

**UNIQLO SUMMER FESTIVAL 2014 GIVEAWAY**  
**OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING A PRIZE. Void in Puerto Rico, U.S. Virgin Islands and U.S. military bases outside the 50 United States and D.C. and wherever else prohibited by law. Official Scratch Off Game Cards ("Game Cards") for the Game are available (while supplies last) at participating UNIQLO stores and for free by mail request (see details below) during the Game Period (defined below). U.S. law governs this Game.

**1. HOW TO OBTAIN GAME CARDS TO PLAY THE GAME:** The Game will start on June 16, 2014, and is scheduled to end on July 6, 2014, or when Game Card supplies are exhausted, whichever occurs first ("Game Period").

- **A. AT PARTICIPATING UNIQLO STORES:** Consumer will receive One (1) Game Card at participating locations. LIMIT: One (1) Game Card per visit. For purposes of the Game, if more than one visit is made within a consecutive two (2) hour period to a participating store, it will be considered as one "visit". Participating Uniqlo stores include all US UNIQLO store locations.
- **B. WITHOUT PURCHASE BY MAIL:** To get one (1) free Game Card, while Game Card supplies last, send a hand-printed, self-addressed, postage-stamped #10 envelope with sufficient postage to: UNIQLO Summer Festival Game Official Game Card Request, 546-548 Broadway, 3<sup>rd</sup> floor, New York, NY 10012. Vermont residents may omit return postage. Write-in requests must be postmarked by June 20, 2014, and received by July 6, 2014. LIMIT: Only one (1) request (yielding 1 Game Card) is allowed per postmarked outer mailing envelope per day. Typed, computer-generated, or otherwise mechanically reproduced outer envelopes/requests are NOT allowed.
- **C. HOW TO PLAY THE GAME:** Gently scratch off the silver concealment device with a coin to reveal your potential prize. If a prize description appears, you are a potential winner of that prize, subject to verification and compliance with these rules.

**3. GAME PRIZES/APPROXIMATE RETAIL VALUES ("ARV")/ODDS OF WINNING PRIZE\*/ CHART (\*See complete prize descriptions below.)**

Prize Level	Prize	Quantity	Retail Value	Total ARV	Projected Estimated Odds
Grand Prize	Trip for 2 to Hawaii	2	\$3,800	\$3,800	1: 75,000
Lower Level Prize	1 Hand Towel	10,000	\$1.25	\$12,500	1:15
Lower Level Prize	1 Beach Balls	100,000	\$.37	\$37,000	1:1.5
Lower Level Prize	17 Family Fun Passes	17	\$141	\$2,400	1:8,23
Totals		129,000		\$55,700	

The above stated Game information and odds are based on the total number of Game Cards printed for distribution as of June 16, 2014. Total number of Game Cards printed for distribution is 150,000. Total Approximate Retail Value ("ARV") of all available Game Prizes is \$55,700.

- A. GRAND PRIZE (2):** A 4 Day/3 Night trip for winner and guest to Kohala Coast, Hawaii. Prize includes roundtrip premium economy air transportation for two people from via Hawaiian Airlines. Hotel accommodations for 3 nights and free continental breakfast each morning at Mauna Lani Bay Hotel & Bungalows (single room, double occupancy). Approximate Retail Value (ARV): \$1,900. **Grand Prize Winner will be required to sign an affidavit of eligibility/liability/travel release** and where legal, a publicity release along with a W-9 Miscellaneous Tax Form, and return same, properly executed, within seven (7) days of issuance of notification. Failure to return all documents as specified, prize notification being returned, as undeliverable, or potential winner not complying with any terms of these Official Rules will result in the participant being disqualified, and the prize will be awarded to a potential alternate

winner. Upon disqualification, no compensation will be given. Travel plans are subject to availability and blackout dates. Travel must be roundtrip and completed within one (1) year of Prize being awarded or July 31, 2015, whichever is earlier. No refund or compensation will be made in the event of the cancellation or delay of any flight. Frequent flier miles will not be earned for this award flight. Travel and accommodations are subject to availability. Air travel is awarded in the form of one-hundred-and-sixty-thousand (160,000) HawaiianMiles, which is equivalent to two (2) roundtrip Coach Class tickets between any North America Hawaiian Airlines gateway city and Kailua-Kona, Hawaii (KOA). Hawaiian Airlines' North American gateway city airport codes are JFK, LAX, SFO, SEA, PDX, SMF, OAK, SJC, SAN, PHX, and LAS. Winner must deposit HawaiianMiles into their free HawaiianMiles account before the expiration date on the certificate. After doing so, HawaiianMiles are valid for at least eighteen (18) months from the date of deposit. Redemption and use of complimentary award miles for travel are wholly subject to terms and conditions of the HawaiianMiles program. Travel awards are based on space availability. The certificate cannot be transferred, exchanged or replaced and has no cash value whatsoever. Other restrictions apply; see Terms and Conditions of the HawaiianMiles program. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by Hawaiian Airlines 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, surcharges, airport fees, airline baggage fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner.** Travel companion must be at least eighteen (18) years of age or older as of the date of departure, or a child of the winner and must travel on same itinerary and at the same time as the winner. Travel companion must execute liability/travel releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. Winner and companion must be able to lawfully travel.

- **B. LOWER LEVEL PRIZES:**  
**Hand Towel (10,000), ARV: \$1.25 each prize.**

**Beach Ball (100,000), ARV: \$.37 each prize.**

**Family Fun Passes (17), ARV: \$160 Great America (s/h included) & \$120 Long Beach for each prize.** Winners will win either discounted passes to New York's Long Beach or Great America Theme Park in San Francisco, CA. Long Beach passes are good for 2 adults and kids age 13-17. 10 admission passes per one winner for the Long Beach Family Fun Pass. Great America Theme Park in San Francisco are good for adults and kids. 4 passes per one winner.

**4. HOW TO REDEEM PRIZES: PLEASE SEE A RETAIL SALES ASSOCIATE FOR DETAILS ON HOW TO CLAIM YOUR PRIZE. EMPLOYEES WILL VERIFY AND FULFILL CLAIMS FOR THE HAND TOWEL AND BEACH BALL PRIZES. EMPLOYEES ARE NOT AUTHORIZED TO VERIFY OR FULFILL CLAIMS FOR GRAND PRIZE TRIP.**

- **A. REDEMPTION OF PRIZES BY RETAIL SALES ASSOCIATE:** To redeem a potential winning Game Card for a Hand Towel or a Beach Ball at the store with a Retail Sales Associate, go to a designated Prize Redemption cash wrap at any store location and

show the winning scratch off ticket to a Retail Sales Associate to redeem the appropriate prize. **All potential winning game cards for the Hand Towel or Beach Ball must be redeemed on or before July 6, 2014 and will NOT be valid after that date.**

**B. REDEMPTION OF GRAND PRIZE TRIP:** To redeem a potential winning Game Card for the Grand Prize Trip, report to the designated Prize Redemption cash wrap at any store location and notify a Sales Associate. Upon your attempt to redeem said prize, a Sales Associate will, in turn, notify a Store Manager and/or a member of the Marketing Team. You must present the Game Card and valid identification to the Store Manager, who will then make a copy of both the Game Card and identification as well as providing you with any applicable contact information for follow-up. Within 48 hours of the redemption you will be sent a follow-up email by the Marketing Team either confirming or denying your win; all included next steps in the email should be followed. There may be an in-store announcement for you and a photo may be taken with you holding the winning Game Card; as such, you may be required to sign a photo release form. **ALL OFFICIAL GAME CARDS SUBMITTED FOR PRIZE CLAIMS MUST BE REDEEMED BY JULY 6, 2014, AND WILL NOT BE VALID AFTER THAT DATE.** All official Game Cards submitted for any prize claim are subject to verification. With respect to any prizes: Sponsor does not make, nor is in any manner responsible or liable for, any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize supplied/manufactured by a third-party vendor/company.

**5. ELIGIBILITY:** Game is open to legal residents of the 50 United States and D.C., 18 years of age or older. Employees of UNIQLO USA LLC (Sponsor) and its affiliates, parent companies, subsidiaries, distributors, promotion or media partners, printer(s) of Game materials, Game material suppliers, and advertising, promotion, and other coordinating distribution centers involved in this Game, the officers and directors of each of the foregoing and members of the immediate families (defined for these purposes as including spouse, biological or stepparent, grandparent or step-grandparent, child or step-child, sibling or step-sibling and the spouses of each of the foregoing) regardless of where they live, or households (whether related or not) of any of the foregoing are NOT eligible to participate.

**6. OTHER CONDITIONS:** Game materials are automatically void if counterfeited, mutilated, forged, altered, or tampered with in any way, if illegible, mechanically reproduced, obtained outside authorized legitimate channels or if they contain printing, production, typographical, mechanical, or other errors, or if they are rendered inoperable due to any type of malfunction, whether technological or otherwise. All Game materials submitted for prize claims become the property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, stolen, illegible, incomplete, damaged, mutilated, misdirected, or postage-due mail, requests, or prize claims. All official Game Cards are subject to verification before any prize is awarded. Decisions of the judging organization are final, binding, and conclusive in all matters relating to this Game. **ANY PERSON ATTEMPTING TO FORGE GAME MATERIALS OR TO DEFRAUD SPONSOR IN ANY WAY IN CONNECTION WITH THIS GAME WILL BE DISQUALIFIED AND MAY BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW.** Participant assumes all risk of loss or damage to, or destruction of, official Game Cards. Liability for official Game Cards containing printing or other errors or for official Game

materials that are incomplete, missing, or rendered inoperable due to any type of malfunction or other error, is limited to replacement with one (1) Game Card, while supplies last. No more than the intended number of prizes as outlined in these Official Rules will be awarded for each prize. If, for any reason, more valid prize claims are received than there are prizes at any level as listed in these Official Rules, the intended number of prizes at that level will be awarded through a random drawing from among all valid prize claims received for that prize level. **All federal, state, and local income taxes on prizes and all other costs incurred in claiming, registering, or using any prizes, or expenses on receipt and use of prizes are the responsibility solely of the Winners unless otherwise provided in these Official Rules.** Prizes pictured in point of sale, online banner or print advertising and in promotional materials and other materials in connection with this Game are for illustrative purposes only. Actual prizes may vary in appearance from the prizes pictured. Prizes cannot be transferred or substituted except at Sponsor's sole discretion, or as provided herein. Sponsor reserves the right to substitute a prize of equal or greater value if an advertised prize becomes or is unavailable for any reason. By accepting a prize, each Winner (or his/her parent or legal guardian if winner is a minor as defined herein) consents to the use of Winner's name, hometown, likeness, voice, and/or biographical information for advertising and promotional purposes in commerce and in all media worldwide without limitation or additional notice or compensation, except where prohibited by law. All potential Winners (or their parents or legal guardians, if applicable), by submission of prize claim, acknowledge compliance with these Official Rules and agree to release and hold harmless Sponsor, and affiliates, any entity for each of the foregoing, their participating retailers, dealers, distributors, affiliates, subsidiaries, media partners, and advertising, promotion, printers and other coordinating agencies involved in this Game, and all of their respective officers, directors, and employees (collectively, the "Promotional Parties") from and against any and all liability for injuries or damages of any kind sustained in connection with participation in this Game or the use, acceptance, possession or awarding of any prize/discount or while preparing for, participating in and/or traveling to or in connection with any prize-related activity, any accident, loss, injury or death occurring or in any way related to the prizes or use/misuse thereof, or while traveling to and/or from a location to obtain or use the prizes or participation in this Game. Unclaimed prizes will not be awarded.

**7. FOR REDEMPTION:** Promotional Parties are not responsible for (i) electronic transmissions, prize claims or Second Chance Drawing entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, misdirected or not received by Sponsor or its agents for any reason, (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of prize claims, or for destruction of or unauthorized access to, or alteration of, such claims, (iii) failed or unavailable hardware, network, software or telephone transmissions, damage to participants' or any person's computer and/or its contents, or causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Game, or (iv) any prize claims submitted in a manner not expressly allowed under these rules; all such prize claims will be disqualified. All incomplete or non-conforming prize claims will be disqualified. Proof of submission of a claim does not constitute receipt of claim by Sponsor. The Promotional Parties do not assume any responsibility for any disruption in the Game caused by labor strikes, or any other act, circumstance or other unforeseen event outside of the control of the Promotional Parties. Entry material/data that have been tampered with or altered shall be deemed void. ANY

ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE GAME MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ALL REMEDIES AND DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION. In the event there is a discrepancy or inconsistency between disclosures and other statements contained in any Game materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern, and control. Promotional Parties are not responsible for printing or other errors in these Official Rules.

**8. REQUEST FOR OFFICIAL RULES AND WINNERS LIST:** Official Rules will be posted online at: <http://www.uniqlo.com/us/summerfestival>. For a list of Winners of prizes valued at \$25 or more, mail a self-addressed, stamped #10 envelope to: UNIQLO Summer Festival 2014 Giveaway Winners List, 546-548 Broadway, New York, NY 10012. Requests must be received by August 22, 2014. Vermont residents may omit return postage. Winners Lists will be sent when the Game is over and all properly claimed prizes are awarded.

**9. DISPUTES:** By participating in this Game, participant or his/her parent/legal guardian, as applicable agrees that any and all disputes, claims, and causes of action arising out of or connected with the Game or any prize/discount awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in New York, NY. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, participants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Game, shall be governed by, and construed in accordance with federal law and to the extent not inconsistent, the laws of the State of New York.

**9. FORCE MAJEURE/APPROVAL AND UNFORSEEN OCCURRENCES:** If, for any reason the Game cannot be conducted as planned, as determined by Sponsor or judges in their sole discretion, the Sponsor, may, without prior notice, terminate, modify or suspend the Game, in whole or in part. In the event of termination of the Game prior to the stated end date, Sponsor will post notice regarding the termination on the Game's website (<http://www.uniqlo.com/us/summerfestival>) and will award only those prizes for which valid prize claims were received prior to the date/time of termination.

Sponsor: UNIQLO USA LLC, 546-548 Broadway, 3<sup>rd</sup> floor, New York, NY 10012.