

Karisma Hotels & Resorts / Savvi Campaign Sweepstakes Rules

Premier Worldwide Marketing “Love is Always in Fashion” Contest

Official Contest Rules and Regulations

NO PURCHASE IS NECESSARY. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA, 18 YEARS OF AGE OR OLDER AND LEGAL RESIDENTS OF CANADA, EXCLUDING QUEBEC, WHO HAVE REACHED THE AGE OF MAJORITY IN THE PROVINCE/TERRITORY IN WHICH THEY RESIDE AT THE TIME OF ENTRY, AND LEGAL RESIDENTS OF THE UNITED KINGDOM WHO ARE AT LEAST 18 YEARS OLD. VOID WHERE PROHIBITED BY LAW.

By entering the Premier Worldwide Marketing “Love is Always in Fashion” Contest (the "Contest") entrants agree to be bound by these Official Contest Rules and Regulations (The “Official Rules.”) The Contest commences at 12:00 p.m. Eastern Daylight Time (“EDT”) on January 1st, 2016 and ends at 11:59 p.m. EDT on December 31st, 2016 (the “Contest Period”).

Sponsor. The Contest is sponsored by Premier Worldwide Marketing, LLC ("Sponsor"), 3191 Coral Way, Miami, FL 33145. The Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter, Instagram, or any other social media network (as applicable).

Eligibility. The Contest is open only to legal residents of the 50 United States and the District of Columbia who are at least eighteen (18) years old, legal residents of Canada, excluding Quebec, who have reached the age of majority in the province/territory in which they reside at the time of entry, and legal residents of the United Kingdom who are at least eighteen (18) years old. The Contest is not open to: (1) employees, independent contractors, officers, and/or directors of Sponsor, and Sponsor's respective parent, related, affiliated and/or subsidiary companies, advertising, promotion and fulfillment agencies or legal advisors and their respective officers, directors, agents, employees and assigns (collectively, "Released Parties") or (2) the immediate family members of, and persons living in the same household as, any of the Released Parties. “Immediate family” is defined as parents, siblings, children or spouse. All United States federal, state and local laws and Canadian laws apply.

How to Enter. During the Promotion Period, visit the contest landing page and complete and submit the online registration form. 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. Main Sponsor, Joint Sponsor(s) and Administrator are not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any entry, 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. Potential winners may be required to show proof of being the authorized account holder.

Selection of Grand Prize Winner. One (1) grand prize winner will be selected as the winner of the Premier Worldwide Marketing “Love is Always in Fashion” Contest (“the Grand Prize Winner”), winners to be drawn on December 31st, 2016.

Sponsor reserves the right not to award the prize if, in its sole discretion, it does not receive a sufficient number of eligible and qualified entries. The Prize is subject to verification of eligibility and compliance with these Official Rules. All decisions of the Sponsor and judges will be final and binding on all matters relating to this Contest.

The Grand Prize Winners will receive one of (5) prizes (approximate retail value \$3,650.00 USD) consisting of: 6 (six) day and 5 (five) night vacation for (2) at one of the following resorts: El Dorado Royale, El Dorado Casitas Royale, El Dorado Maroma, El Dorado Seaside Suites, Azul Beach, Azul Fives, Azul Sensatori Mexico or Generations Riviera Maya by Karisma, (1) double-occupancy room, all meals, drinks, gratuities, non-motorized water sports and entertainment. Plus airfare for two (2), airfare credit not to exceed \$500 per person or a total of \$1000. Blackout dates apply. Airfare is NOT INCLUDED for all sweepstakes. If airfare is included, it will be specified. The Prize is not valid over US Thanksgiving, Christmas or New Year’s and is subject to availability. The winner and guests may be required to provide appropriate government issued photo identification (such as a valid passport) to travel to the host hotel. Sponsor is not liable for any expenses incurred as a consequence of travel cancellation/delay.

The Grand Prize Winners will be required to sign a Winner Declaration and Liability Release form provided by Sponsor to claim the prize. The Grand Prize Winner receiving the prize, which will total \$600 or more, will be required to provide Sponsor with a completed IRS Form 1099 or any applicable Canadian tax forms. The Grand Prize Winners agree to permit Sponsor and its affiliates to use his/her name, likeness, address and prize information for promotional purposes in any medium without additional compensation or permission required to the extent permitted by law.

The Contest Prize is non-assignable and non-transferable, and is not redeemable, exchangeable or substitutable for cash. Federal, state and local taxes are the responsibility of the Grand Prize Winner. Odds of winning the Contest Prize depend on the number of total eligible entries received. In the event that the Grand Prize Winners cannot be contacted or does not claim the Prize within fourteen (14) days of notification, Sponsor reserves the right to withdraw the Prize from the Grand Prize Winners and select a replacement winner (in the manner as set out above). No prize substitution allowed except at the sole discretion of the Sponsor who may substitute a prize of equal or lesser value.

By entering the Contest, entrants expressly agree to receive email notifications from the Sponsor regarding the status of the Contest. Unless entrants indicate that they do not wish to receive newsletters and email from the Sponsor, they may also receive newsletters and email from Sponsor and/or Sponsor’s marketing partners regarding products and services and other information that might be of interest to entrants. Any expenses not stated herein (including, but not limited to, taxes or any other applicable fees or costs not expressly identified above that are related to the acceptance and/or use of the prize) are the sole responsibility of the Grand Prize Winner.

Participation. Participation in the Contest constitutes an agreement by each entrant to comply with these Official Rules. These Official Rules will be posted at www.savviformalwear.com/sweepstakes between January 1st, 2016 – December 31st, 2016. Sponsor reserves the right, in its sole discretion to cancel, modify or suspend the Contest should any computer virus, bugs or other technical difficulty or other causes beyond the control of the Sponsor or Released Parties corrupt the administration, security or proper play of the Contest. Sponsor also reserves the right, in its sole discretion, to cancel, modify or suspend the Contest at any time and for any reason, or for no reason.

Limitations of Liability. By entering the Contest, you agree that: (1) any and all disputes, claims, and causes of action arising out of or in connection with the Contest, or any prize awarded, shall be resolved individually without resort to any form of class action; (2) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorney’s fees; and (3) under no circumstances will you be permitted to obtain any award for, and you hereby waive all rights to claim, punitive, incidental or consequential damages and any and all

rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses.

Warranty Disclaimer. The Prize is awarded "AS IS". Except as otherwise provided in these Official Rules, Sponsor makes no warranties, representations or guarantees, express or implied, in fact or in law, respecting the performance or use of a prize, including, without limitation, quality, merchantability, and fitness for a particular purpose. Further, no responsibilities are accepted for any additional expenses, omissions, delays, re-routing, or acts of any government or authority.

Construction. Sponsor shall be the sole interpreter of these Official Rules. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any entrant vis-à-vis Sponsor, shall be governed by, and construed in accordance with the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Florida, or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Florida. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision was not contained herein.

General Release. By entering the Contest, you release and discharge Sponsor, the Released Parties, Facebook, Twitter, Instagram and/or any other social media network (as applicable) from any liability whatsoever in connection with the Contest, your participation in the Contest, or with the acceptance, possession, use or misuse of any prize including, without limitation, legal claims, costs, injuries, losses or damages, demands or actions of any kind (including, without limitation: personal injuries; death; damage to, loss or destruction of property; rights of publicity or privacy; and defamation or portrayal in a false light). Sponsor and the Released Parties will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest. Sponsor and the Released Parties will not be responsible for any inaccurate Prize details supplied to an entrant by any third party related to this Contest. Additionally, you hereby agree to indemnify the Sponsor and the Released Parties from any and all losses, damages, costs, expenses, rights, claims, demands and actions (including attorney's fees and expenses for litigation and settlement), which may be brought against any one or more of them by anyone claiming to have suffered loss or damage as a result of your participation in the Contest and/or with your acceptance, possession, use or misuse of any prize.

Official Rules/Winner List. To obtain a copy of these Official Rules, print them from the Internet at www.savviformalwear.com/sweepstakes or send a self-addressed, stamped envelope to: Premier Worldwide Marketing "Love is Always in Fashion" Contest, c/o Premier Worldwide Marketing, LLC, 3191 Coral Way, Miami, FL 33145.

///END OFFICIAL RULES///