

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

The “#MyMACMama Contest” is sponsored Hilton Waikiki Beach and M.A.C. 24/7 Waikiki (“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.

#### SWEEPSTAKES PERIOD

The Sweepstakes begins at 12:00 noon HST on April 20, 2017 and ends at 11:59 pm HST May 1, 2017. (“Sweepstakes Period”). All entries and votes (submissions) 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 uploading an eligible image or video to Instagram and using #MyMACMama and @mac247waikiki in the caption. Images/Video must be original. NOTE: Winner agrees to post 2 images/videos to their personal social media channels (Facebook, Instagram, and/or) twitter while redeeming their prize on site, tagging/mentioning M.A.C. 24/7 with the intent of promoting the restaurant’s offerings.

#### WINNER SELECTION

Winner will be selected by sponsor’s judges. All entries will be judged by a panel of judges applying the following criteria: originality and relevance to theme

Winner will be notified via Instagram via a comment from M.A.C. 24/7 Waikiki’s account. The winners will be announced on or about May 2, 2017. If a potential prize winner cannot be reached by Administrator (or Sponsor) within one (1) day, using the contact information provided at the time of entry, or if the prize is returned as undeliverable, that potential prize winner shall forfeit the prize.

#### PRIZE:

- Mother’s Day Brunch for 4 (includes tax), offered only on Sunday, May 14, 2017 from 8:00 am- 2:00 pm
- Parking for one vehicle
- Alcohol, gratuity not included.
- Prize valued at approximately \$235.

#### ADDITIONAL LIMITATIONS

Prize is non-transferable. 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)