

## LuMee x Yoobi Weekend Photo Contest

### Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. The following promotion is intended for viewing in the 50 United States and D.C. only and is construed and evaluated according to California law. Do not enter this Promotion if you are not a legal resident of, and located in, the 50 United States or D.C. at the time of entry. By participating in LuMee Giveaway (the "Promotion"), each entrant (or his or her parent or legal guardian if the entrant is under the age of majority in his or her state of residence) unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of LuMee Case ("Sponsor"), which are final and binding in all respects. Sponsor is responsible for the collection and selection entries and the Promotion's overall administration. Entrants should look solely to Sponsor with any questions, comments or problems related to the Promotion. The Promotion is in no way sponsored, endorsed, approved or administered by, or associated with, Instagram.

**ELIGIBILITY:** The Promotion is open only to (i) legal residents of the 50 United States and the District of Columbia; (ii) who are 13 years of age or older as of the start of the Promotion Period (defined below); Entrants under the legal age of majority in their state of residence must have permission to enter the Promotion from their parent or legal guardian. Employees of Sponsor and its parent companies, affiliates, subsidiaries, related companies, and agencies and immediate families (defined as parents, children,

siblings and spouse and their respective spouses, regardless of where they reside) and those living in the same household, whether or not related, are not eligible to enter or win. Void outside of the United States and the District of Columbia, in all U.S. territories and possessions and overseas military installations, and where prohibited or restricted by law.

**ENTRY CONDITIONS:** Limit one (1) entry per person. In case of dispute, Entries will be deemed made by the authorized account holder of the e-mail address submitted with or associated with the Entry.

**ODDS OF WINNING:** The odds of winning depend on the total number of eligible Entries received on both the LuMee and Yoobi Instagram pages.

**WINNER SELECTION:** Two (2) total potential winning Entrant will be selected by random drawing from both the LuMee and Yoobi Instagram pages. Potential winning Entrants will be contacted via Instagram direct message. If a potential winning Entrant is determined by Sponsor to be ineligible, unqualified to participate in this Promotion, in violation of these Official Rules, or does not respond to Sponsor's correspondence within 24 hours, the potential winning Entrant may be disqualified and a new potential winning Entrant will be selected by random drawing, if time permits.

**RETAIL VALUE:** Winners will receive a LuMee's Two Case and Power Charger and Yoobi's Spiral Notebook and Lightning Bolt Pin with a total retail value of \$96.00.

PUBLICITY: Except where prohibited, participation in the Promotion constitutes Entrant's consent to Sponsor's and its agents' use of the Entrant's name, likeness, photograph, voice, opinions, hometown, state and any other information submitted to Sponsor by Entrant for promotional purposes, or on a winner's list, if applicable, in any media, worldwide, without further payment or compensation.

GENERAL CONDITIONS: Potential winning Entrants are subject to Sponsor's verification. Sponsor's decisions are final and binding in all matters related to the Promotion. Potential winners must comply with the Official Rules, and receipt of prizes is contingent upon fulfilling all requirements. Sponsor is not responsible for technical, hardware or software failures, malfunctions, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmissions or unforeseen schedule changes that may limit an Entrant's ability to participate in the Promotion, even if caused by Sponsor's negligence. Entries generated by script, macro or other automated means or with the intent to impair the integrity of the Promotion will be void. Sponsor has the sole discretion to modify, cancel or suspend this Promotion should viruses, bugs, unauthorized human intervention or other causes beyond Sponsor's control affect the administration, security or proper play of the Promotion or Sponsor otherwise becomes incapable of running the Promotion as planned. Sponsor is not responsible for changes to Entrant's contact information. Any individual who attempts or otherwise encourages, directly or indirectly, the submission of false Entries, as determined by Sponsor, will be disqualified. Sponsor has the sole discretion to

disqualify any Entrant who tampers with the Entry process. Sponsor has the sole discretion to disqualify Entrants who violate these Official Rules, tamper with the operation of the Promotion or engage in any conduct that is deemed detrimental or unfair to Sponsor, the Promotion or any other Entrant. Sponsor has no obligation to return any Entry, if applicable, submitted by a disqualified Entrant.

RELEASE: As a condition of participating in the Promotion, Entrants release Instagram, the Sponsor and its respective affiliates, subsidiaries, parent corporations, advertising and promotional agencies, and all of their officers, directors, shareholders, members, employees, and agents (collectively, the "Promotion Entities") from liability, for loss, harm, damage, injury, cost or expense whatsoever including property damage, personal injury and death that may occur in connection with, preparation for, travel to, or participation in the Promotion, or possession, acceptance or use of prizes or participation in any Promotion-related activities and claims based on publicity rights, copyright or trademark infringement, defamation or invasion of privacy and merchandise delivery.

LIMITATION OF LIABILITY: The Promotion Entities are not responsible for: any incorrect or inaccurate Entry information; human errors; technical malfunctions; lost, stolen, deleted, mutilated, mis-delivered, postage due, illegible, incomplete or untimely Entries that may limit Entrant's ability to participate in the Promotion, even if caused by Sponsor's negligence; failures, commissions, interruptions, deletions, or defects of any telephone network, computer online system, computer equipment,

servers, providers, or software, including any injury or damage to Entrant's or any other person's computer relating to participation or inability to participate in the Promotion; inability to access the site or upload information or data; theft, tampering, destruction, or unauthorized access to, or alteration of, Entries; data that is processed late or incorrectly or is incomplete or lost due to telephone, computer, or electronic malfunction or traffic congestion on telephone lines or the Internet or any website or for any other reason whatsoever; printing or other errors; or any combination thereof. Proof of uploading information or data or entering information at the site is not considered proof of delivery or receipt. Illegible, duplicate and incomplete Entries will be disqualified. False, fraudulent, or deceptive Entries or acts, as determined by Sponsor, render Entrants ineligible and all associated Entries will be void. WITHOUT LIMITING THE FOREGOING, AND EXCEPT WHERE PROHIBITED BY LAW, EVERYTHING REGARDING THIS PROMOTION, 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.

COLLECTION OF INFORMATION: Information collected in connection with the Promotion will be collected in accordance with Sponsor's Privacy Policy. By participating in the Promotion, each Entrant agrees to the terms of Sponsor's Privacy Policy.

SPONSOR: LuMee Case LLC. The Promotion is in no way sponsored, endorsed or administered by, or associated with Instagram.