

SeaWorld & Bad Boy Mowers Discover Adventure Sweepstakes Official Rules

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

1. Eligibility: SeaWorld & Bad Boy Mowers Discover Adventure Sweepstakes (the "Sweepstakes") is open only to legal residents of the forty-eight (48) contiguous (including the District of Columbia) who are at least eighteen (18) years old at the time of entry. Employees of SeaWorld Parks & Entertainment, Inc., A Delaware Corporation, 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 a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: SeaWorld Parks & Entertainment, Inc., A Delaware Corporation, 9205 Southpark Center Loop, Suite 400 Orlando, FL 32819. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on April 20, 2017 at 12:00 a.m. Eastern Time ("ET") and ends on June 10, 2017 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit www.discoveradventuresweeps.com and follow the links and instructions to complete and submit the registration form including a valid email address. You automatically will receive one (1) entry into the Sweepstakes. Limit: You may enter one (1) time per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, 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 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. Each potential winner may be required to show proof of being the authorized account holder.

Bonus Sweepstakes Entries: During the Promotion Period, there are five (5) ways to earn bonus Sweepstakes entries, as outlined below.

- a. **Opt-In for Bad Boy emails:** On the registration form, you will be invited to opt-in to receive email marketing messages from Bad Boy. Follow the links and instructions to opt-in to receive five (5) bonus entries into the Sweepstakes. *If you have previously opted-out of receiving email messaging from Bad Boy, you will not be added back to the email list.* Limit: One (1) time during the Promotion Period.
- b. **Opt-In for SeaWorld Orlando, SeaWorld San Antonio, Busch Gardens Williamsburg and Busch Gardens Tampa Bay emails:** On the registration form, you will be invited to opt-in to receive email marketing messages from SeaWorld Orlando, SeaWorld San Antonio, Busch Gardens Williamsburg and Busch Gardens Tampa Bay. Follow the links and instructions to opt-in to receive five (5) bonus entries into the Sweepstakes. *If you have previously opted-out of receiving email messaging from Sponsor, you will not be added back to the email list.* Limit: One (1) time during the Promotion Period.
- c. **Watch Video:** After you register or log in, follow the links and instructions to watch the provided video to receive five (5) bonus entries into the Sweepstakes. Limit: One (1) time per day during the Promotion Period.
- d. **Take Poll:** After you register or log in, follow the links and instructions to take the provided poll to receive three (3) bonus entries into the Sweepstakes. Limit: One (1) time per day during the Promotion Period.
- e. **Twitter or Instagram:** To participate you must have a Twitter or Instagram account. Twitter and Instagram accounts are free, but subject to Twitter, Inc. and Instagram LLC's terms of service: <https://twitter.com/tos> and <https://www.instagram.com/about/legal/terms>. Your account settings must be set to "unprotected" and/or "public" in order for your tweets/posts to be viewable by Sponsor and its agents. If you post or tweet using your wireless phone, message and data rates may apply. Please consult your wireless-service provider regarding its pricing plans. *Posting content to Instagram requires a mobile device. Message and Data rates may apply.* Using your wireless carrier's network, standard data charges from your wireless carrier may apply.

You must authenticate your tweet/post by following the links and instructions to proceed to the "Submit your Photo" page from the Sweepstakes hub. Click on Twitter or Instagram icon and follow directions to authenticate your Twitter or Instagram account. Then, tweet/post a photo that shows your adventurous side and include the hashtags #DiscoverNewAdventureSweepstakes.

Your 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. Tweeting/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. Released Parties (as defined in Section 7, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions; all of which will be void. 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 contain brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to incorporate in his/her Submission. 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 will receive ten (10) bonus entries into the Sweepstakes for your qualified Submission.

Limit: one (1) time per day during the Promotion Period regardless of method of entry.

5. Prize Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period, on or around June 14, 2017. The potential winners will be notified by email, Twitter, Instagram or phone. Except where prohibited, the potential Grand and First Prize 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 and Publicity Release ("Declaration") which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner 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 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. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

6. Prizes: ONE (1) GRAND PRIZE: A Bad Boy ZT Elite 60" 725cc Kohler mower. Approximate Retail Value: \$4,999. ONE (1) FIRST PRIZE: A trip for four (4) to winner's choice of either SeaWorld in Orlando, Florida or San Antonio, Texas, or Busch Gardens in either Tampa Bay, Florida or Williamsburg, Virginia. Trip package includes round trip, coach-class air transportation for four (4) from a major airport near winner's home (determined by Sponsor in its sole discretion) to winner's choice of either Orlando or Tampa Bay, Florida or San Antonio, Texas or Williamsburg, Virginia; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, quad occupancy); four (4) admission tickets to winner's choice of either SeaWorld Orlando or San Antonio or Busch Gardens Tampa Bay or Williamsburg; and meal vouchers for four (4) (terms and conditions of meal vouchers apply). Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, at least one (1) travel companion must be winner's parent/legal guardian. Travel companions must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. The Sponsor is not responsible if the event is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets. Seating and timing to be determined in the sole discretion of Sponsor. Tickets may be subject to Sponsor's standard rain-check policies and procedures. By accepting ticket prize, winner agrees to abide by any terms, conditions and restrictions provided by the ticket. The Sponsor is not responsible if winner does not use ticket on day of event. Sponsor is not responsible if event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. ARV: \$4,500. Actual value may vary based on airfare

fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. **SEVENTY (70) SECOND PRIZES:** A Busch Gardens or SeaWorld reusable tote and plush toy, and a Bad Boy Mowers Trucker hat, decals, and keychain. ARV: \$50.

For All Prizes: 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. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. **Limit:** one (1) prize per person. **Total ARV of all prizes:** \$12,999.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator, 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.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. 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.

10. 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, 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.

11. 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.

12. 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://seaworldentertainment.com/en/privacy-policy>.

13. Winner List: For a winner list, visit <http://bit.ly/2IEP3Yx>. The winner list will be posted after winner confirmation is complete.

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