

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.

The “#MAC247love Valentine’s Day Contest” is sponsored by M.A.C. 24/7 and the Hilton Waikiki Beach (“Sponsor”). This contest is governed by these official rules (“Official Rules”). By participating in the contest, each entrant agrees to abide by these Official Rules, including all eligibility requirements, and understands that the results of the contest, as determined by Sponsor and its agents, are final in all respects. The contest is subject to all federal, state and local laws and regulations and is void where prohibited by law. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook or Instagram. Any questions, comments or complaints regarding the promotion will be directed to Sponsor.

#### ELIGIBILITY

The Contest is open anyone eighteen (18) years of age or older at the time of entry who have Internet access and a valid Instagram account prior to the beginning of the Contest Period. Sponsor has the right to verify the eligibility of each entrant. Entrants must be available to attend and participate in the February 14<sup>th</sup> Valentine’s Day dinner at M.A.C 24/7 in Hilton Waikiki Beach. Entrants agreed to have their video/likeness used in future M.A.C 24/7 promotions and advertising.

#### SWEEPSTAKES PERIOD

The Sweepstakes begins at January 16, 2017 and ends at 11:59 pm HST January 31, 2017. (“Sweepstakes Period”). All entries must be received on or before the time stated during that submission period. Sponsor reserves the right to extend or shorten the contest at their sole discretion.

#### HOW TO ENTER

You can enter the Sweepstakes by sharing an eligible photo to Instagram and using #MAC247love and @mac247waikiki in the caption. Profiles must be public. Photo must be posted during contest period (it may be a repost of a photo previously shared, however tagging old photos doesn’t count).

#### PRIZE

Prize consists of Valentine's Day prix fixe dinner for 2 in our Garden Gazebo, including tax and gratuity (weather permitting, may be moved into restaurant in the case of inclement weather as determined by the manager on duty).

#### FINALISTS SELECTION

Winner will be chosen by our panel of judges based on the most unique, adventurous and romantic love image and will be notified via Instagram on February 1, 2017. If winner cannot be reached by Administrator (or Sponsor) within one (1) day, using the contact information provided at the time of entry, that potential finalist shall forfeit their opportunity to compete for the final prizes.

#### ADDITIONAL LIMITATIONS

Prize is non-transferable and may only be redeemed on February 14, 2017. No substitution or cash equivalent of prizes is permitted. Sponsor and its respective parent, affiliate and subsidiary companies, agents, and representatives are not responsible for any typographical or other errors in the offer or administration of the Sweepstakes, including, but not limited to, errors in any printing or posting or these Official Rules, the selection and announcement of any winner, or the distribution of any prize. Sponsor reserves the right to terminate, suspend or amend the Sweepstakes, without notice, and for any reason, including, without limitation, if Sponsor determines that the Sweepstakes cannot be conducted as planned or should a virus, bug, tampering or unauthorized intervention, technical failure or other cause beyond Sponsor’s control corrupt the administration, security, fairness, integrity or proper play of the Sweepstakes.

#### PUBLICITY

By participating, each entrant grants Sponsor permission to use his/her name, likeness or comments for publicity purposes without payment of additional consideration, except where prohibited by law. Any questions regarding this Sweepstakes should be directed to [socialmedia@hiltonwaikikihotel.com](mailto:socialmedia@hiltonwaikikihotel.com)