

“Renew-It-All” Sweepstakes Official Sweepstakes Rules

NO PURCHASE NECESSARY: Making a purchase will not increase your chances of winning a prize.

1. **Eligibility:** Participation open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older at the time of entry, except employees of Crown Media, United States, LLC, Mattress Firm, Inc. and their respective subsidiaries, affiliates, divisions, advertising and promotion agencies, individuals engaged in the development, production or distribution of materials for this Sweepstakes, their immediate family members and persons living in the same households of each (whether related or not) are not eligible to participate. Void where prohibited by law.
2. **Promotion Description:** The “Renew-It-All” Sweepstakes (the “Sweepstakes”) sponsored by Crown Media United States, LLC (the “Sponsor”) is an online-only Sweepstakes that begins at 8:00:01 AM (ET) on May 10, 2016 and ends at 11:59:59 PM (ET) on June 21, 2016 (the “Sweepstakes Period”). During the Sweepstakes Period, eligible entrants may register for the Sweepstakes drawing via the Sweepstakes website for a chance to win the one (1) Grand Prize. You must have Internet access in order to enter the Sweepstakes.
3. **How To Enter:** During the Sweepstakes Period, visit either the “Renew-It-All Sweepstakes” promotional website – www.HallmarkChannel.com/renewitall (“Website”) and click on the “Enter Now” link and you will be redirected to the Sweepstakes registration page. On the Sweepstakes registration page you will be required to submit certain registration information as a condition of entry. Limit one (1) Sweepstakes entry per day per person or email address. For purposes of this Sweepstakes, a “Day” is defined as a 24-hour period beginning at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET); except for the first day of the Sweepstakes which will consist of a fourteen (14) hour period beginning at 8:00:00 AM (ET) and ending at 11:59:59 PM (ET). If it is discovered that a participant has attempted to enter with multiple e-mail addresses, multiple identities, or uses any other method or device to enter multiple times per day, such participant will be disqualified and all entries associated with such participant will be considered void. **Random Sweepstakes Drawing / Prize / Approximate Retail Value (“ARV”):** On or about June 24, 2016, a random Sweepstakes drawing will be conducted by an independent sweepstakes administrator from among all valid, eligible entries received over the course of the Sweepstakes Period. All decisions of Sponsor and/or administrator shall be final and binding in all respects. Odds of winning the Grand Prize depends upon the total number of eligible entries received over the course of the Sweepstakes Period. **One (1) Grand Prize: \$15,000 to renovate your home, a trip for two (2) to Los Angeles, CA, a guest appearance on Home & Family TV program, and a \$5,000 Mattress Firm gift Card.** Grand Prize package consists exclusively of: a check for \$15,000 which winner may elect to use to renovate his/her home; a trip for two (2) to Los Angeles, which includes: roundtrip (“R/T”) coach air transportation for Grand Prize winner and one (1) travel companion between major gateway airport nearest

winner's residence and Los Angeles, CA; R/T ground transportation between arrival airport and hotel and between hotel and television studio; 3-nights hotel lodging (based on double occupancy) at hotel selected by Sponsor; Grand Prize winner must make one (1) guest appearance on Home & Family TV program; six-hundred-fifty dollar (\$650) meal allowance; admission for two (2) to an entertainment theme park in the Los Angeles area; one (1) \$5,000 Mattress Firm gift card redeemable to purchase merchandise from its Comfort Collection only, which is limited to the following product lines: a) Beautyrest Black Hybrid Plus Wellington, b) Beautyrest Black Hybrid Plus Tolliver, c) Beautyrest Black Hybrid Plus Jennings, d) Serta Smart React mattresses, e) Serta React Hybrid mattresses, f) Tempur Cloud Supreme HD, and g) Tempur Contour Supreme HD. Approximate retail value of the Grand Prize is: \$25,500.

The Grand Prize winner's travel companion must be eighteen (18) years of age or older, or if a travel companion is considered a minor in his/her legal jurisdiction of residency, the winner must be such companion's parent or legal guardian. The Grand Prize winner and his or her travel companion must travel together on the same itinerary and possess all required travel documents prior to awarding of prize. Air transportation tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. Sponsor reserves the right to structure the travel route in its sole discretion. ARV for travel prize may vary depending upon point of departure and destination and fare fluctuations. If the closest airport to prize winner's home is in close enough proximity to prize destination city so that, as Sponsor may determine in its sole discretion, a flight is unnecessary, such prize winner will receive alternate ground transportation from the Sponsor with no further obligation to the winner. Grand Prize winner will not receive cash or any other form of compensation if actual travel costs are less than the Grand Prize ARV in these Official Rules. If the Grand Prize winner elects to travel without a guest, no additional compensation will be awarded to the winner and any portion of the Grand Prize allocated to the guest that is not used will be forfeited. In the event any scheduled Grand Prize event and/or any other component of the prize is cancelled, delayed, or postponed for any reason outside the control of the Sponsor, Sponsor will have no further obligation, other than to award the remainder of the prize. In the event Grand Prize winner and/or his or her travel companion engage in behavior that (as determined by Sponsor in its sole and absolute discretion) is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip or other applicable experience early, in whole or in part, and send Grand Prize winner and/or his or her travel companions home with no further compensation.

The Grand Prize winner must complete travel by September 30, 2016. Dates of departure and return are subject to change at Sponsor's sole discretion. Should the need arise to change the dates of travel, Sponsor will provide the Grand Prize winner with 30 day advance notice of the revised travel plans. If the Grand Prize winner is unable to participate in the Grand Prize trip during dates approved by Sponsor, the Grand Prize will be forfeited in its entirety. If Winner is unable to or unwilling to appear on *Home & Family* on the day designated by Sponsor, Grand Prize is subject to forfeiture in its entirety, in which event, Sponsors will have no further obligation to Winner.

4. **Potential Winner Notification:** The Potential Grand Prize winner will be notified by email and/or phone call within five (5) days of the random drawing. The Potential Grand Prize winner will be required to sign an Affidavit of Eligibility/Release of Liability/Publicity and Advertising Consent and Release (except where prohibited by law) and such other documents reasonably required by Sponsor as part of the prize claim process. All such documents must be signed and returned within ten (10) days of notification or prize will be forfeited and an alternate winner may be selected as provided for in these Official Rules. The Grand Prize winner's travel companion (if under 18, their parent or legal guardian) will be required to complete, execute and return a Travel Companion Liability Release within this same ten (10) day deadline. Grand Prize winner is subject to verification before the prize will be awarded. In the event that any potential Grand Prize winner is disqualified for any reason, an alternate winner will be selected in a random drawing from all eligible entries received during the Sweepstakes Period. If, despite reasonable efforts, a potential winner does not respond within seventy-two (72) hours of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Return of any prize notification or prize mailing as undeliverable for any reason will result in disqualification.

5. **Conditions of Participation & Certain Restrictions:** The participant is solely responsible for entering the Sweepstakes between May 10, 2016 and June 21, 2016, as well as properly claiming a prize within ten (10) days of prize notification if selected as the Grand Prize winner. The Grand Prize winner must agree to certain terms and conditions related to eligibility, release of liability, and Sponsor's use of winner's name and/or likeness for publicity, advertising and promotional purposes, without compensation (unless prohibited by law) as part of the prize claim process. Noncompliance may result in disqualification and forfeiture of prize. Once a prize element has been delivered to the winner's residence via delivery-confirmed mail or courier, the prize is considered "awarded." All fees and taxes (e.g., airport, federal, state and local taxes and any other expenses relating to the use, acceptance and possession of Grand Prize) are the sole responsibility of the Winner. No cash equivalents, prize substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. Acceptance of prize constitutes permission to the Sponsor to use winner's name and/or likeness for purposes of advertising and promotion without additional compensation, unless prohibited by law. All entries become the property of Crown Media United States, LLC. and will not be acknowledged or returned. By entering, entrants acknowledge compliance with these Official Rules, including all eligibility requirements. By participating, entrants agree to release Crown Media United States, LLC, Mattress Firm, Inc. and their respective parents, affiliates, subsidiaries, divisions, wholesalers, retailers or distributors or advertising and promotion agencies and each of their respective officers, directors, employees, agents or representatives (collectively, "Released Parties") from and against any and all claims, demands, losses and liabilities of any nature whatsoever, which entrant may now or hereafter be entitled to assert, including but not limited to, any death, injury, loss of enjoyment, damage to computer equipment, or other harm or loss of any nature whatsoever caused or contributed to by participation in the

Sweepstakes, any of the prizes awarded in the Sweepstakes and/or in connection with the awarding, receipt and use or misuse of prize, and/or claims based on publicity rights, defamation or invasion of privacy.

6. **Internet:** Released Parties are not responsible for lost, late, or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and to award the available prizes via a random drawing from among all valid eligible entries received up to the point of the action taken by the Sponsor provided a sufficient number of entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserve the right to seek damages from any such person to the fullest extent of the law.
7. **Confidentiality:** For information about how the Sponsor uses your personal information, please see its privacy statement, located at <http://www.hallmarkchannel.com/privacy-policy>. The information submitted by all entrants will be available to Mattress Firm. For more information on how this information may be used by the Company, please read its Privacy Policy, which can be found at <http://www.mattressfirm.com/PRIVACY%20POLICY-M27.aspx>. In addition, by entering the Sweepstakes, you agree that Mattress Firm may use the information you provide to contact you from time to time regarding special offers and promotions it thinks may be of interest to you and for other marketing and business purposes. By entering the Sweepstakes, entrant agrees to the use by Mattress Firm and its designees of his/her name, city and state of residence, and photograph/likeness/voice for advertising, promotional and other purposes, worldwide and in perpetuity, in any and all forms of media, now known or hereafter devised (including and without limitation, the Internet) without additional compensation or permission, except where prohibited by law.
8. **Winner's List:** To receive name and city / state of residence of winners of prizes valued at \$25 or more, mail a stamped, self-addressed envelope accompanied with a signed, hand-printed request to "Renew-It-All Sweepstakes Winner's List", PO Box 11507, Bozeman, MT 59719-1507. All requests must be received by July 31, 2016.
9. **Sponsor:** Crown Media United States, LLC. 12700 Ventura Blvd, Los Angeles, CA 91604.