

FLIGHTS BY CELEBRITY SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN, OR CLAIM THE PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

The Flights by Celebrity Sweepstakes ("Sweepstakes") is sponsored by Celebrity Cruises Inc. ("Sponsor"), 1050 Caribbean Way, Miami, FL 33132.

- 1. SWEEPSTAKES PERIOD:** The Sweepstakes begins at or about 12:00 PM Eastern Time ("ET") on August 19, 2017 and ends at 11:59:59 PM ET on September 16, 2017 ("Sweepstakes Period"). The Sponsor's computer is the Sweepstakes official clock.
- 2. ELIGIBILITY:** This Sweepstakes is offered only to legal residents of the contiguous forty-eight (48) United States and the District of Columbia who are at least twenty-one (21) years old and have a valid driver's license at the time of entry. Sponsor, the independent agency administering this Sweepstakes ("Administrator"), and their employees, directors, officers, and agents, and each of their respective parent companies, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies, and suppliers involved in the Sweepstakes ("Sweepstakes Entities"), as well as the members of each of their immediate families (spouse, parents, children, siblings, and in-laws) and persons residing in the same household as such individuals are not eligible to enter or win. Void in Alaska, Hawaii, and where prohibited or restricted by law.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Sweepstakes.

- 3. HOW TO ENTER THE SWEEPSTAKES:** During the Sweepstakes Period, an eligible entrant must visit <https://www.celebritycruises.com/flights-by-celebrity/sweeps> (the "Website") and enter his/her valid e-mail address. The entrant then must register by entering the information requested on the registration form, which may include, without limitation: his/her complete first and last name (initials are not permitted), valid e-mail address, complete street address (P.O. Boxes are not permitted), city, state, ZIP Code, date of birth, telephone number, opt-in to receive future communications from Sponsor (note that after receiving a Sponsor's e-mail, entrant may opt out of receiving further e-mails and will not lose his/her bonus Entry), and affirmation that he/she has read and agrees to be bound by these Official Rules. Upon completion and submission of the registration form, an eligible entrant will receive one (1) entry into the Sweepstakes.

Each day during the Sweepstakes Period, the entrant may visit the Website and enter his/her valid e-mail address used when registering for this Sweepstakes to receive an additional entry into the Sweepstakes. For purposes of the Sweepstakes, a "day" is defined as starting at 12:00 AM ET and ending at 11:59:59 PM ET on a calendar day, except for August 19, 2017, when a day will begin at 12:00 PM ET and end at 11:59:59 PM ET. If an entrant attempts to enter more than once per day, all entries after the first entry will be invalid.

NOTE: If accessing the Website via a mobile device, message and data rates may apply. Not all mobile telephone providers carry the service necessary to participate in this Sweepstakes. Entrants should consult their wireless providers' pricing plans.

4. **RANDOM DRAWING:** On or about September 18, 2017, the Administrator will randomly select one (1) potential winner from all eligible entries received during the Sweepstakes Period ("Random Drawing"). The potential winner will be provided with instructions on how to claim his/her prize, as set forth in Section 6 of these Official Rules. Only the potential winner will be notified. The winner is deemed to be a potential winner, pending verification of the entrant's eligibility and compliance with these Official Rules as determined by Sponsor or Administrator, in their sole and absolute discretion. The prize will be awarded assuming a sufficient number of eligible entries are received and prizes are properly claimed.

5. PRIZE, APPROXIMATE RETAIL VALUE AND ODDS OF WINNING:

- A. **Prize (1):** The prize is a seven (7) night Europe Celebrity Cruise (the "Cruise") for the confirmed winner and his/her adult guest ("Prize"). The Prize includes: (i) round-trip coach class air transportation from a major commercial airport in the contiguous forty-eight (48) United States and the District of Columbia located near the winner's residence on American Airlines/American Eagle, as determined by Sponsor, to the departure European city for the Cruise and (ii) a Veranda stateroom (single room/double occupancy) on the Cruise ship. Travel, parking, ground transfers, excursions, laundry service, spa treatments, alcoholic beverages, local and long-distance telephone calls, merchandise, souvenirs, incidental expenses, additional tips and gratuities, and any other costs and expenses not expressly set forth in these Official Rules are not included in the Prize.

The winner will have the opportunity to select a Cruise, subject to availability. The Cruise must be taken between April 2018 – November 2018. All travel dates and arrangements are subject to change based on availability and Sponsor's approval. No changes will be made to travel details once any element(s) of the travel arrangements have been booked, except at Sponsor's sole discretion. Cruise issued in the form of a cruise certificate. Cruise redemption is based on stateroom availability at time of booking. Cruise provided subject to the terms and conditions in Celebrity's Cruise Ticket Contract.

Winner's guest must be twenty-one (21) years of age or older. Winner must sign the Documents as defined in Section 6 of these Official Rules and Winner's guest must sign and return a travel liability release before travel will be booked.

Winner and guest must travel on the same itinerary. The winner and guest are solely responsible for obtaining any desired or necessary travel documents (including without limitation a valid government-issued photographic identification and a valid passport required for entry into the countries that are part of the Cruise and return to the United States). Those without proper citizenship documentation will be denied boarding. It is the winner's and guest's responsibility to check with government agencies, embassies or consulates prior to the Cruise to ensure that they have proper citizenship documentation. U.S. Citizens can also visit the State Department's travel website at www.travel.state.gov, or call the U.S. National Passport Information Center at (877) 4USA-PPT for more information.

Winner is responsible for all travel expenses not included herein, including airline baggage fees, gratuities, meals, and any other incidental costs or expenses related to participation

in this Prize. Winner and his/her guest hereby acknowledges that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the Prize.

Winner will be required to provide a major credit card upon check-in and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner.

Sweepstakes Entities bear no responsibility if any event, element, or detail of the Prize is canceled, postponed, or becomes unavailable for any reason. Should any event, element, or detail of the Prize become unavailable, the Sponsor shall have no obligation to the winner aside from providing the remaining portion of the Prize, minus any unavailable event, element, or detail.

- B. ARV:** One (1) Prize will be available in the Sweepstakes. The Prize's ARV is Seven Thousand Nine Hundred Ninety-eight Dollars (\$7,998.00). The Prize's actual value of the trip may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of the Prize will not be awarded.
 - C. Odds of Winning:** The odds of winning the Prize depend on the total number of eligible entries received during the Sweepstakes Period.
 - D. General:** In no event will more Prizes than are stated in these Official Rules be awarded. If, for any reason, more Prize notifications are sent (or more claims are received) than the number of Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. No Prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute the Prize or a portion of the Prize of equal or greater value in case of unavailability of the Prize or force majeure. The winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any Prize won. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. The Sweepstakes Entities shall not be held responsible for any delays in awarding the Prize for any reason. If after a good-faith attempt Sponsor is unable to award or deliver the Prize, the Prize may not be re-awarded.
- 6. HOW TO CLAIM THE PRIZE:** Potential winner is subject to verification of eligibility and compliance with these Official Rules. The potential winner will be required to sign and return an Affidavit of Eligibility/Liability/Publicity Release (including, without limitation, his/her Social Security Number as required by law) (except where prohibited) and any other requested documents (the "Documents") within five (5) calendar days from the date of attempted notification or the Prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor's sole and absolute discretion. Failure to provide all required information and signed documents within the stated time period may result in forfeiture of winner's right to claim the Prize, and may result in the Prize being awarded to an alternate winner, if time permits. Upon verification, the potential winner will be contacted for travel arrangements. If the potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept the Prize, or winner notification is returned as undeliverable or the potential winner fails to respond to a winner notification within the timeframe specified in such winner notification, the Prize may be forfeited. If the Prize is forfeited for any reason, it may be awarded to an alternate potential winner, at the Sponsor's sole and absolute discretion,

selected at random from the remaining pool of eligible entries received during the Sweepstakes Period, time permitting. Prize is not transferable and includes only the items specifically listed as part of the Prize. If the Prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute the Prize or portion thereof with another Prize of equal or greater value. Any portion of Prize not accepted by winner will be forfeited. Federal, state, and local taxes on the Prize and any expenses relating to the acceptance of and use of the Prize not specified herein are the responsibility of the winner. Sponsor will issue an IRS Form 1099-MISC for the winner. The Prize will only be awarded to a verified winner.

- 7. LIMITATION OF LIABILITY:** Sweepstakes Entities, including American Airlines/American Eagle, are not responsible for illegible, lost, late, incomplete, stolen, misdirected, postage due, or undeliverable e-mail or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt or jumbled transmissions, service provider/Internet/web site/use net accessibility, availability, or traffic congestion, or any technical, mechanical, printing, or typographical or other error, or unauthorized human intervention, or the incorrect or inaccurate capture of registration information, or the failure to capture, or loss of, any such information. Sweepstakes Entities are not responsible for any incorrect or inaccurate information, whether caused by any web site users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any web site(s). Sweepstakes Entities are not responsible for any injury, including death, or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting the Prize. If, for any reason, an entry is confirmed to have been erroneously deleted, lost or otherwise destroyed, corrupted or for any other reason not accepted as an entry into the Sweepstakes, the entrant's sole remedy is to submit another entry. If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes in a manner it deems fair and reasonable including the selection of the winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more Prizes be awarded than are stated in these Official Rules. If for any reason, including, but not limited to, an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed than are intended to be awarded according to these Official Rules, the intended winner will be awarded in a random drawing from among all verified Prize claims received for that Prize. **SWEEPSTAKES ENTITIES MAKE NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON INFRINGEMENT AS REGARDS TO ANY PRIZE OR ANY COMPONENTS OF THE PRIZES. VOID WHERE PROHIBITED, AS SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OF EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES. AN ENTRANT MUST CHECK LOCAL LAWS TO LEARN IF ANY OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY.** Further, Sweepstakes Entities are not responsible for, and shall be indemnified by winner against any claims, injuries, losses or damages of any kind resulting from acceptance, use, misuse, possession, or loss of a Prize.

In addition, Sweepstakes Entities are not responsible for and shall be defended, indemnified, held harmless and released by each entrant against any claims, liabilities, lawsuits, judgments, causes of action, proceedings, injuries, death, losses, costs, expenses or damages of any kind resulting from, in connection with, or arising from an entrant's participation in the Sweepstakes or acceptance, receipt, delivery, use, nonuse, misuse, defect in, inability to use, possession, or loss of the Prize. In particular, by entering the Sweepstakes, each entrant agrees to waive all of his/her rights to bring any claim, action, or proceeding against Sweepstakes Entities in connection with the Sweepstakes; and to forever and irrevocably agree to release, defend, indemnify, and hold harmless Sweepstakes Entities from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability costs and expenses (including, without limitation, reasonable outside attorneys' fees) for an injuries, losses or damages of any kind to persons, including, without limitation, death, or property resulting in whole or in part, directly or indirectly, from: (a) the Sweepstakes, including but not limited to any Sweepstakes-related activity or element thereof, and the entrant's entry, participation or inability to participate in the Sweepstakes, (b) the violation of any third party privacy, personal, publicity or proprietary rights, (c) typographical or printing errors in these Official Rules or any Sweepstakes materials, (d) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of the Prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability, or due to reasons beyond Sponsor's control, including but not limited to by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond any of Sweepstakes Entities' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement, cancellation, or modification of the Sweepstakes, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of the entry (including, without limitation, the information or any parts thereof), (i) any technical malfunctions or unavailability of the Website or any telephone network, computer system, computer online system, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of Sweepstakes Entities or by an entrant, (j) interruption or inability to access the Sweepstakes, the Website or any other Sweepstakes-related web pages, or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to entrant's (or any third person's) computer and/or its contents related to or resulting from any part of the Sweepstakes, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, illegible, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries, (n) any wrongful, negligent, or unauthorized act or omission on the part of Sweepstakes Entities, (o) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof), (p) the collection, use and/or sharing of entrant's personally identifiable information by Sponsor or its designees or (q) the negligence or willful misconduct by entrant.

- 8. DISPUTES: THE SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE COUNTY OF OAKLAND, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT**

DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR GIVEAWAY ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ENTRANTS AGREE THAT THE STATUTE OF LIMITATIONS FOR ASSERTING ANY CLAIMS SHALL BE A PERIOD OF ONE (1) YEAR FROM THE END DATE OF THE GIVEAWAY PERIOD. Further, Entrants hereby waive all rights, to: (i) claim punitive, exemplary, special, incidental, indirect and consequential damages and any other damages (whether due to negligence or otherwise), other than for actual out-of-pocket costs; and (ii) have damages multiplied or otherwise increased. THE CRUISE AND DISPUTES ARISING FROM THE CRUISE ARE SUBJECT TO THE TERMS OF THE CRUISE TICKET CONTRACT.

9. PRIVACY POLICY: Sponsor's privacy policy is available at <https://www.celebritycruises.com/privacy-policy>.

10. PUBLICITY RIGHTS: By participating in the Sweepstakes and/or accepting the Prize, each entrant agrees to allow Sponsor and Sponsor's designees, the perpetual right to use his/her name, biographical information, photos and likeness, voice recording, video images and all related footage, and statements for Sweepstakes, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered worldwide, including but not limited to television (including live television), radio, and Internet, without notice, review or approval and without additional compensation except where prohibited by law.

11. GENERAL: This Sweepstakes is subject to all federal, state, and local laws and regulations. Winning the Prize is contingent upon fulfilling all requirements set forth herein. Any attempted form of participation in this Sweepstakes other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her Prize. If it is discovered or suspected that a person has registered, entered or attempted to register or receive entries using multiple e-mail addresses, identities, IP addresses, or use of proxy servers or like methods, all of that person's entries will be declared null and void and that person will not be awarded any Prize that he/she might have been entitled to receive and such Prize may be forfeited at the Sponsor's sole and absolute discretion. Sponsor reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Sweepstakes, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Sweepstakes. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT**

PERMITTED BY LAW. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Each entrant may be required to show proof of being an authorized account holder. If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or any Prize documents will not affect the validity or enforceability of any other provision. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and the Sweepstakes details contained in any Sweepstakes promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

- 12. WINNERS LIST:** To obtain a list of the name of the winner, mail a self-addressed, stamped business-sized envelope to: Flights by Celebrity Sweepstakes - Winners List Request, PO Box 251328, West Bloomfield, MI 48325. Winners List requests must be received by November 15, 2017.

Sponsor: Celebrity Cruises Inc., 1050 Caribbean Way, Miami, FL 33132.

The Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with, American Airlines/American Eagle, and neither American Airlines nor American Eagle have any responsibility or liability regarding the conduct or administration of the Sweepstakes.

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