

Hawaiian Airlines Be Mine Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Hawaiian Airlines Be Mine Sweepstakes (the "Sweepstakes") is 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. Employees of Hawaiian Airlines, Inc., HelloWorld, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning the prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Hawaiian Airlines, Inc., 3375 Koapaka Street, G-350 Honolulu, HI 96819. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on February 1, 2017 at 12:00 a.m. Hawaiian Time ("HT") and ends on February 28, 2017 at 11:59 p.m. HT (the "Promotion Period"). Facebook/Twitter/Instagram's servers are the official time-keeping devices for the Sweepstakes.

4. How to Enter:

Unless you enter by mail, to participate you will need to have a Twitter, Facebook and/or Instagram account (each a "Social Account"). Creating each Social Account is free but is subject to the applicable terms and conditions: <http://twitter.com/tos>, <https://www.facebook.com/legal/terms> or <http://instagram.com/about/legal/terms/#>. **Posting on Instagram requires a mobile device and therefore message and data rates may apply.** If entering via a mobile device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Your account settings on the Social Account you use to enter must be set to "unprotected" and/or "public" in order for your Tweets or posts are viewable by Sponsor.

There are four (4) ways to enter the Sweepstakes during the Promotion Period:

- a. Enter through Facebook:** You can enter through the Hawaiian Airlines Be Mine Sweepstakes tab on the Hawaiian Airlines' Facebook page at www.facebook.com/HawaiianAirlines. Take the following actions to receive an entry into the Sweepstakes: (1) follow the links and instructions to complete the registration form, including your name, valid email address and zip code, (2) upload one (1) photo of you with your Valentine(s), and (3) submit the completed registration form and uploaded photo.
- b. Enter through Twitter:** Take the following actions to receive an entry into the Sweepstakes: (1) Follow @hawaiianair on Twitter and (2) tweet one (1) photo of you with your Valentine(s) and include the hashtags #HawaiianAirlinesBeMine and #sweepstakes. ReTweets will not accrue entries in this Sweepstakes.
- c. Enter through Instagram:** Take the following actions to receive an entry into the Sweepstakes: (1) Follow @hawaiianairlines on Instagram and (2) post one (1) photo of you with your Valentine(s) and include the hashtags #HawaiianAirlinesBeMine and #sweepstakes.

Your Facebook submission/Tweet/post and its included content will hereafter be referred to as your Submission. Your Submission must be your original work. If you include the names or likenesses of

other individuals, you must have their permission to be included and to grant the rights set forth in Section 5. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Your Submission may not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights, disparage Sponsor, Administrator, or any other person or party, or contain material that is unlawful in any way. The Submission must not prominently feature brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to incorporate in his/her Submission. No photo collages are permitted. Sponsor reserves the right to disqualify any Submission that it finds unlawful, or in violation of these Official Rules, all in its sole discretion. You automatically will receive one (1) entry into the Sweepstakes for your qualified Submission. Released Parties (as defined in Section 8, below) are not responsible for lost, late, unreceived, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions; all of which will be void.

d. Enter by Mail: Hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Hawaiian Airlines Be Mine Sweepstakes," c/o HelloWorld, Inc., P.O. Box Number 5029, Department 829853, Kalamazoo, MI 49003-5029. You will receive one (1) entry into the Sweepstakes. Limit: One (1) entry per envelope. All mail-in entries must be **postmarked by February 28, 2017 and received by March 7, 2017**. All entries become the exclusive property of Administrator and Sponsor and none will be acknowledged or returned. Proof of sending will not be deemed to be proof of receipt by Administrator. Sponsor and Administrator are not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: You may enter three (3) times by any combination of entry methods during the Promotion Period. Each Submission must be unique to qualify as an entry. Multiple entrants are not permitted to share the same email address or Social Account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, Social Accounts, 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 registration, the authorized account holder of the email address or Social account used to register 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 or used to create the Social account. The potential winner may be required to show proof of being the authorized account holder.

5. Sponsor's Use of Submissions: Submitting, Tweeting or posting a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

6. Grand Prize Drawing: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winner are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winner from all eligible entries received during the Promotion Period, on or around March 10, 2017. The potential winner will be notified by email, @hawaiianair via Direct Message on Twitter or @hawaiianairlines via Message Direct on Instagram. If notified on Twitter or Instagram, the potential winner will be required to provide his/her name, email address and date of birth to confirm eligibility and for prize fulfillment purposes within three (3) days of the date notice or attempted notice is sent into order to claim the prize. The potential winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and, where not

prohibited, a Publicity Release ("Declaration") which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information, within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that the potential winner is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded.

7. Prize: ONE (1) GRAND PRIZE: 140,000 Hawaiian Airlines HawaiianMiles; four (4) nights' accommodations for two (2) at the Marriott Wailea Beach Resort on Maui (single room, double occupancy), including use of one (1) beach cabana for one (1) day; and dinner for two (2) at Humble Market Kitchin on Maui (excluding alcohol). Approximate Retail Value: \$7,170.

Sponsor will deposit the miles directly into winner's HawaiianMiles account. Potential winner must establish a free Hawaiian Airlines HawaiianMiles account if he or she does not already have such an account. HawaiianMiles accounts are free and easy to open, but the account and use of the HawaiianMiles are subject to the program's terms and conditions: <http://www.hawaiianairlines.com/HawaiianMiles/Pages/terms-and-conditions.aspx>.

Hotel accommodations and dinner will be fulfilled as gift certificates and must be used within one (1) year from date they are issued or those prizes will be forfeited. Hotel accommodations and dinner must be booked at least twenty-one (21) days in advance. Accommodations and meal are subject to availability and blackout dates. All expenses and incidental costs not expressly stated above, including but not limited to, incidentals, gratuities, surcharges, service charges or facility charges, personal charges at hotel, taxes or other expenses are the responsibility solely of winner. Travel companion must be eighteen (18) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. Other restrictions, conditions and limitations may apply. Sponsor and Administrator will not replace any lost, mutilated, or stolen certificates.

Prize is not redeemable for cash, is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning the prize depend on the number of eligible entries received during the Promotion Period. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

8. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Administrator, Twitter, Inc., Instagram, LLC, Facebook, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

9 Publicity: Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, prize information, likeness, Submission, photograph (including, without limitation, winner's Twitter/Instagram profile photo), voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the

date of discontinuance for any or all of the prizes offered herein. 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 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.

11. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, not received, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

12. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and 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 exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) 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 Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

13. Entrant's Personal Information: Information collected from entrants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.hawaiianairlines.com/aboutus/privacy>.

14. Winner List: For a winner list, visit <http://bit.ly/2iGp94R>. The winner list will be posted after winner confirmation is complete.

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