

**COSTA'S HOLIDAY HOOK UP SWEEPSTAKES ("SWEEPSTAKES")
OFFICIAL RULES**

THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES AND PUERTO RICO ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER UNLESS YOU ARE ELIGIBLE AND LOCATED IN THE UNITED STATES, THE DISTRICT OF COLUMBIA OR PUERTO RICO AT THE TIME OF PARTICIPATION.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. BY PARTICIPATING IN THE PROMOTION, PARTICIPANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE JUDGES, WHICH SHALL BE FINAL IN ALL RESPECTS.

1. SWEEPSTAKES PERIOD: Sweepstakes begins November 3, 2016 at 12:00:00 p.m. (noon) Eastern Daylight Time ("EDT") and ends December 22, 2016 at 11:59:59 p.m. Eastern Standard Time ("EST") (the "Sweepstakes Period"). Multiple entry periods apply (See Rule #4).

2. HOW TO PARTICIPATE: Log on to www.CostaHookUp.com (the "Web Site") and follow the online instructions to complete and submit the online registration form (an "Entry"). By registering for the Sweepstakes, you are opting in to receive promotional emails from the Sponsor. You may opt out at any time from receiving promotion emails by unsubscribing after receipt of your first promotional email. Participants must have a valid email address.

All Entries must be received during the Sweepstakes Period. **Limit one (1) entry per person/email address per day.** A "day" begins at 12:00:00 a.m. and 11:59:59 p.m. of the same day (EDT or EST, as the case may be) with the exception of the first day of the Sweepstakes which shall begin at 12:00:00 p.m. EDT and end at 11:59:59 p.m. EDT of the same day. The computer of the Web Site is the official time-keeping device of the Sweepstakes.

The name of the person submitting an Entry into the Sweepstakes must be the name of the authorized account holder of the email address used to enter, otherwise, Entry may be deemed void. In the event of a dispute over the identity of a potential winner, Entry will be declared made by the authorized account holder of the email address used during the entry process. A potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such account.

Proof of delivery or receipt of Entry will not be deemed by the Sponsor as proof of entry into this Sweepstakes.

Each Entry submission must be manually key stroked and/or manually entered by the individual entrant; automated and/or repetitive electronic submission of Entries (including but not limited to Entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from these or related email addresses or IP addresses may be blocked. Additionally, use of multiple email addresses, or the manipulation of an entrant's contact information for the purpose of obtaining more than the stated number of Entries, is prohibited and such persons will be disqualified and all Entries shall be deemed invalid and any prize awarded shall be forfeited.

3. ELIGIBILITY: Sweepstakes open only to legal U.S. residents of the fifty (50) United States, the District of Columbia and Puerto Rico, who are 18 years of age or older at the time of entry. Employees of Costa Del Mar, Inc., its parent, subsidiaries, divisions, affiliates, distributors, suppliers, retailers, dealers and advertising, promotional or judging agencies, officers, directors, employees, agents, licensors, and assigns (collectively, "Sponsor and Promotion Parties") and the immediate family members (parent, child, sibling or spouse of any of the foregoing, including step-parent, step-child or step-sibling) and household members of such individuals (whether related or not) of each, are not eligible to participate or win.

4. DRAWINGS: One (1) winner will be selected for each Entry Period in a random drawing to take place on or about the Drawing Date listed in the schedule below from among all eligible Entries received for the applicable Entry Period. Entries will NOT carry forward to subsequent drawings. All drawings will be conducted by an independent judging agency whose decisions are final. Odds of winning are solely dependent upon the total number of eligible Entries received for a given drawing. Limit one (1) prize per person/household.

ENTRY/DRAWING SCHEDULE:

Entry Period	Start Date/Time	End Date/Time	Drawing Date
1	11/03/16, 12:00:00 p.m. EDT	11/09/16, 11:59:59 p.m. EST	11/11/16
2	11/10/16, 12:00:00 a.m. EST	11/16/16, 11:59:59 p.m. EST	11/18/16
3	11/17/16, 12:00:00 a.m. EST	11/23/16, 11:59:59 p.m. EST	11/25/16
4	11/24/16, 12:00:00 a.m. EST	11/30/16, 11:59:59 p.m. EST	12/02/16
5	12/01/16, 12:00:00 a.m. EST	12/07/16, 11:59:59 p.m. EST	12/09/16
6	12/08/16, 12:00:00 a.m. EST	12/14/16, 11:59:59 p.m. EST	12/16/16
7	12/15/16, 12:00:00 a.m. EST	12/22/16, 11:59:59 p.m. EST	12/23/16

5. PRIZES: Seven (7) Prizes will be awarded (one [1] per Entry Period). Winner must choose one (1) of the prize options as described below:

Option 1: Winner will receive eleven (11) prize codes (each a “Code”). Each Code can be used toward one (1) pair of non-prescription Costa Sunglasses (not to exceed a value of \$289 per each pair of sunglasses). “Limited Edition” sunglasses are excluded and may not be redeemed as part of the prize. No Returns or Exchanges. **Codes must be redeemed by December 31, 2016.** Winner will also receive \$500 (awarded in the form of a check, payable to winner). Codes are only redeemable at the Costa promotion website located at <http://costadelmar.com/pro>. Codes cannot be exchanged for cash or credit, except as required by law. Codes have no cash value. Not for sale or resale. Codes cannot be combined with other product offers or promotions. Purchased items are for personal use or gifts, not valid for resale. Not valid on past purchases or offers. Use of a Code for unauthorized advertising, marketing or other promotional purposes is strictly prohibited. A Code cannot be replaced if lost or stolen. Use of Code is subject to Terms of Use found at <http://costadelmar.com/pro>.

Option 2: Winner will work with the Sponsor via telephone and/or email to select eleven (11) pairs of non-prescription Costa Sunglasses (not to exceed a value of \$289 per each pair of sunglasses). “Limited Edition” sunglasses are excluded and may not be redeemed as part of prize. No Returns or Exchanges. Winner will also receive \$500 (awarded in the form of a check, payable to winner). Winner must place his/her order for all eleven (11) pairs at one time. **Order must be placed by January 31, 2017.**

Regardless of Option selected, the maximum Approximate Retail Value (“ARV”) of each prize is \$3,679 (up to \$289 per each pair of sunglasses plus \$500). If winner cannot accept prize as specified, prize may be forfeited. Total ARV of all prizes: \$25,753.00.

6. GENERAL: This Sweepstakes is governed by the laws of the United States and of the State of Florida without respect to conflict of law doctrines. Prize winners will be solely responsible for paying all applicable federal, state and local taxes on their prize. Unclaimed prizes will not be awarded. The Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize or any portion of a prize becomes unavailable. No substitution of prize is offered, no transfer of prize to a third party is permitted, and non-cash portions of the prize may not be redeemed for cash value except at the Sponsor’s sole discretion. Prize winners will receive an IRS Form 1099 for the prize retail value. All other expenses on the receipt and use of the prize not specifically mentioned herein are solely the responsibility of the winner. Any difference between the stated value of any prize and the actual retail value will not be awarded. Upon forfeiture for any reason as stated in these Official Rules, no compensation will be given. All federal, state and local laws and regulations apply. Any personal information provided in connection with participation in the Sweepstakes will only be used by the Sponsor to notify a potential winner and/or fulfillment of a prize and shall be subject to the Sponsor’s Privacy Policy available at <https://www.costadelmar.com/help/contact-us#privacy>. Additionally, if you are

selected as a winner, your information may be included in a publicly-available winner's list.

7. CONDUCT: By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the Sponsor that shall be final and binding in all respects. Failure to comply with these Official Rules may result in disqualification. The Sponsor reserves the right, at its sole discretion, to disqualify any individual found to be tampering with the entry process or the operation of the Sweepstakes; or to be acting in any manner deemed by the Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by the Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. **CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR AND ITS AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**

8. LIMITATIONS OF LIABILITY: The Sponsor and Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of Entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of any network or wireless service, the Internet or Web Site or any combination thereof; (e) suspended or discontinued Internet or wireless service; or (f) any injury or damage to entrants or to any other person's computer or property which may be related to or resulting from any attempt to participate in the Sweepstakes or download of any materials in the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then the Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In such event, the Sponsor shall immediately suspend the drawing and awarding of the prize, and the Sponsor reserves the right to randomly award the prizes from among all eligible, non-suspect Entries received up to the time of the impairment, and the Sponsor shall not have any further liability to any entrant in connection with the Sweepstakes. The Sponsor may modify and amend these Official Rules as they may appear online from time to time during the Sweepstakes for clarification

purposes without materially affecting the terms and conditions of the Sweepstakes.

9. WINNER NOTIFICATION: Potential winners will be notified via email and/or phone, and will be required to respond to the notification (as stated within the notification) within twenty-four (24) hours, indicating whether he/she can accept the prize. If no response is received within the time allotted, an alternate winner will be selected. Prize winners will be required to sign and return an Affidavit of Eligibility/Liability Release with (where lawful) a publicity release within three (3) days of attempted winner notification as indicated by the date on the Affidavit. Failure to return any required documents within three (3) days may result in prize forfeiture, and an alternate winner may be selected. Prize may also be forfeited in the event that winner notification is returned as undeliverable without a forwarding address or that the prize notification is not responded to within twenty-four (24) hours. Any alternate winners selected will also be required to adhere to the time periods described herein. Upon forfeiture for any reason as stated within these Official Rules, no compensation will be given except in the Sponsor's sole discretion. If a prize is returned as undeliverable, prize will be forfeited and Sponsor shall have no further liability to award that prize. Prize (Codes) will be shipped within one (1) to two (2) weeks of verification. Cash portion of prize to be shipped within six (6) to eight (8) weeks of verification. Note: Online orders subject to availability and shipping of product varies based on availability.

10. WINNER RELEASES: All entrants, as a condition of participating in the Sweepstakes, agree to release the Sponsor and Promotion Parties (and each of their respective officers, directors, employees, agents, licensors, affiliates and assigns) from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting an Entry or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use of any prize awarded, or while preparing for or participating in any prize-related activity or any typographical or other error in these Official Rules or the announcement or offering of any prize. The winner shall bear all risk of loss or damage to their prize after it has been delivered. Except where prohibited by law, winner grants to the Sponsor and Promotion Parties the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known, the winner's name, address, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by the Sponsor.

11. WINNER'S LIST: For the names of the winners, send a self-addressed stamped envelope by February 2, 2017 to: Costa's Holiday Hook Up Sweepstakes, Winner's List, 10 South 5th Street-7th Floor, Dept. 1185-700, Minneapolis, MN 55402.

12. **SPONSOR**: Costa Del Mar, Inc. 2361 Mason Avenue, Suite 100, Daytona Beach, FL 32117.