Website.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZE, IS 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.

- 10. DISPUTES:** This Sweepstakes is governed by, and will be construed in accordance with, the laws of the state of Michigan, and the forum and venue for any dispute shall be in Oakland County, Michigan. If the controversy or claim is not otherwise resolved through direct discussions or mediation, it shall then be resolved by final and binding arbitration administered by JAMS in accordance with its arbitration rules and procedures or subsequent versions thereof ("JAMS Rules"). The JAMS Rules for selection of an arbitrator shall be followed, except that the arbitrator shall be experienced and licensed to practice law in Michigan. All proceedings brought pursuant to this paragraph will be conducted in Oakland County, Michigan. The remedy for any claim shall be limited to actual damages, and in no event shall any party be entitled to recover punitive, exemplary, consequential or incidental damages or have damages multiplied or otherwise increased, including attorneys' fees or other such related costs of bringing a claim, or to rescind this agreement or seek injunctive or any other equitable relief. Entrants agree that the rights and obligations of any entrant and/or Sweepstakes entities and/or any other party shall be resolved individually, without resort to any form of class action. Any demand for arbitration must be filed within one (1) year of the time the cause of action occurred, or the cause of action shall be forever barred.
- 11. PRIVACY POLICY:** Sponsor's privacy policy is available at <http://hhonors3.hilton.com/en/promotions/privacy-policy/english.html>.
- 12. PUBLICITY RIGHTS:** By participating in the Sweepstakes and/or accepting the prize, each entrant agrees to allow Sponsor and Sponsor's designee the perpetual right to use his/her name, biographical information, photos, likeness and performance, voice recording, video images and all related footage, and statements for Sweepstakes, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered worldwide, including but not limited to television, radio, print, and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
- 13. RELEASE:** By participating in the Sweepstakes, each entrant releases and agrees to indemnify and hold harmless Sweepstakes Entities, from and against any and all costs, claims, damages, or any other injury, whether due to negligence or otherwise, to person(s) or property (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in part, directly or indirectly, to participation in the Sweepstakes, creation of an entry, acceptance or usage of a prize, or arising out of participation in any Sweepstakes or prize related activity, whether hosted by Sponsor or a third party.
- 14. MISCELLANEOUS:** This Sweepstakes is subject to all applicable federal, state, and local laws. Winning the prize is contingent upon fulfilling all requirements set forth herein. Any attempted form of participation in this Sweepstakes other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her prize. Sponsor reserves the right to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Sweepstakes, to be acting in violation of

these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Sweepstakes. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity of an entrant, the Entry will be declared made by the primary account holder of the e-mail account used to enter the Sweepstakes. A potential winner may be required to show proof of being the primary account holder. The "primary account holder" is the natural person listed as the primary owner of the e-mail address by an e-mail service provided. If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or any prize documents will not affect the validity or enforceability of any other provision. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All Entries and/or materials submitted will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and the Sweepstakes details contained in any Sweepstakes promotional materials (including, but not limited to, point of sale, television and print advertising, or any other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

- 11. WINNER LIST:** To obtain a listing of the names of the winners, send a properly stamped self-addressed business sized envelope to: Hilton® Curious Travel Sweepstakes – Winner List Request, P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received by October 2, 2018.

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