

Give Love Win Sweepstakes Official Rules

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility

Give Love Win Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States (and the District of Columbia), Puerto Rico and Canada (excluding Quebec) (the "Eligibility Area") who are at least eighteen (18) years old at the time of entry. Void where prohibited. Proof of residency and age may be required. Employees and directors of AEO Management Co. ("AEO" or "Sponsor"), Sync Marketing LLC and their subsidiaries, divisions, affiliates, and advertising or promotional agencies or individuals involved with the design, production, execution or distribution of the Sweepstakes and the immediate family and household members of such individuals, are not eligible to enter or win. "Immediate family members" shall mean parents, stepparents, children, stepchildren, siblings, stepsiblings, or spouses, regardless of where they live. "Household members" shall mean people who share the same residence at least three months a year, whether related or not. In order to enter the Sweepstakes or receive a prize, you must fully comply with the Official Rules and, by entering, you represent and warrant that you agree to be bound by these Official Rules and the decisions of the Sponsor, whose decisions shall be binding and final in all respects relating to this Sweepstakes. A minor who is 18 and otherwise eligible to participate in the Sweepstakes must get his or her parent's or legal guardian's permission before entering the Sweepstakes. The Sweepstakes is void outside the Eligibility Area and wherever prohibited or restricted by law.

2. Sponsor and Administrator

Sponsor: AEO Management Co., 77 Hot Metal Street, Pittsburgh, PA 15203.

Administrator: Sync Marketing LLC, 10960 Wellworth Avenue, Unit 301, Los Angeles, CA 90024.

3. Timing

Game Pieces (as defined below) will be distributed during store hours between: 1) December 7, 2018 at 5:00 a.m. ET - December 9, 2018 at 11:59 p.m. ET; and 2) December 14, 2018 at 5:00 a.m. ET - December 16, 2018 at 11:59 p.m. ET, or when supplies of Game Pieces are exhausted, whichever occurs first (collectively the "Sweepstakes Entry Period"). Administrator is the official time keeper for this Sweepstakes. The Sweepstakes is governed by these Official Rules and is subject to all applicable federal, state, provincial and local laws.

4. How to Obtain a Game Piece

During the Sweepstakes Entry Period visit a participating American Eagle Outfitters store and get a game piece ("Game Piece"). Contact your local American Eagle Outfitters stores to determine participation, location and hours. There are two ways to get a Game Piece:

- A. **With a Purchase.** You will automatically receive one (1) Game Piece upon checkout.
- B. **No Purchase Necessary.** You will automatically receive one (1) Game Piece from a sales associate when you make a request. You do not have to make a purchase to receive a Game Piece by requesting one.

Limit of one (1) Game Piece per person per day, regardless of method of obtaining Game Piece. Making purchases will not entitle you to additional Game Pieces beyond the daily limit.

5. Winner Determination

Once you have received your Game Piece, such Game Piece will contain perforated parts. Once the perforated parts are removed, the Game Piece will reveal either a grand prize, first prize, second prize, or third prize (collectively a “Prize”) or a bounce back cash card (“Bounce Back Cash Card”). If you are a potential Bounce Back Cash Card winner, you may redeem such claim at a participating American Eagle Outfitters or Aerie store in accordance with these Official Rules and the terms/expiration date of the Bounce Back Game Piece. If you are a potential Prize winner the Game Piece will contain a prize code (“Prize Code”) and you may redeem such Prize in accordance with these Official Rules. If the Game Piece contains a Prize Code, you must secure such Game Piece and not share the Prize Code with another person. Sponsor and Administrator are not responsible for lost or stolen Game Pieces. Do not share your Prize Code with anyone. All Game Pieces are subject to verification and participants are not winners of any prize until confirmed and verified by Sponsor and/or Administrator. Limit of one (1) Prize per person for the Sweepstakes (does not include Bounce Back Cash Cards).

Prize – Game Piece will have Prize Code and online verification required	Description*
Grand Prize	Trip to Iceland
First Prize	US \$10,000
Second Prize	US \$1,000
Third Prize	US \$ 100 AE Gift Card
Bounce Back Cash Card – Game Piece will have offer redemption codes and can be redeemed in stores or at ae.com	
\$10 Bounce Back	\$10 off \$50
\$20 Bound Back	\$20 off \$75

*Complete descriptions and odds stated below in Section 8.

6. POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR AND/OR ADMINISTRATOR. SPONSOR AND ADMINISTRATOR’S DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE ADMINISTRATION, OPERATION, SELECTION OF THE POTENTIAL WINNERS AND OTHER MATTERS RELATED TO THE SWEEPSTAKES.

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

7. Verification of Potential Winners

If the Game Piece reveals you are a winner of a Prize then you must complete verification by going to www.ae.com/givelovewin (the “Website”). At the Website you will be required to provide the Prize Code along with your name, address, phone number and email address. If any potential winner is a Canadian resident he/she will be required to correctly answer a time limited skill-testing question without assistance, in order to be eligible to receive a prize. Failure to correctly answer the skill-testing question will result in forfeiture of the prize. If you are a winner of a third prize (US \$100 AE Gift Card) then your

electronic Gift Card will be emailed within 24 hours once verification is complete to the email address provided on the Website. If you are a winner of a grand prize, first prize or second prize you will be required to download an Affidavit of Eligibility, Release of Liability and Publicity Release (where permitted by law) (collectively, the "Affidavit") and a W9 form (for US residents only). You then must complete the forms and provide them per the instructions given on the Website along with a scan or a photo of the Game Piece that clearly shows the Winning Code back in order to claim the Prize. Only valid Prize Codes will be accepted. Each Prize Code may only be submitted once. All Prize winners must complete the verification by January 31, 2019. Any submissions after January 31, 2019 will not be accepted. IF YOU ARE A WINNER OF A PRIZE (NOT INCLUDING A BOUNCE BACK CASH CARD), DO NOT GIVE YOUR WINNING GAME PIECE TO AN AMERICAN EAGLE TEAM MEMBER, THEY ARE NOT AUTHORIZED TO VERIFY OR COLLECT YOUR GAME PIECE.

Potential winner may be required to complete and return an Affidavit by the date specified by Sponsor. In the event: (a) potential winner does not submit a Winning Code or the required documents; (b) potential winner declines or cannot accept, receive or use the prize for any reason; (c) of noncompliance with the above or within any of the aforesaid time periods, (d) potential winner is found to be ineligible to enter the Sweepstakes or receive the prize, (e) potential winner cannot or does not comply with the Official Rules (including, but not limited to, the failure of an eligible winner from Canada to correctly answer the skill-testing question posed by the Administrator), or (f) potential winner fails to fulfill any Affidavit-related obligations, the potential winner shall be disqualified. Sponsor reserves the right at its sole discretion, to modify the notification and Affidavit procedures. If the potential winner is over 18 but a minor in his/her state/province of residence, Sponsor reserves the right to award the prize in the name of such potential winner's parent or legal guardian.

No more than the stated number of prizes herein will be awarded, and if, due to printing, seeding or other errors, there are more prize claims received than the number of prizes offered for a specific prize, only the specific total number of prizes listed above shall be awarded via a random drawing from among all eligible, non-suspect prize claims submitted.

8. Prize / Bounce Back Cash Card

- One (1) grand prize will be awarded. Grand prize winner will receive a 5-night/4-day trip for winner and up to three (3) guests to Iceland and US \$10,000 in spending money. Approximate retail value of grand prize is US \$40,000. Full trip details below. Odds are 1:1,787,976.
- Nine (9) first prizes will be awarded. Each first prize winner will receive US \$10,000. Approximate retail value of all first prizes is US \$90,000. Odds are 9:1,787,976.
- One Hundred Ninety Seven (197) second prizes will be awarded. Each second prize winner will receive US \$1,000. Approximate retail value of all second prizes is US \$197,000. Odds are 197:1,787,976.
- One Thousand Five Hundred Eighty (1,580) third prizes will be awarded. Each third prize winner will receive a US \$100 AE gift card. Approximate retail value of all third prizes is US \$158,000. Odds are 1,580:1,787,976.
- 1,786,189 Bounce Back Cash Cards will be awarded. Bounce Back Cash Cards are valid to take \$10 off a purchase of \$50 or more or \$20 off a purchase of \$75 or more at AE and Aerie stores or ae.com and aerie.com in the USA (including PR) and Canada only 12/26/18 – 1/16/19. See full terms and conditions on the Bounce Back Cash Cards. Odds are 1,786,189:1,787,976.

[Grand Prize Trip Details](#)

Trip includes round-trip air transportation to/from gateway airport nearest Winner's home to Iceland, hotel accommodations in Iceland for four (4) nights (two (2) rooms/double occupancy), rental car while in Iceland and the following excursions for four (4) people: Tour of iconic Golden Circle, Geyser Visit, Tour or Reykjavik, Visit to the Blue Lagoon and visit the Glacier Lagoon in Jokulsarlon and watch the fireworks display (if winner selects date in 2019 that corresponds to the fireworks display). Winner must make travel arrangements within eight (8) weeks of notification that Winner is the selected grand prize Winner. Winner must commence the trip no later than December 31, 2019. If Winner is unable to travel within the time period required, the prize will be forfeited. Trip is subject to availability and blackout dates. Winner must be twenty-three (23) or older to rent a 4WD Jeep, Vans or Mini Vans; twenty (20) or older for all other cars. The driver must present a valid driving license held for a minimum of one year at the time of rental. If Winner is less than twenty (20) years old alternative ground transportation may be provided at the Sponsor's sole discretion. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, baggage fees, meals, bag check fees, personal charges at lodging, security fees, taxes, duties, fees or other expenses or incidentals are the responsibility solely of Winner. Travel companions must be eighteen (18) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the Winner. Travel companions will be required to sign a travel companion Release of Liability before accompanying the Winner on the trip, by the date specified by the Sponsor. Trip must be booked at least twenty-one (21) days prior to departure. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. Unless child of Winner, travel companions must be eighteen (18) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the Winner. If Winner is a minor in his/her state of residence, travel companion must be Winner's parent/legal guardian. Travel companions, or his/her parent/legal guardian if they are under 18 or a minor, must execute liability/publicity releases prior to issuance of travel documents. Winner and travel companions are solely responsible for obtaining valid passports and any other documents necessary for international travel (if applicable). Sponsor will not obtain insurance on behalf of the Winner and travel companions, and Winner and travel companions are fully responsible for obtaining their own insurance, if desired. Travel restrictions, conditions and limitations may apply. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Total approximate retail value of grand prize is US \$40,000 (including the US \$10,000 in spending money).

For all prizes: No cash equivalent for the prize, prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the listed prize for one of equal or greater value for any reason. Winner is responsible for all taxes, duties, and fees associated with prize receipt and/or use. All federal, state, and local tax liabilities, as well as any other costs and expenses not specified herein as being awarded are the sole responsibility of the Winner. Winner may be required to complete and return an IRS W-9 form (i.e. Request for Taxpayer Identification Number and Certification). Prize will be awarded only if the Winner fully complies with these Official Rules. Total approximate retail value of all prizes is US \$485,000.

9. Entry Conditions and Release

By participating in this Sweepstakes you understand and hereby agree to: (i) comply with and be bound

by these Official Rules and the decisions of Sponsor and Administrator which are binding and final in all matters relating to this Sweepstakes; (ii) defend, indemnify, release and hold harmless the Sponsor, Administrator and their respective parent, subsidiary, and affiliated companies, celebrities, and any other person and organization responsible for sponsoring, fulfilling, administering, advertising or promoting the Sweepstakes, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to: (a) the Sweepstakes or any information provided by you in connection with the Sweepstakes, including but not limited to any Sweepstakes-related activity or element thereof, the receipt of marketing messages, participation or inability to participate in the Sweepstakes or in any parts thereof, (b) the violation of any third party privacy, personal, publicity or proprietary rights, (c) typographical errors in these Official Rules or any Sweepstakes-related promotional materials, (d) acceptance, possession, defects in, use, misuse or inability to use a prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability, or due to reasons beyond the 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, 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 entry information or any parts thereof), (i) any technical malfunctions or unavailability of the Website, or any telephone network, computer online system, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant, (j) interruption or inability to access the Sweepstakes, the Website, or any other promotion-related web pages (in either direction), or any Internet online service or cellular service (as applicable) due to hardware or software compatibility problems, (k) any damage to entrant's (or any third person's) computer or wireless device (as applicable) and/or its contents related to or resulting from any part of the Sweepstakes, (l) any lost/delayed data transmissions (in either direction), 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 any of the Released Parties, or any of their agents or employees, and/or (o) cancellations, delays, diversions or substitutions or any act or omissions whatsoever by the air carrier(s), or other transportation companies, hotel(s), or any other persons providing any of these services and accommodations to passengers including any results thereof such as changes in services or accommodations necessitated by same, (p) lost, stolen, damaged, delayed, or misdirected baggage or (q) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); and (iii) to waive all of your rights to bring any claim, action, or proceeding against any of the Released Parties in connection with this Sweepstakes. Winner acknowledges that all prizes are awarded as-is without warranty of any kind.

10. Publicity

Except where prohibited or restricted by law, Winner's acceptance of prize constitutes the Winner's agreement and consent for Sponsor and any of its designees to use and/or publish Winner's full name, city and state of residence, photographs or other likenesses, pictures, portraits, video, voice, testimonials, biographical information (in whole or in part), and/or statements made by Winner regarding the Sweepstakes or Sponsor, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval.

11. General Conditions

Sponsor and its subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers and directors shall not have any obligation or responsibility, including any responsibility to award any prize to entrants, with regard to: (a) entries that contain inaccurate information or do not comply with or violate the Official Rules; (b) entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human or technical error of any kind; (c) entrants who have committed fraud or deception in entering or participating in the Sweepstakes or claiming the prize; (d) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (e) any inability of the Winner to accept the prize for any reason; (f) if a prize cannot be awarded due to delays or interruptions due to Acts of God, natural disasters, terrorism, weather or any other similar event beyond Sponsor's reasonable control; or (g) any damages, injuries or losses of any kind caused by any prize or resulting from awarding, acceptance, possession, use, misuse, loss or misdirection of any prize or resulting from participating in this Sweepstakes or any promotion or prize related activities. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be (a) tampering with the entry process or the operation of the Sweepstakes, or with any Website promoting the Sweepstakes; (b) acting in violation of the Official Rules; or (c) entering or attempting to enter the Sweepstakes multiple times through the use of multiple email addresses or the use of any robotic or automated devices to submit entries. No groups, clubs or organizations may participate in this Sweepstakes or reproduce or distribute any portion of these Official Rules or marketing to its members. If Sponsor determines, in its sole discretion, that technical difficulties or unforeseen events compromise the integrity or viability of the Sweepstakes, Sponsor reserves the right to void the entries at issue, and/or terminate the relevant portion of the Sweepstakes, including the entire Sweepstakes, and/or modify the Sweepstakes and/or award the prize from all eligible entries received as of the termination date.

12. Limitations of Liability

The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Sweepstakes; (d) technical or human error in the administration of the Sweepstakes or the processing of registrations; or (e) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's registration is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes. No more than the stated number of each prize will be awarded.

13. Disputes

Entrants agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action; (b) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate Pennsylvania State Court located in Allegheny County, Pennsylvania; (c) 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 (d) 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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Pennsylvania, without giving effect to any choice of law or conflict of law rules (whether of the State of Pennsylvania or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Pennsylvania.

14. Entrant's Personal Information

Entrants understand, agree and acknowledge that the information provided in this Sweepstakes may be collected, stored, used, and shared in accordance with Sponsor's Privacy Policy and California Privacy Rights statements and these Official Rules. Information collected from entrants is subject to the Sponsor's Privacy Policy, which is available at <https://www.ae.com/content/help/privacy-notices>.

15. Sweepstakes Results

For Sweepstakes results (available after February 1, 2018), send an email with the subject line of "Winners List- Give Love Win Sweepstakes" to info@syncmarketing.net. Requests for the Winners List must be received by April 1, 2018.

For questions, send an email to info@syncmarketing.net.

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