

**The “Nonstop Excitement Sweepstakes”
OFFICIAL RULES**

To enter and participate in this Sweepstakes, you must agree to and abide by these Official Rules.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. You must have Internet access and an active e-mail account, Instagram and/or Twitter account to participate. Winner will be randomly selected.

This promotion is in no way sponsored, endorsed or administered by, or associated with Twitter or Instagram.

This promotion is not sponsored or administered by the Academy of Motion Picture Arts and Sciences (A.M.P.A.S.).

1. **Eligibility:** The “Nonstop Excitement Sweepstakes” (the “**Sweepstakes**”) is open only to legal residents of the 50 United States and Washington D.C., who are at least 18 years of age (or the age of majority in the jurisdiction of their residence, whichever is older). Employees of ABC National Television Sales, Inc. (“**Sponsor**”), LeadDog Marketing Group, Inc. (“**Administrator**”), Alaska Airlines, Inc., any organizations sponsoring, fulfilling, administering the Sweepstakes or supplying the prizes, and each of their respective parent, subsidiary, related and affiliated companies, as well as any persons involved in the creation, development or production (including hosts and crew) of the “OTRC: After the Awards” television show (“**Show**”) (collectively, the “**Promotion Entities**”), and the immediate family and household members of all such foregoing individuals, are not eligible to enter or win. “**Immediate family members**” shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. “**Household members**” shall mean people who share the same residence at least three (3) months a year, whether related or not. Potential winner may be required to provide proof of eligibility prior to prize award. **Void where prohibited or restricted by law.**
2. **Sweepstakes Entry:** The Sweepstakes begins at or about 8:00 p.m. Pacific Time (“**PT**”) on March 4, 2018 and ends at 11:59 p.m. PT on March 5, 2018. (“**Promotion Period**”). Administrator’s computer is the official clock for this Sweepstakes.
3. **How To Enter:**

Entry via Twitter:

An entrant may enter during the Promotion Period via Twitter by posting a tweet that includes a photo showing how happy you (the entrant) would be to win four (4) first-class round-trip tickets on Alaska Airlines that includes the hashtags “#OTRCSweepstakes” and “#IFlyAlaska (the “**Sweepstakes Hashtags**”) (collectively a “**Tweet**”).

Hashtags are not case-sensitive. Both Sweepstakes Hashtags must be included as part of your Tweet in order to be eligible.

Your Tweet must only include you (the entrant) in the photo, showing how happy you would be to win a prize.

You may include a comment as part of your Tweet, but this is not required, nor will the inclusion of a comment in any way enhance your odds of winning the prize. If you do add

a comment, all uses of the word “Tweet” in these Official Rules (as used in conjunction with entries) includes the accompanying comment as well.

Your Tweet that includes both (a) the Sweepstakes Hashtags (#OTRCSweepstakes and #IFlyAlaska) and (b) a photo showing how happy you would be to win four (4) first-class round-trip tickets on Alaska Airlines will constitute one (1) entry (“**Entry**”) into this Sweepstakes.

If you do not have a Twitter account, you can visit <http://twitter.com> or download the Twitter app on a compatible device from the iTunes App Store or Google Play and create a Twitter account according to the instructions on the website/app. Creating a Twitter account is free. Please note that you must agree to comply with the Twitter Terms of Service in order to create a Twitter account.

BY POSTING A TWEET AND TWEET THAT INCLUDES THE SWEEPSTAKES HASHTAGS “#OTRCSWEEPSTAKES” AND “#IFLYALASKA”, YOU ARE INDICATING THAT YOU HAVE READ, UNDERSTOOD AND FULLY AGREE TO THESE OFFICIAL RULES. DO NOT POST A TWEET WITHOUT FIRST REVIEWING THESE OFFICIAL RULES.

Partial or incomplete/piecemeal submissions via Twitter (e.g., including the Sweepstakes Hashtags but not including a photo showing how happy you would be to win four (4) first-class round-trip tickets on Alaska Airlines in your Tweet, or, including a photo showing how happy you would be to win four (4) first-class round-trip tickets on Alaska Airlines but not the Sweepstakes Hashtags in your Tweet) **will NOT BE ACCEPTED**.

Tweet must be created for the sole purpose of this Sweepstakes and must be posted by the entrant. **Re-Tweets will not be accepted**. To be eligible for the Sweepstakes, Tweets must be submitted in compliance with the format and other requirements set forth by Twitter.

Entry via Instagram:

Entrant may enter the Sweepstakes during the Promotion Period via Instagram by posting a photo showing how happy you would be to win four (4) first-class round-trip tickets on Alaska Airlines that include the Sweepstakes Hashtags (collectively, a “**Post**”).

Hashtags are not case-sensitive. Both Sweepstakes Hashtags must be included as part of your Post in order to be eligible.

Your Post must only include you (the entrant) in the photo, showing how happy you would be to win a prize.

You may include a comment as part of your Post, but this is not required, nor will the inclusion of a comment in any way enhance your odds of winning a prize. If you do add a comment, all uses of the word “Post” in these Official Rules (as used in conjunction with Entries) includes the accompanying comment as well.

If you do not have an Instagram account, you can visit <http://Instagram.com> or download the Instagram app on a compatible device from the iTunes App Store or Google Play and create an Instagram account according to the instructions on the website/app. Creating an Instagram account is free. Please note that you must agree to comply with the Instagram Terms of Service in order to create an Instagram account.

Your Post that includes both (a) the Sweepstakes Hashtags (#OTRCSweepstakes and #IFlyAlaska) and (b) a photo showing how happy you would be to win four (4) first-class round-trip tickets on Alaska Airlines will constitute one (1) Entry into this Sweepstakes.

BY POSTING A POST THAT INCLUDES THE SWEEPSTAKES HASHTAGS “#OTRCSWEEPSTAKES” AND “#IFLYALASKA”, YOU ARE INDICATING THAT YOU HAVE READ, UNDERSTOOD AND FULLY AGREE TO THESE OFFICIAL RULES. DO NOT POST A POST WITHOUT FIRST REVIEWING THESE OFFICIAL RULES.

Partial or incomplete/piecemeal submissions via Instagram (e.g., including the Sweepstakes Hashtags but not including a photo showing how happy you would be to win four (4) first-class round-trip tickets on Alaska Airlines in your Post, or, including a photo showing how happy you would be to win four (4) first-class round-trip tickets on Alaska Airlines but not the Sweepstakes Hashtags in your Post) **will NOT BE ACCEPTED.**

Post must be created for the sole purpose of this Sweepstakes and must be posted by the entrant. **Re-grams will not be accepted.** To be eligible for the Sweepstakes, Posts must be submitted in compliance with the format and other requirements set forth by Instagram.

Entries must be manually key-stroked by the Entrant; use of automated entry devices or programs, or entries by third parties by any method of entry, are prohibited. Entries that do not conform to or that violate these Official Rules or are submitted in any manner other than stated in these Official Rules will be disqualified. Sponsor and Administrator will not be responsible for late, lost, incomplete or misdirected entries. Proof of submission of Entry does not constitute proof of receipt of same. All Entries must be submitted via “tweet” or “post” on Twitter or Instagram respectively in their entirety prior to expiration of the Promotion Period. By entering this Sweepstakes, Entrants agree to these Official Rules and the decisions of the Administrator and Sponsor, which are binding and final in all matters relating to this Sweepstakes.

Limit one (1) Entry per person per platform (e.g. Twitter or Instagram) during the Promotion Period, for a maximum of two (2) Entries per person during the Promotion Period. You may only use one (1) Twitter and/or Instagram account to participate in the Sweepstakes. All Tweets must comply with the Twitter Terms of Service and Twitter Rules available at the Twitter Website. All Posts must comply with the Instagram Terms of Service and Rules available at the Instagram Website. Important note: If your Twitter/Instagram account is set to “protected mode,” or “private” your updates/responses may not be visible on the @OnTheRedCarpet and @OTRC on Twitter and Instagram respectively and may not thus be received by Sponsor unless you previously consented to permit @OnTheRedCarpet and @OTRC to see your Twitter/Instagram updates.

If you opt to access Twitter or Instagram via your wireless mobile device (only available via participating wireless carriers), data rates may apply for each message sent or received from your handset according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Sweepstakes. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions.

Sponsor reserves the right to include entrants' Tweets and/or Posts on-screen during the Show. Inclusion of an Entry does not have any effect on the random selection of the winner described in Section 5 below. The exact method and context of incorporation and the duration of on-screen use of each Tweet and/or Post shall be at Sponsor's sole

discretion. Without limiting the foregoing, Entrants shall have NO right to review or approval of their Tweet and/or Post as they appear in the Show. Each Entrant acknowledges and agrees that the Tweet and/or Post as included on screen may be modified from the Tweet and/or Post submitted by the Entrant. Such modifications may occur in Sponsor's sole discretion and for any reason including, without limitation, as a result of production needs, creative preferences, formatting requirements or broadcast standards requirements. In addition, Entrants acknowledge and agree that the Show may include tune-in messaging and/or messaging from Sponsor's commercial advertisers.

If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud or technical failures beyond Sponsor's control that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process, and to terminate, modify or suspend the Sweepstakes. In such event, Sponsor reserves the right to conduct the Sweepstakes and award the prize by means of a random drawing comprised of all eligible Entries received prior to and/or after (as appropriate) the action taken by Sponsor or otherwise award the prize in a manner which is fair, appropriate and consistent with these Official Rules, as determined by Sponsor in its sole discretion. Notice of termination/modification/suspension of Sweepstakes will be posted on Show's Twitter and Instagram pages. Without limitation of any other term herein, Sponsor and its agencies are not responsible for failed, partial or garbled computer transmissions, technical failures of any kind (including but not limited to electronic malfunction or damage of any network, hardware or software), any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or loss, destruction or unauthorized access to, or alteration of, entries; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or electronic Entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to entrant's or any other person's computer related to or resulting from participation in this Sweepstakes.

Entrants further agree not to knowingly damage or cause interruption of the Sweepstakes and/or prevent others from participating in the Sweepstakes. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY ENTRANT MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.

- 4. Content Guidelines:** In addition to complying with all other requirements of these Official Rules Instagram and Twitter, each Entry must not contain any content that Sponsor determines, in its sole discretion, is profane, obscene, disparaging or is otherwise inappropriate, objectionable, infringes on the intellectual property or other rights of any third party, or unsuitable for the uses contemplated in these Official Rules, as determined by Sponsor in its sole discretion. Each Entry must only include you and only you in the photo.

Entries that include a photo that does not comply with the requirements herein (e.g., a photo of entrants depicting negative emotions including, but not limited to, fear, anger sadness and/or disappointment, as determined by Sponsor in its sole discretion) will be disqualified.

If an Entry cannot be viewed and/or accessed by Sponsor or Administrator for any reason, such Entry shall be disqualified without any fault or liability of the Released Parties, as defined below.

- 5. Random Drawing/Selection of Winner/Notification of Winner:** Potential winner will be selected in a random drawing on or about March 6, 2018 from among all eligible Entries received during the Promotion Period. For the avoidance of doubt, if an Entry is otherwise in compliance with these Official Rules (including but not limited to the Content Guidelines in Section 4 above), the content of the Entry, except for the inclusion of the Entrant showing their happy face will NOT be taken into account in the winner selection process. Drawing will be conducted by LeadDog Marketing Group, Inc., an independent judging organization/Administrator whose decisions are final and binding on all matters related to the Sweepstakes.

Potential winner will be notified by direct or private message by Sponsor or Administrator. The direct message will request that the potential winner e-mail the Sponsor/Administrator at the specified e-mail address. Failure to respond to the initial verification notice within three (3) business days after notification will result in disqualification.

Potential winner will be required to sign and return, within three (3) business days from date of transmission, an Affidavit/Declaration of Eligibility, Release and Indemnification, W-9, and a Publicity Release where allowed by law and any other documentation required by Sponsor or Administrator (collectively, "**Winner Documents**"). If the Winner Documents are not returned to Sponsor within specified time period (if applicable), potential winner may be disqualified. If a potential winner is disqualified for any reason, prize will be awarded to an alternate winner selected from all remaining eligible Entries received during the Promotion Period. In the event of any dispute concerning the identity of any Entrant, the Entry will be deemed submitted by the natural person who is the authorized holder of the transmitting email account associated with the Twitter or Instagram account used to participate in the Sweepstakes. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

6. Prize, Approximate Retail Value ("ARV") and Odds:

Grand Prize – 1 winner: Grand Prize winner will receive four (4) vouchers, each good for one (1) roundtrip first class ticket on Alaska Airlines or Virgin America. **Grand Prize winner must complete their travel by February 28, 2019.** ARV of Grand Prize: \$4,600.00.

Vouchers are valid for flights served by Alaska Airlines and Virgin America flights numbered (1-999, 1900-1999, 2000 -2999) and/or Sky West Airlines flights (3340-3499). Mileage plan miles cannot be earned or credited. First class paid upgrades or mileage plan upgrades are allowed. Grand Prize Winner is solely responsible for all other expenses not specified herein, including but not limited to hotels, meals, beverages, ground transportation, tips, taxes. Accommodation restrictions and blackout dates may apply. Sponsor and Administrator are not liable for any expenses or missed Prize elements resulting from flight cancellation/delay. Grand Prize winner may redeem vouchers for guest ticket(s). Grand Prize winner and guest(s) are solely responsible for any travel documentation and related requirements and for determining applicable procedures and restrictions. The Grand Prize winner and guest(s) may be required to present a valid photo ID/Passport and/or credit card at the airport at the time of check-in. Winner and guest(s) must provide their own transportation to and from departure and destination airports. If guest is a minor, the Grand Prize winner must be his/her parent or legal guardian.

No substitution or transfer of prize (or portion thereof) except with Sponsor's permission or where required by law. If for any reason any announced prize (or portion thereof) becomes unavailable, Sponsor in its sole discretion may award a substitute prize/prize component

of equal or greater value (except as otherwise indicated herein). Prize is not redeemable for cash.

Federal, state and local taxes are the sole responsibility of the winner, who will receive a 1099 tax form reflecting actual value of the prize.

Odds of winning the Grand Prize depends on total number of eligible entries received during the Promotion Period.

SPONSOR MAKES NO WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE USE OF ANY PRIZE COMPONENT, INCLUDING, WITHOUT LIMITATION, ITS QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

- 7. Conditions and Limitations of Liability:** By participating, each entrant agrees: (a) to be bound by these Official Rules and the decisions of Sponsor, which shall be final in all respects; and (b) to release, discharge and hold harmless each of the Promotion Entities, Instagram, LLC, and Twitter, Inc. each of their respective advertising and promotion agencies and prize suppliers, each of the foregoing entities' respective parent, subsidiary, related, affiliated and successor companies, and each of their respective officers, directors, agents, representatives and employees (collectively, the "**Released Parties**") from any and all actions, claims, injury, loss or damage, including, without limitation, death and bodily injury, arising in any manner, directly or indirectly, in whole or in part, from participation in this Sweepstakes or any Sweepstakes-related activity, and/or from entrant's acceptance, receipt, use or misuse of any prize or component thereof (including without limitation, any failure to pay taxes thereon).

By accepting a prize, winner grants Sponsor and its designees permission to use his/her name, voice, likeness, photograph, prize information, biographical data and city and state of residence on a winner's list (if applicable) and for programming, publicity and promotional purposes, worldwide in all forms of media now known or hereafter developed, in perpetuity, without further compensation unless prohibited by law. Sponsor and its designees are not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation. Sweepstakes subject to the laws of the United States only. All federal, state and local laws and regulations apply. All Entries become the property of Sponsor and will not be acknowledged.

- 8. Disputes; Arbitration/Choice Of Law:** Except where prohibited, entrants agree that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes, or the awarding of prizes/determination of prize winners, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration pursuant to the Rules of JAMS, then effective (notwithstanding the foregoing, entrant shall not be precluded from seeking relief in small claims court for disputes/claims within the scope of the jurisdiction of small claims court and any remedies available to entrant under applicable federal, state or local law remain available to entrant and are not waived pursuant to this section); (b) 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 (c) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim 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 and any and all rights to injunctive relief. The arbitrator hearing such dispute/claim/cause of action shall be neutral and the entrant will have a reasonable opportunity to participate in the selection of the arbitrator. Such arbitration will take place at a location near the entrant's residence and the entrant has the right to an in-person

hearing in the arbitration proceeding, if desired. The arbitration will allow for the discovery and/or exchange of non-privileged information between entrant and Sponsor. Should an entrant initiate arbitration pursuant to this section, the entrant shall be responsible for JAMS's fees to do so (approximately, \$250), with all other costs of such arbitration being borne solely by Sponsor. If entrant is a California resident and Sponsor is the prevailing party in such arbitration, such entrant will not be responsible for Sponsor's costs and fees in conjunction with the arbitration proceeding; BUT, IN ALL OTHER CASES, ENTRANT WILL BE RESPONSIBLE FOR SUCH COSTS/FEEES IF REQUIRED BY THE ARBITRATOR'S RULING. For the avoidance of doubt, the requirement to arbitrate disputes pursuant to this section is reciprocal and binding both upon entrants and Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and/or Released Parties in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York, without regard for conflicts of law doctrine of New York or any other jurisdiction and all proceedings shall take place in the City of New York, County of New York.

9. **Sponsor:** ABC National Television Sales, Inc., 77 West 66th Street, New York, NY 10023.
10. **Administrator:** LeadDog Marketing Group, Inc., 440 9th Avenue, 17th Floor, New York, NY 10001.
11. **Winner List:** For the name of the Grand Prize winner, mail a self-addressed, stamped envelope to: The Nonstop Excitement Sweepstakes Winner, c/o LeadDog Marketing Group, 440 9th Avenue, 17th Floor, New York, NY 10001. All such requests must be received by March 30, 2018.