

P.volve Subway Sweepstakes

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

ELIGIBILITY: P.volve Subway Sweepstakes (“Contest”) is open to legal residents of the fifty (50) United States and the District of Columbia, over the age of majority in the state in which they reside, as of date of entry. Individuals who have won a prize in any promotion by Sponsor in the last twelve (12) months are also not eligible. Employees, officers, directors, agents and representatives of P.volve, (“Sponsor”), its parent, subsidiaries, affiliates, advertising/promotion/fulfillment agencies and anyone else connected with the production and distribution of this Contest (hereafter with Facebook, Inc., and Instagram, LLC, collectively, “Released Parties”) and their immediate families (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and those living in their same household, whether or not related, are not eligible to enter or win. By participating, each entrant agrees to be bound by these Official Rules and the decisions of the Sponsor, which are final and binding. All applicable federal and state laws and regulations apply.

SWEEPSTAKES PERIOD: The sweepstakes begins at 9:00 a.m. Eastern Time (“ET”) on April 20, 2018 and ends at 11:59 PM PT on May 7, 2018. (“Sweepstakes Period”).

HOW TO ENTER: During the Entry Period, you may participate by uploading an image of the P.volve subway advertisement to Instagram Stories or by posting it on your Instagram feed, and tagging @pvolve in the image. Your profile must be set to public to qualify.

DRAWINGS: GRAND PRIZING: ONE (1) potential winner will be selected in a random drawing after the contest closes from all eligible entries received for the applicable drawing for a total of one (1) Grand Prize Winners. Odds of winning depend on the number of eligible entries received for the applicable drawing. Potential winners will be notified by Instagram Direct Message and may be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within seven (7) days of date of issuance. If all documents are not returned within the specified time period, a prize or prize notification is returned as undeliverable, or a potential winner is not in compliance with these rules, prize will be forfeited and, at Sponsor’s discretion, an alternate winner selected for the drawing at issue. If a potential winner is at least 18 but still considered a minor in his/her jurisdiction of residence, prize may be awarded in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winner set forth herein. **GRAND PRIZE (ONE (1) PER PERIOD)** Total ARV of all prizes: \$905.94 includes ONE (1) EasyPayXpress unlimited monthly metro card for SIX (6) months of 30-Day Unlimited Rides worth

\$726.00, and SIX (6) months of P.volve streaming worth \$29.99. Winners may not substitute, assign or transfer a prize or redeem a prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute a prize (or portion thereof) with one of comparable or greater value. Winners are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsor's sole discretion. Limit one (1) prize per person/Instagram account for the entire sweepstakes.

GENERAL CONDITIONS: Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered or garbled entries or email; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the sweepstakes, the processing of entries, the announcement of the prizes or in any sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the sweepstakes. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the sweepstakes or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the sweepstakes (or any portion thereof) and, if terminated, at its discretion, select the potential winner(s) for the Daily Period(s) at issue from all eligible, non-suspect entries received for such drawing(s) prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Entrants, by participating, agree that Sponsor, Facebook, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of a prize or participation in this sweepstakes. Each winner, by acceptance of prize, except

where legally prohibited, grants permission for Sponsor and its designees to use his/her name, Facebook user name (if different), address (city and state), photograph (including Facebook profile photo), voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses.

DATA COLLECTION: Please review Sponsor's Privacy Policy, available at <https://www.pvolve.com/pages/privacy-policy> to find out how your personal information could be used.

SPONSOR: P.volve,
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CONTEST ADMINISTRATOR: SOCIALFLY, 225 West 29th Street, Suite 702, New York, NY 10018.

This Contest is in no way sponsored, endorsed, or administered by, or in association with Instagram or the MTA. By entering, you understand that you are providing your information to the Sponsor and not to Instagram or the MTA. Any questions about this Contest should be directed to Sponsor and not Instagram or the MTA.