

Swarovski "Lucky Guessing" Sweepstakes Official Rules

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

1. Eligibility: The Swarovski "Lucky Guessing" Sweepstakes (the "Sweepstakes") is open to participants who: (a) are at least 18 years of age at the time of entry; (b) are residents of the fifty (50) United States and the District of Columbia; and (c) did not purchase any equipment for the purposes of entering or participating in this Sweepstakes. Employees of Swarovski North America Limited, Medoff Inc., Facebook and any of 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 to win a prize. Subject to all applicable federal, state, provincial, territorial, municipal and local laws, directives and regulations. Void where prohibited.

2. Sponsor: Swarovski North America Limited, One Kenney Drive, Cranston, RI 02920 ("Sponsor").

3. Agreement to Official Rules: Participation in this Sweepstakes constitutes participant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Sweepstakes begins on November 28, 2017 at 12:00 a.m. Eastern Time ("ET") and ends on December 3, 2017 at 11:59 ET (the "Sweepstakes Period"). Sponsor's computer is the official time-keeping device for the Sweepstakes.

5. How to Participate:

Participation in the Sweepstakes includes holding a separate Facebook account. Registered Facebook Account holders must agree to the Facebook Terms of Service (a copy of which can be found at <https://www.facebook.com/terms>).

The campaign will be hosted on Swarovski Crystal's Facebook (<https://www.facebook.com/swarovskicrystals>). During the Sweepstakes Period, Sponsor will make a post ("Sponsor's Post") asking people to comment and guess where he/she thinks the Crystal's From Swarovski Pop-Up Store (the "Pop-Up Store") will be located (amongst the available option in Sponsor's Post). You will receive one (1) Sweepstakes entry by commenting on Sponsor's Post with the number and name of the location where you think the Pop-Up Store will be located.

LIMIT: One entry per Facebook profile allowed. Entries generated by script, macro or other automated means are void.

In the event of a dispute as to any entry, the authorized account holder of the email address used to register for the Facebook account will be deemed to be the participant and must comply with these Official Rules. 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. Each participant may be required to show proof of being an authorized account holder.

6. Winner Determination: Sponsor will randomly select two (2) potential Sweepstakes winners from all eligible entries received during the Sweepstakes Period on or around

December 5, 2017. The potential winners will be notified via Facebook, from Sponsor's official Facebook account and will have five (5) days to provide his/her address and contact information. If a potential winner of any prize cannot be contacted, fails to provide the information requested within the stated time period, or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Up to three (3) alternate drawings will be held, time permitting, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes Period. Acceptance of any portion of the prize shall constitute and signify winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, territory, province, likeness and/or prize information in connection with the Sweepstakes for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

7. Prize: Prizes:

The two (2) winners will win one of the following prize packages (one (1) each), Sponsor to decide which winner receives which prize package:

Prize package 1: one (1) Bulova watch crystal collection, (approximate retail value ("ARV"): \$450.00), one (1) Nina Shoes bangle (ARV: \$95.00), one (1) Vera Wang Eyewear sunglasses (ARV: \$230), one (1) pair of Sorrelli earrings (ARV: \$175.00), one (1) Gigi Cuff from Leatherock (ARV: \$75.00) and one (1) S'well Radiance Serena Bottle (ARV: \$150.00) for a total ARV of: \$1,175.00.

Prize package 2: one (1) Timex Metroplitan Starlight 34mm watch (ARV: \$95.00), one (1) set of Hickies Lacing System Shoelaces with Crystal by Swarovski (ARV: \$60.00), one (1) House of Sillage Tiara Limited Edition Perfume (ARV: \$1,200) and one (1) pair of Forever Crystals gold earrings (ARV: \$58.00) for a total ARV of: \$1,413.00.

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason.

Winners are responsible for all taxes and fees associated with prize receipt and/or use.

NOTE: there is no claim to cash payment

8. Warranties and Representations: AS CONDITIONS OF PARTICIPATION IN THIS CONTEST/SWEEPSTAKE, EACH PARTICIPANT WARRANTS AND REPRESENTS THAT THE ENTRY DOES NOT VIOLATE APPLICABLE LAWS OR REGULATIONS. Winner will indemnify Sponsor, Released Parties (as defined in Section 9. below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

9. Release: By receipt of any prize, winner agrees to release and hold harmless the Sponsor, Facebook 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, to the greatest extent permitted by applicable law. Depending upon the law of your country of residence,

this release may not apply to claims against Sponsor, its representatives and its vicarious agents for damages because of personal injury or death, and to claims for damages in case of intent or gross negligence by Sponsor, its representatives or vicarious agents.

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 or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes. Sponsor reserves the right in its sole discretion to disqualify any individual it finds: a) to be tampering with the entry and/or submission processes or the operation of the Sweepstakes; b) to be acting in violation of these Official Rules or any other promotion; or c) to be acting 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 and other remedies (including attorneys' fees) 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: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by participant, printing, typographical or other 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) printing, typographical, technical, computer, network or human error which may occur in the administration of the Sweepstakes, the announcement of the prizes or in any Sweepstakes-related materials; (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 participant's participation in the Sweepstakes or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable entries or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof.

12. Disputes: To the fullest extent permitted by applicable law, participant 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 courts located in the State of Rhode Island; (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 participant be permitted to obtain awards for, and participant 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 participant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Rhode Island without giving effect to any choice of law or conflict of law rules.

13. Participant's Personal Information: All information will be submitted directly to the Sponsor via Facebook as part of this Sweepstakes. All information submitted to Sponsor will be treated in accordance with Sponsor's Privacy Policy, available at <http://www.swarovski.com/dataprotection>. Information submitted to Facebook is subject to Facebook's privacy policy, available at <https://www.facebook.com/policy.php>. Your personal information will be used to contact the potential winner and for other purposes consistent

with these Official Rules. Your country of residence may grant you the right to review and correct the personal data stored about you, including its origin, recipient or categories of recipients of the data and the purpose of the storage. In addition, you may have the right to disable and delete your data, depending upon the circumstances. If your country of residence grants you such rights, you may exercise them by making you request in writing. To submit you request, please write to "Swarovski Lucky Guessing", c/o Mariya Raginsky, Swarovski Professional, Swarovski North America Limited, One Kenney Drive, Cranston, RI 02920 and be sure to include the specifics about your request.

14. Consumer Rights: Nothing in these Official Rules shall be deemed to exclude or restrict any of the winner's or the participant's statutory rights as a consumer.

15. Disclosure: This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook. If you have any questions about the Sweepstakes, please contact Sponsor.