

**MASTER LOCK “Protecting All That You Love and Care About”
SWEEPSTAKES OFFICIAL RULES**

NO PURCHASE NECESSARY. A purchase will not increase your chance of winning a prize. This Sweepstakes is in no way sponsored, administered, endorsed or associated with Twitter. Twitter is not affiliated with the Sponsor in any way. By entering, you understand that you are providing your personal information to Master Lock Company LLC and not to Twitter.

1. **Sweepstakes Period:** The Protecting All That You Love and Care About Sweepstakes (“Sweepstakes”), sponsored by Master Lock Company LLC (“Sponsor”), begins on February 17, 2014 at 7:00:01 a.m. Central Time (“CT”) and ends on March 1, 2014 at 6:59:59 a.m. CT (the “Sweepstakes Period”). Sponsor’s computer is the official timekeeping device of the Sweepstakes.
2. **Eligibility:** Entry into the Sweepstakes is open to permanent legal residents of the 50 United States and the District of Columbia (“D.C.”) and Canada, **EXCLUDING** Quebec, who are 13 years or older at time of entry. Please note: If an entrant is considered a minor in his/her state or province of residence, entrant must receive permission from his/her parent/legal guardian in order to enter. (“Entrant”). Employees, officers and directors of Sponsor, its parent, affiliate and subsidiary companies, JSH&A (“Agency”), the agents and advertising and promotion agencies of each of the foregoing, and members of the immediate families (defined for these purposes as including spouse, biological, adoptive or step- parents, grandparents, children, grandchildren and siblings, and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above, are NOT eligible to enter or win a prize. By entering the Sweepstakes, each entrant (or his/her parent or legal guardian, if entrant is under the age of majority in the state, Province or Territory in which s/he resides (a “Minor”)) agrees to abide by and be bound by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all matters relating to the Sweepstakes. The Sweepstakes is subject to all applicable laws and regulations of the United States and Canada, and is void in Quebec, outside of the 50 United States, D.C. and Canada and where prohibited by law.
3. **How to Enter Sweepstakes:** Enter the Sweepstakes beginning 7:00:01 a.m. CT on February 17, 2014. An Entrant may enter the Sweepstakes in accordance with these Official Rules during the Sweepstakes Period. All entries must be received by 6:59:59 a.m. CT on March 1, 2014.

Entrants must be a registered user of the Twitter™ app ("Twitter") or Twitter's ™ website located at www.Twitter.com ("Twitter"). If Entrant is not a registered user of Twitter, Entrant must download the Twitter app to their mobile devices via their mobile device's app store or register for Twitter at www.twitter.com. Then, during the Sweepstakes Period use the hashtag #MasterLockProtects to receive one Entry into the Sweepstakes. Entry requirements as follows:

Content of Entry: To be valid and eligible, Entries must adhere to the requirements and limitations set forth in this section.

- a. Each Entry shall consist of a tweet describing what/who you love and want to protect.
- b. To enter, log into your Twitter account. If you are using your mobile phone for participation, see below for important disclaimers. Entries must be submitted through Twitter using the hashtag #MasterLockProtects. There is no limit to how many times an Entrant may enter an Entry during the Sweepstakes Period, provided each Entry is different and distinct from any prior Entry. You are cautioned not to use this hashtag for purposes other than sweepstakes entry. In addition, re-tweets of the original tweet will not result in entry into the sweepstakes.
- c. The following is a list of prohibited content: obscene, lewd, offensive content; content not suitable for certain ages; commercial content; content previously published or entered into this or another Sweepstakes; and third party content (e.g. any copyrighted material, third party trademarks, and/or names/likenesses of third parties); disparages Sponsor and or reflects poorly on Sponsor's brand. The Promotional Parties reserve the right, at their sole discretion, to disqualify or refuse to post an entry at any time. Entries not adhering to these guidelines and restrictions will be considered ineligible, will be disqualified from the Sweepstakes, and will be destroyed.

4. General Contest Entry Considerations:

- a. Entry must be made by an individual person; use of script, macro, or other automated systems to participate is prohibited and will result in disqualification.
- b. In the event of a dispute as to the identity of an Entrant, entries will be deemed made by the authorized account holder of the Twitter account submitted at the time of entry. The "authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted e-mail address. The potential winner may be required to show proof of being the authorized account holder. Incomplete, unreadable, or unintelligible entries will be disqualified. If Entrant is considered a minor in his/her state or province of residence, Entrant will receive permission from his/her parent/legal guardian. Entrants must provide all information requested to be eligible to win.
- c. Message and data rates apply to the use of mobile phone for entry. You may be charged by your carrier for submitting your entry. Be sure to check your wireless carrier's pricing plan before entering via mobile phone. Not all mobile phones offer wireless Internet access; and, wireless Internet access may not be available in all areas.

5. Prize Drawing: The winners of the prizes described in Rule 6, below, will be selected in a random drawing from among all eligible entries received. The drawing will be conducted by Sponsor or Agency on or about March 1, 2014. Odds of winning a prize depend on the number of eligible entries received. **Limit one (1) prize per person/household/Twitter account/email address.**

- 6. Prizes:** Three (3) Grand Prizes and twenty five (25) First Prize are available to win. The prizes consist of the following:
- a. Grand Prize: (i) \$100 Visa Gift Card, (ii) 5422D Master Lock Portable Key Safe, (iii) 5900D Master Lock SafeSpace, (iv) 1547DCM Backpack Lock, (v) Red Cross Emergency Preparedness Kit. ARV of the Grand Prize: \$225 USD.
 - b. First Prize: (i) \$50 Visa Gift Card, (ii) 5422D Master Lock Portable Key Safe, (iii) 5900D Master Lock SafeSpace, (iv) 1547DCM Backpack Lock, (v) Red Cross Emergency Preparedness Kit. ARV of First Prize: \$175 USD.

If Grand Prize winner is a Minor, the Grand Prize will be awarded, on the winner's behalf, to his/her parent or legal guardian, who must accompany winner on prize trip as his/her guest. If winner is at least the age of majority in his/her state or province of residence, his/her guest may be a minor only if the guest is the winner's child or legal ward; otherwise, the guest must be of the age of majority in his/her state or province of residence.

Total ARV of all prizes in this Sweepstakes: \$4,825 USD. All federal, state or local income taxes on the prizes are the sole responsibility of the winners. All prizes are awarded "as is" and Sponsor makes no representation or warranty, express or implied, in fact or in law, with regard to any prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Any difference between the stated ARV and actual value of any prize will not be awarded in cash or in any other form. Dollar amounts are expressed in U.S. currency. No transfer or substitution of prizes (or any portion thereof) or cash alternative permitted, except by Sponsor in its sole discretion or as otherwise provided herein. Sponsor reserves the right to substitute a prize (or portion thereof) of equal or greater value in the event the advertised prize (or portion thereof) becomes unavailable. All prizes will be awarded according to these Official Rules provided a sufficient quantity of qualifying entries are received and the prizes are claimed properly in accordance with these Official Rules. Prizes will be awarded to the persons who originally sent the love locks, and not to the recipients of same. Prizes (and all elements thereof) are not redeemable for cash.

- 7. Consent to Publicity:** Except where prohibited by law, each winner's (or his/her parent's or legal guardian's, if a winner is a Minor) acceptance of his/her prize constitutes permission for the Sponsor to use said winner's name, photographs, likenesses, statements, biographical information, voice, and city and state addresses on a worldwide basis, and in all forms of media (including but not limited to the Sponsor's website and social media), in perpetuity, without limitation and without further notice or compensation. Winning any prize is contingent upon fulfilling all requirements of these Official Rules, including verification of Entrant's eligibility.
- 8. Winner Notification:** Within approximately seven (7) days of the random drawing, the potential winners will be notified via direct message on Twitter. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by the potential winner for any reason.

Winners (parent/legal guardian if a winner is a minor in his/her state or province) must provide positive identification specified by Sponsor to claim/participate in a prize within

seven (7) days of notification or the prize will be forfeited and awarded to an alternate winner, time permitting. If a winner is deemed a minor in his/her state or province of residence, the prize will be awarded in the name of a parent or legal guardian. If prize notification is returned as undeliverable, prize will be forfeited and awarded to an alternate winner, time permitting. Except where prohibited, acceptance of a prize constitutes the winner's agreement to hold harmless Sponsor, its parent, affiliate and subsidiary companies, Agency, and the officers, directors, employees and agents of each of them (individually and collectively for the purposes of this Paragraph, "Promotion Parties") from and against any injuries, losses or damages arising in any way from or in connection with their participation in this promotion, the acceptance, possession or use of the prize, Promotion Parties' reliance upon their compliance with these Rules, or their participation in prize-related activities, and further constitutes winner's agreement that the Promotion Parties may use his/her name, voice, likeness and/or biographical data for advertising and promotional purposes in any and all media worldwide without limitation or additional compensation. Winners may be posted on the winners' page of Sponsor's website and may be announced by news release. Winning is contingent upon fulfilling all requirements of these Official Rules, including verification of Entrant's eligibility.

9. Liability Release: Participation in the Sweepstakes and (if applicable) acceptance of a prize constitutes each Entrant's (or his/her parent's or legal guardian's) agreement to hold harmless Sponsor, Twitter, their respective parent, affiliate and subsidiary companies, Agency, and the officers, directors, employees and agents of each of the foregoing from and against any injuries, losses or damages of any kind arising in any way from or in connection with their participation in this Sweepstakes, or the acceptance, possession or use/misuse of any prize (if applicable), or their participation in prize-related activities (if applicable). **BY ENTERING, YOU (OR YOUR PARENT OR LEGAL GUARDIAN IF YOU ARE A MINOR) AGREE, TO THE EXTENT ALLOWED BY APPLICABLE LAW, THAT IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, ARISING IN ANY WAY FROM OR IN CONNECTION WITH YOUR PARTICIPATION IN THIS SWEEPSTAKES OR ACCEPTANCE OR USE OF ANY PRIZE YOU MAY BE AWARDED. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.**

10. Sponsor is not responsible for: (i) electronic, wireless or digital transmissions or any entries that are lost, late, damaged, stolen, garbled, destroyed, misdirected, illegible or incomplete; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures, destruction or unauthorized access to, or alteration of, entries; (iii) failed or unavailable hardware, network, software, or telephone transmissions, damage to an Entrant's or any person's computer and/or its/their contents, or causes beyond the Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Sweepstakes; (iv) any entries submitted in a manner that is not expressly allowed under these Official Rules; (v)

incorrect or inaccurate entry information whether caused by Entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes; (vi) any typographical or other error in the printing or advertising of the offer, administration or execution of the Sweepstakes, or in the announcement of prize(s)/prize winner(s); (vii) malfunctions or interference resulting from illicit, malicious or injurious code (including but not limited to viruses, worms and denial of service attacks); or (viii) cheating or fraud by any Entrant. If for any reason the Sweepstakes cannot be executed as planned, including but not limited to transmission failure, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Sweepstakes, or if the Sweepstakes is compromised or becomes technically corrupted in any way, electronically or otherwise, Sponsor reserves the right, in its sole discretion, to cancel, modify or terminate the Sweepstakes and reserves the right, but shall not be obligated, to select the winners from among all eligible, non-suspect entries received prior to the time/date such action was taken. Sponsor reserves the right, at its sole discretion, to disqualify and prosecute any individual who tampers with or attempts to tamper with the entry process or enters using any automatic programmed entry duplication method or third-party entry service.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEB SITE OR OTHERWISE CORRUPT THE SWEEPSTAKES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

11. Dispute Resolution: By entering, you (or your parent or legal guardian if you are a Minor) agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with, this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal, state or local court located in the State of Illinois; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering this Sweepstakes, but in no event attorneys' fees.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of Illinois or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than Illinois.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

12. Winners List: For the name of the prize winners, send a self-addressed stamped business-size envelope after April 15, 2014 and no later than December 31, 2014 to: Master Lock Protecting All That You Love and Care About Sweepstakes, Master Lock Company LLC, 137 W. Forest Hill Avenue, Oak Creek, WI 53154.

13. All trademarks related to the prizes in this Sweepstakes are the property of their respective owners and no sponsorship, endorsement or affiliation with Sponsor, its products or this Sweepstakes is implied by their use.

14. Sponsor: This Sweepstakes is sponsored solely by Master Lock Company LLC, 137 W. Forest Hill Avenue, Oak Creek, WI 53154.

Any questions, comments or complaints regarding this Sweepstakes must be directed to the Sponsor only, and NOT to Twitter.

Legal Notice. Privacy Policy. Please see Master Lock's legal notice and privacy policy for more information: http://www.masterlock.com/privacy_statement/

© 2014 Master Lock Company LLC. All rights reserved.