



## RADISSON BLU® EGG™ CHAIR DESIGN CONTEST OFFICIAL RULES

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE THE CHANCE OF WINNING. VOID WHERE PROHIBITED. BY ENTERING, ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES.**

**I. ELIGIBILITY:** The Radisson Blu® Egg™ Chair Design Contest (the "Contest") is open only to persons who have reached the age of majority in their country of residence at the time of entry. The Contest is void and not open to residents of, or persons located in, the following jurisdictions: Azerbaijan, Bahrain, Brazil, Burma, Cuba, Egypt, Ethiopia, Gabon, Georgia, Iran, Jordan, Kenya, Kuwait, Lebanon, Libya, Mali, Mozambique, Nigeria, North Korea, Oman, Qatar, Quebec, Rwanda, Saudi Arabia, Senegal, Sierra Leone, Sudan, Syria, Tunisia, United Arab Emirates, Uzbekistan, Venezuela, Zambia, and any country that is subject to a U.S. government embargo, or that has been designated by the U.S. government as a "terrorist supporting" country, or any country which is not available as an option on the registration page of the Contest Site at the time of entry. Void in any country or territory where prohibited or otherwise restricted by law.

Employees, contractors, directors and officers, and their immediate family members and household members, of Radisson Hotels International, Inc., ("Sponsor"), Rezidor Hotels, ApS Danmark, DigitaLBi Denmark ApS, Fritz Hansen A/S, Kvadrat A/S, Graven Images Limited, and the Judges (as defined herein), and each of their respective parent, subsidiary and affiliated companies, and any other agencies involved in the administration, development, fulfillment and execution of this Contest (collectively, "Contest Parties") are not eligible to participate in this Contest.

**2. CONTEST PERIOD:** The Contest is open between 12:00:00 a.m. Central Time ("CT") in the United States on September 1, 2015 and 11:59:59 p.m. CT on October 5, 2015 ("Total Contest Period"). The Total Contest Period has five periods (each a "Contest Period"). Each Contest Period has an entry period ("Entry Period") and a voting period ("Voting Period"):

- Contest Period Number 1:
  - Entry Period 1: between 12:00:00 a.m. CT in the United States on September 1, 2015 and 11:59:59 p.m. CT on September 7, 2015.
  - Voting Period 1: between 12:00:00 a.m. CT in the United States on September 8, 2015 and 11:59:59 p.m. CT on September 14, 2015.
- Contest Period Number 2:
  - Entry Period 2: between 12:00:00 a.m. CT in the United States on September 8, 2015 and 11:59:59 p.m. on September 14, 2015.
  - Voting Period 2: between 12:00:00 a.m. CT in the United States on September 15, 2015 and 11:59:59 p.m. CT on September 21, 2015.
- Contest Period Number 3:
  - Entry Period 3: between 12:00:00 a.m. CT in the United States on September 15, 2015 and 11:59:59 p.m. CT on September 21, 2015.
  - Voting Period 3: between 12:00:00 a.m. CT in the United States on September 22, 2015 and 11:59:59 p.m. CT on September 28, 2015.

- Contest Period Number 4:
  - Entry Period 4: between 12:00:00 a.m. CT in the United States on September 22, 2015 and 11:59:59 p.m. CT on September 28, 2105.
  - Voting Period 4: between 12:00:00 a.m. CT in the United States on September 29, 2015 and 11:59:59 p.m. CT on October 5, 2015.
- Contest Period Number 5:
  - Entry Period 5: between 12:00:00 a.m. CT in the United States on September 29, 2015 and 11:59:59 p.m. CT on October 5, 2015.
  - Voting Period 5: between 12:00:00 a.m. CT in the United States on October 6, 2015 and 11:59:59 p.m. CT on October 12, 2015.

**3. TO ENTER THE CONTEST:** To enter the Contest, go to [www.design.radissonblu.com](http://www.design.radissonblu.com) ("Contest Site") and follow the on-screen instructions to submit an Egg™ chair design (a "Submission"). The following requirements apply:

- Creative Assignment for Submissions: The creative assignment for Submissions ("Creative Assignment") is to:
  - Review the design options in the configurator on the Contest Site (the "Configurator"). The Configurator provides options for design features such as color, color saturation, scale, pattern, rotation of pattern, etc. The Configurator is provided solely for use in this Contest and may not be used for any other purpose.
  - Use the Configurator to create an Egg™ chair that you believe meets the Judging Criteria.
  - Register on the Contest Site, or sign in if you have previously registered on the Contest Site. You must provide your name, email address and a password. You will be asked to verify your country of residence and acknowledge that you agree to comply with these Official Rules.
  - Enter your Submission.
- Judging Criteria for Submissions: the judging criteria ("Judging Criteria") for Submissions is as follows:

<b>Weight</b>	<b>Criteria</b>	<b>Description</b>
50%	Scandinavian design aesthetic	A beautiful yet simple and clean design, created to compliment the form and functionality of the iconic Egg™ chair.
25%	Stylish and sophisticated	Characterized by modern style and worldly appeal with the ability to maintain relevance over time.
25%	Pattern flexibility	Ability of customized design to be integrated into the Radisson Blu® interior design scheme.

- Technical Requirements for Submissions: Submissions may only use elements from the Configurator.
- Guidelines and Restrictions for Submissions
  - All Submissions must be received during the Total Contest Period and in no case later than 11:59:59 p.m. CT on October 12, 2015.

- The person uploading the Submission will be deemed the entrant ("Entrant"). If multiple persons use the same e-mail account and enter the Contest and a dispute thereafter arises regarding the identity of the Entrant, the authorized account holder of the e-mail account at the time of entry will be considered the Entrant. "Authorized account holder" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address.
- More than one person may collaborate on a Submission but one person must be identified as the Entrant. Neither Sponsor nor any of the Contest Parties are liable for any disputes between collaborators arising under or related to the Contest.
- Each Entrant is allowed one Submission during each Contest Period and a maximum five Submissions during the Total Contest Period.
- Each Submission:
  - must be the original work of the Entrant produced for this Contest;
  - must comply with these Official Rules and the Contest Site Terms of Use;
  - must not have been entered in or won previous contests or awards;
  - must not have been published previously in any medium;
  - must not infringe on any party's intellectual property, including but not limited to copyright, trademark or right of privacy of publicity or any other rights;
  - must be suitable for display and publication worldwide;
  - must not contain obscene, offensive, or pornographic material, or contain defamatory statements or messages (including but not limited to words, images, or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, gender, professional group, age group, sexual orientation or socioeconomic or other group);
  - must not endorse any form of hate or hate group;
  - must not include threats to any person, place, business, group or world peace, invade privacy or other rights of any person, firm or entity, or violate applicable laws and regulations;
  - must not feature or refer to any trademarks, logos, characters, or other indicia of hotel products other than Radisson® and Radisson Blu® brand hotels;
  - must not depict, and cannot itself, be in violation of any law;
  - must not communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate;
  - must not contain any copyrighted works (other than as owned by the Entrant and/or as provided by Sponsor in the Configurator); and
  - must not feature recognizable buildings and other architectural works or recognizable artwork, as many are protected by copyright.
- Sponsor reserves the right not to publish and/or not to post for public voting a Submission in any territory in which it would not comply with applicable law or regulation and if Submission cannot, in Sponsor's reasonable opinion, be altered in the manner envisaged above.
- If in Sponsor's determination it is necessary or advisable to make minor, non-material adjustments to an otherwise compliant Submission to comply with specifications or requirements for publishing (or local law requirements in any applicable territory) Sponsor may, in its sole discretion, elect to do so, or may ask the applicable Entrant to do so. If Sponsor requests Entrant to make these adjustments and Entrant chooses not to make these adjustments, Submission is subject to disqualification, in Sponsor's sole discretion.

Submissions that do not comply with these Official Rules or that otherwise contain prohibited, or inappropriate content as determined by the Sponsor, in its sole discretion, will be disqualified.

Sponsor makes the final determination as to which Submissions are eligible to take part in this Contest and be considered for a prize. Submissions may be featured from time to time on the Contest Site during the Total Contest Period and/or in Sponsor's social media pages and other channels, in Sponsor's sole discretion; being selected as a featured Submission is not related to the Judging Criteria and does not guarantee selection as a Finalist.

If the actual, alleged or publicized conduct of Entrant is illegal, or if Entrant has been convicted of a crime, or in Sponsor's sole discretion is otherwise grossly offensive or violates generally accepted standards of behavior or otherwise leads the Sponsor to reasonably believe or conclude that the public association with the Entrant subjects Sponsor to ridicule, contempt, controversy, embarrassment or scandal, Sponsor, in its sole discretion, may disqualify Entrant and such Entrant's Submission will no longer be eligible for this Contest.

By making a Submission, Entrant irrevocably grants to Sponsor and their agents, to the extent permissible by law, the unconditional and perpetual right to post, create derivative works, display, broadcast, publish, use, adapt, edit, translate, dub, and/or modify such Submission in any way, in any and all media, throughout the world, for any purpose, without limitation, and without notice or consideration to you. Entrant agrees to release and indemnify and hold harmless the Sponsor and Contest Parties from any and all claims that any commercial, advertising, presentation, web content or any other material subsequently produced, presented, and/or prepared by or on behalf of Sponsor infringe on the rights of Entrant's work as contained in any Submission.

Entrant understands and agrees that Sponsor's use in matters independently developed of materially similar to or identical with the Submission or containing features or elements similar to or identical with those contained in the Submission will not obligate Sponsor to negotiate with Entrant, nor will it entitle Entrant to any compensation of any kind. Entrant agrees and acknowledges that nothing herein shall preclude Sponsor from using any material in or similar to the Submission without obligation to Entrant, including, but not limited to, if Sponsor has or has determined that it has an independent legal right to use such other material, including without limitation, because such features or elements were not new or novel, or were not originated by Entrant, or were or may hereafter be independently created by or submitted to Sponsor.

Entrant acknowledges that other Entrants may have used ideas and/or concepts in their Submission that may be similar in idea or concept to what is included in Entrant's Submission. Entrant understands and agrees that he/she shall not have any claim against any other Entrant or Sponsor arising out any such similarity or be entitled to any compensation because of any such similarity.

**4. TO VOTE ON A DESIGN:** To vote for a Submission, go to the Contest Site and follow the on-screen instructions. Votes must be based on the Judging Criteria in Rule #3. Limit one (1) vote per person/email address per Voting Period. The use of automated devices to vote in this Contest is prohibited. Voters may not register with multiple email addresses nor use any other device or artifice to register multiple times or as multiple registrants. Any voter who attempts to vote with multiple email addresses under multiple identities or use any device or artifice to register or vote multiple times will be disqualified.

Entrants are prohibited from obtaining votes by any fraudulent or inappropriate means, including, but not limited to, offering prizes or other inducements to Judges or members of the public, paying a third party service to vote for or obtain votes for the Entrant's Submission, or collaborating with other individuals or groups to trade votes. Sponsor reserves the right to nullify any and all such votes and to disqualify from the Entrant from the Contest.

- Sweepstakes Entry: If you live in Austria, Belgium, Canada (excluding Quebec), China, Colombia, Denmark, Finland, France, Germany, Greece, India, Japan, Luxembourg, Netherlands, New Zealand, South Africa, Switzerland, Taiwan, United Kingdom, Venezuela, 50 U.S. States and D.C., your vote will automatically be an entry into the Radisson Blu®



Egg™ Chair Design Sweepstakes (the “Sweepstakes”). See the Sweepstakes’ Official Rules for details.

## 5. SELECTION OF WINNING SUBMISSIONS:

- Finalists: Fifteen (15) finalists (each a “Finalist”) will be selected during the Total Contest Period. Three Finalists will be selected each Contest Period as follows:
  - During each Voting Period:
    - A judge appointed by the Sponsor (a “Judge”) will choose one Submission from all Submissions during the respective Contest Period based on the Judging Criteria set forth above in Rule #3 (“Judge’s Potential Finalist Submission”); and
    - Visitors to the Contest Site may vote for one Submission from all Submissions during the respective Contest Period based on the Judging Criteria set forth in Rule #3, and in compliance with the voting restrictions in Rule #4 (“Public’s Potential Finalist Submission”).
    - The Judge’s Potential Finalist Submission and the two Public’s Potential Finalist Submissions with the most votes are the “Potential Finalist Submissions.”
  - At the close of each Voting Period:
    - Sponsor will notify Entrants who submitted a Potential Finalist Submission. The notification will include the Releases detailed in Rule #8. Entrants who return to Sponsor the Releases within forty-eight (48) hours of notice, will be deemed “Finalists” and their Submissions will be “Finalist Submissions.”
    - If an Entrant fails to return the Releases, his or her Potential Finalist Submission will be deemed ineligible and the Judge’s next Potential Finalist Submission or the Public’s Potential Finalist Submission with the next highest number of votes will be deemed a Potential Finalist Submission.
  - Sponsor will announce on the Contest Site the Finalists and the Finalist Submissions.
- Grand Prize Winner: During the week of October 13, 2015, the Judges will select one Finalist Submission based on the Judging Criteria detailed in Rule #3 as the winning Submission (“Winning Submission”), and the Entrant who submitted the Winning Submission will win the Grand Prize (the “Grand Prize Winner”). The Grand Prize Winner will notified by email, and the Winning Submission and the Grand Prize Winner will be publicly announced on or before the week of October 26, 2015.
- Manufacture of Chair: Finalists and Grand Prize Winner acknowledge and agree that Sponsor may manufacture and place in Radisson Blu® hotels worldwide Egg™ chairs based on any Finalist Submission or the Winning Submission, in Sponsor’s sole discretion, with no additional consideration or compensation to Finalists or Grand Prize Winner.

## 6. PRIZE DETAILS:

- Fifteen Finalist Prizes: Each Finalist will receive (i) a miniature Egg™ chair based on their Submission (“Mini Chair”), and (ii) one electronic certificate valid for two consecutive nights in a standard room, double occupancy, at any Radisson Blu hotel worldwide (an “E-Cert”) (the Mini Chair and the E-Cert are the “Finalist Prize”). E-Cert expires on April 30, 2016. **Approximate Retail Value (“ARV”) of each Finalist Prize is US\$831, or the local currency equivalent for non-U.S. winners. Total ARV of all Finalist Prizes is US\$12,465.0, or the local currency equivalent(s) for all non-U.S. winners.** Actual value of Finalist Prizes will vary depending on hotel fluctuations. Any difference between ARV and actual value will not be awarded.



- One Grand Prize: The Grand Prize Winner will receive (i) the Finalist Prize, (ii) one full size Egg™ chair based on his or her Submission (the “Chair”), and (iii) a trip for the Grand Prize Winner plus one guest to the Contest’s unveiling event at the Radisson Blu Royal Hotel, Copenhagen (the “Hotel”) scheduled for the week of November 16, 2015, subject to change at the sole discretion of Sponsor (the “Trip”) (the Finalist Prize, the Chair and the Trip are the “Grand Prize”). **ARV of Grand Prize is US\$12,071.00, or the local currency equivalent for a non-U.S. winner.** Actual value will vary depending on point of travel origin, airfare and hotel fluctuations. Any difference between ARV and actual value will not be awarded.

The Trip includes airfare for two persons, three nights in Room 606 at the Hotel, breakfast each morning, one dinner at Alberto K, identification as the Grand Prize Winner at the Event, and an exclusive tour of the Republic of Fritz Hansen.

The following travel conditions apply to all travel contemplated under these Official Rules: Airport, airline, tickets and/or hotel accommodations for the Trip Prize are to be selected by Sponsor. Only to the extent required by applicable law, the Trip will include a per diem allowance of US\$50.00 per person per day. All meals, gratuities, and other expenses associated with the Trip not specifically mentioned in these rules are the Grand Prize Winner’s sole responsibility. All travel must be completed on the dates specified by Sponsor, or Trip will be forfeited. Grand Prize Winner and his/her guest must travel on same itinerary. Each Grand Prize Winner’s guest must be the age of majority in his or her country of residence. Guests will also be required to complete and sign a Liability Release prior to traveling. Grand Prize Winner and/or guest’s participation in any or all activities associated with the Trip are voluntary. In the event that the Grand Prize Winner and/or guest elect not to participate in any or all designated activities for the Trip, Grand Prize Winner will be afforded no additional compensation in exchange therefore. Grand Prize Winner and guest must have all necessary identification and/or travel documents (e.g., a valid driver’s license, passport, visa, etc.) required for travel, and must have no restrictions on their ability to travel, including the right to enter the destination country, or any country entered during their travel itinerary. Once Grand Prize Winner’s guest is identified, he/she may not be substituted, except in Sponsor’s sole and absolute discretion. Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. If in the judgment of Sponsor, air travel is not required due to Grand Prize Winner’s proximity to Fritz Hansen, ground transportation will be substituted for roundtrip air travel at Sponsor’s sole and absolute discretion. The difference in value will not be awarded to the Grand Prize Winner. Sponsor is not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any Grand Prize-related services or accommodations. The Sponsor is not liable if travel is impeded by reason of decisions of government authorities, or other airline or airport authorities. Additional prize award details and travel information to be provided to the Grand Prize Winner at the time of notification. Grand Prize Winner and his/her guest are also responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Lost, stolen or damaged airline tickets, travel vouchers or certificates will not be replaced or exchanged. If Grand Prize Winner is unable to attend the Trip for any reason, including inability to obtain a visa for travel, Grand Prize Winner forfeits the Trip portion of the Grand Prize and no cash equivalent shall be awarded.

To the extent that the amount of the Finalist Prizes or the Grand Prize is limited by applicable law, the Finalists or Grand Prize Winner, as applicable, will be awarded the amount of his/her prize permitted by law and the difference will be donated to a charity mutually agreed by Sponsor and the applicable Finalist or Grand Prize Winner. Sponsor makes no representations or warranties about where/when/if one or more Egg™ chairs based on the Winning Submission will be manufactured or distributed.



**ODDS OF WINNING DEPEND ON THE DECISION OF THE JUDGES AND THE PUBLIC VOTING.**

**THE MAXIMUM TOTAL ARV OF ALL PRIZES IN CONTEST IS:** US\$24,536, or the local currency equivalent(s) for non-U.S. Prize winners.

**7. GENERAL CONDITIONS:** Contest participants agree that the Sponsor has the sole right to decide all matters and disputes arising from this Contest and that all decisions of Sponsor shall be final and binding and not subject to challenge or appeal. Contest participants agree to the maximum extent permitted by law to release, indemnify, and hold harmless the Sponsor, the Contest Parties, Facebook, Inc., Twitter, Inc. and Instagram LLC, as well as each of their respective parent, subsidiary, and affiliated companies, and each of their respective employees, officers, directors, representatives, contractors, advertisers, sponsors, and agents (collectively, the "Released Parties") from any and all liability, loss, damage, cost or claim related to participation in the Contest, and the acceptance, use or misuse of a prize, including but not limited to the publication of a Submission, and their participation in any prize-related activities.

Except where prohibited by law, Finalists and Grand Prize Winner are solely responsible for any taxes on their respective prizes. Finalists and Grand Prize Winners who are U.S. residents will receive an IRS Form 1099 for the taxable value of their prize. No substitution of prize is offered, except at the sole discretion of the Sponsor. Prizes are non-transferable. Unclaimed prizes will not be awarded or will otherwise be dealt with according to law. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Further, Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry or voting process or the operation of the Contest or any Sponsor or Contest Site; (b) violating these Official Rules; (c) violating the Contest Sites' terms of service, conditions of use and/or applicable general rules or guidelines; (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; or (e) engaging in fraud, dishonesty or illegal activity; (f) attempting to deliberately damage or corrupt or otherwise attempting to undermine the legitimate operation of the Contest, and/or Sponsor's business operations, including without limitation by cheating, hacking, deception, and/or other unfair practices, including but not limited to using automated entry or voting programs and/or devices; (g) colluding to alter the results of the Contest; and/or (h) giving false or misleading information to Sponsor or Contest Parties.

Sponsor may, to the maximum extent permissible by law, sanction any individual who engages in the above conduct or acts in a way that compromises the integrity of the Contest. The nature and extent of such sanction shall be in Sponsor's sole and absolute discretion and may include disqualification or loss of privilege to participate in any other Sponsor contests or Contests.

This Contest is governed by the laws of the State of Minnesota, United States. All claims relating in any manner to this Contest or to any Submission must be resolved in the federal or state courts located in Hennepin County, State of Minnesota. To the extent permitted by law, the parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Contest. To the extent permitted by law, any controversy or claim arising out of or relating to these Official Rules and/or the Contest shall be settled on an individual basis, and shall not be consolidated with any claim or controversy of any other party. The controversy or claim shall be conducted in Hennepin County, State of Minnesota. Laws in a participant's country of residence may give the participant the right to file claims before the courts of that country and may provide that some laws of that country are also applicable to this Contest. However, if any provision of these Official Rules or the application of any such provision to any person or circumstance shall be declared to be invalid, unenforceable or void, such decision shall not have the effect of invalidating or voiding the remainder of these Official Rules, it being the intent and agreement of the parties that these Official Rules shall be deemed amended by modifying such provision to the extent necessary to render it valid, legal and enforceable while preserving its intent

or, if such modification is not possible, by substituting therefore another provision that is valid, legal and enforceable so as to materially effectuate Sponsor's intent.

Please see the Sponsor's privacy policy located at <http://www.radisson.com/section/privacy.home/privacy.sidemenu> for Sponsor's policy regarding the personal information collected in connection with this Contest. In the event of a conflict between these Official Rules and the privacy policy, these Official Rules shall govern.

**LEGAL WARNING:** ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THE CONTEST SITE OR INTERFERE WITH THE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

**8. FINALIST NOTIFICATION:** Finalists will be notified by email on or about the dates set forth above. Finalists will be required to complete, execute and return an Affidavit of Eligibility (or, for legal residents of Canada, a Declaration of Compliance), a Liability Release, and, where lawful, a Publicity Release (collectively, the "Releases"). Except where prohibited by law, each Finalist grants (and agrees to confirm this grant in writing, if requested) permission for Sponsor and those acting under its authority to use his/her name, photograph, voice and/or likeness, for advertising and/or publicity purposes in any and all media now known or hereinafter invented without territorial or time limitations and without compensation. Grand Prize Winner may be required to sign additional releases, in Sponsor's discretion. To the extent permissible by law, Sponsor reserves the right to ask a potential Grand Prize Winner to submit to a confidential background check to confirm eligibility and help ensure that the use of any such person in advertising or publicity for the Contest will not bring Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Contest as determined by Sponsor, in its sole discretion.

Any waiver of any obligation hereunder by Sponsor does not constitute a general waiver of any obligation to Entrants. By accepting a prize, each Finalist and the Grand Prize Winner agree, and will agree in writing if requested, that his/her Submission(s) will be deemed a Work Made For Hire under the Copyright laws of the United States and a work made in the course of employment under the Copyright laws of Canada, but if it cannot be so deemed, then each Finalist and the Grand Prize Winner agree, to the extent permissible by law, to execute a release irrevocably assigning and transferring to Sponsor all of his/her right, title and interest in and to his/her Submission, if any, including, but not limited to, all copyright and trademark rights which he or she may have, in the United States and worldwide, therein, for consideration, the receipt and sufficiency of which is hereby acknowledged. Each Finalist and the Grand Prize Winner hereby waive in favor of Sponsor, all rights of "Droit Moral" or "Moral Rights of Authors" or any similar rights or principles of law that the Finalists or Grand Prize Winner may now or later have to his/her Submission in relation to Sponsor's use of the Submission under these Official Rules and Contest (including but not limited to print, digital, social or other medias) of Sponsor. Each Finalist and the Grand Prize Winner also consent to the Sponsor or their agents doing (or omitting to do) any acts in respect of his/her Submission which may otherwise constitute an infringement of the Finalists' and Grand Prize Winner's moral rights. Sponsor reserves the right, to the extent permissible by law, to alter, change or modify any Submission, in its sole discretion. Upon request of Sponsor, Finalists and Grand Prize Winner shall execute and deliver such additional instrument of assignment, as may be solely deemed by Sponsor, reasonably necessary to establish the ownership of record of the right, title and interest in and to the Submission and of the copyrights transferred and "Moral Rights of Authors" waived and/or consent under these Official Rules. Should Sponsor fail to request the said assignment as stated, that shall not be deemed a waiver of Sponsor's rights and Sponsor may at a later time request the assignment.



**9. LIMITATIONS OF LIABILITY AND RELEASE:** To the maximum extent permitted by law, no liability or responsibility is assumed by the Sponsor and other Released Parties resulting from any person's participation in or attempt to participate in the Contest or ability or inability to upload or download any information in connection with participating in the Contest. No responsibility or liability is assumed by the Sponsor, and other Released Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Contest: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any email transmissions to be sent or received; lost, late, delayed or intercepted email transmissions; inaccessibility of the Contest Site in whole or in part for any reason; traffic congestion on the Internet or the Contest Site; unauthorized human or non-human intervention of the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Contest. To the maximum extent permitted by law, the Sponsor and other Released Parties are not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the Contest Site. Use of the Contest Site is at user's own risk. To the maximum extent permitted by law, the Sponsor and other Released Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to users or any other person's computer equipment resulting from participation in the Contest, use of the Contest Site or the download of any information from the Contest Site. By participating in the Contest, to the maximum extent permitted by law, Entrants agree to release and hold harmless the Sponsor and other Released Parties from any and all liability for loss, harm, damage, injury, cost or expense whatsoever including, without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to or participation in the Contest, or possession, acceptance, use and/or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action. The Sponsor and other Released Parties are not liable in the event that any portion of the Contest, event or the event broadcast is cancelled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control (a "Force Majeure Event"). Should a Force Majeure Event occur, Sponsor may, but is not obligated to, exercise commercially reasonable efforts to air a Grand Prize winning commercial at another time or make a reasonable substitution, in its sole discretion.

TO THE EXTENT PERMISSIBLE BY LAW, IN NO EVENT WILL THE SPONSOR OR OTHER RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE CONTEST SITE AND/OR THE CONTEST, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES OR APPS ASSOCIATED WITH THE CONTEST. WITHOUT LIMITING THE FOREGOING, THIS CONTEST AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

In the event, and to the extent, that English, French, German, Hong Kong, Norwegian, Singaporean, or any other law applies where a liability limitation concerning death or bodily injury, or any other tort, is not permitted, nothing in these Official Rules shall be taken to limit or exclude any party's liability for death or bodily injury caused by such party's negligence, or for fraud or gross negligence.



In respect of Australia, nothing in these Official Rules limits, excludes or modifies or purports to limit, exclude or modify any statutory consumer guarantees or any implied condition or warranty the exclusion of which from these Official Rules would contravene any statute or cause any part of these Official Rules to be void.

**11. WINNERS' LIST/RULES REQUEST:** If you are selected as a Finalist or Grand Prize Winner, your information will be included in a publicly-available winner's list. To request the names of the Finalists or the Grand Prize Winner, or to request a copy of these Official Rules, send your request with a self-addressed, stamped envelope to be received by November 30, 2015 to: Radisson Blu® Egg™ Chair Design Contest (specify Winners' List or Official Rules), 701 Carlson Parkway, Minnetonka, Minnesota, 55305 or go to the Contest Site. Vermont residents and non-US residents may forego postage for Official Rules requests.

**12. SPONSOR:** Radisson Hotels International, Inc., 701 Carlson Parkway, Minnetonka, Minnesota 55305.

This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter or Instagram.

**13. ADMINISTRATOR:** This Contest is administered by DigitasLBI Denmark ApS.

## **RADISSON BLU® EGG™ CHAIR DESIGN SWEEPSTAKES OFFICIAL RULES**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE THE CHANCE OF WINNING. VOID WHERE PROHIBITED BY LAW. BY ENTERING, YOU AGREE TO BE BOUND BY THESE OFFICIAL RULES.**

THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES, AUSTRIA, BELGIUM, CANADA (EXCLUDING QUEBEC), CHINA, COLOMBIA, DENMARK, FINLAND, FRANCE, GERMANY, GREECE, INDIA, JAPAN, LUXEMBOURG, NETHERLANDS, NEW ZEALAND, SOUTH AFRICA, SWITZERLAND, TAIWAN, THE UNITED KINGDOM, AND VENEZUELA AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES, AUSTRIA, BELGIUM, CANADA (EXCLUDING QUEBEC), CHINA, COLOMBIA, DENMARK, FINLAND, FRANCE, GERMANY, GREECE, INDIA, JAPAN, LUXEMBOURG, NETHERLANDS, NEW ZEALAND, SOUTH AFRICA, SWITZERLAND, TAIWAN, THE UNITED KINGDOM, OR VENEZUELA AT THE TIME OF ENTRY. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN ONE OF THE ABOVE COUNTRIES AT THE TIME OF ENTRY. OPEN TO LEGAL RESIDENT OF 50 UNITED STATES, THE DISTRICT OF COLUMBIA, UNITED STATES, AUSTRIA, BELGIUM, CANADA (EXCLUDING QUEBEC), CHINA, COLOMBIA, DENMARK, FINLAND, FRANCE, GERMANY, GREECE, INDIA, JAPAN, LUXEMBOURG, NETHERLANDS, NEW ZEALAND, SOUTH AFRICA, SWEDEN, SWITZERLAND, TAIWAN, THE UNITED KINGDOM, AND VENEZUELA WHO HAVE REACHED THE AGE OF MAJORITY IN THEIR COUNTRY OF RESIDENCE.

By entering you agree to abide by all terms and conditions referenced in these Official Rules.

1) **ELIGIBILITY:** The Radisson Blu® Egg™ Chair Design Sweepstakes ("Sweepstakes") is open only to persons who have reached the age of majority in their country of residence who are legal residents of Austria, Belgium, Canada (excluding Quebec), China, Colombia, Denmark,



Finland, France, Germany, Greece, India, Japan, Luxembourg, Netherlands, New Zealand, South Africa, Switzerland, Taiwan, United Kingdom, Venezuela, 50 U.S. States and D.C., at the time of entry. Employees, contractors, directors and officers, and their immediate family members and household members, of Radisson Hotels International, Inc., (“Sponsor”), Rezidor Hotels, ApS Danmark, DigitasLBi Denmark ApS, Fritz Hansen A/S, Kvadrat A/S, Graven Images Limited, and the Judges of the Radisson Blu® Egg™ Chair Design Contest (the “Contest”), and each of their respective parent, subsidiary and affiliated companies, and any other agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, “Sweepstakes Parties”), are not eligible to participate in this Sweepstakes. Sweepstakes is subject to all federal, state, and local laws and regulations. Void in any country or territory not specifically listed above or where prohibited or otherwise restricted by law.

2) **SWEEPSTAKES PERIOD:** The Sweepstakes is open between 12:00:00 a.m., Central Time in the United States (“CT”) on September 8, 2015 and 11:59:59 p.m. CT on October 12, 2015 (“Sweepstakes Period”). The Sweepstakes Period has five Voting Periods:

- Voting Period 1: between 12:00:00 a.m. CT in the United States on September 8, 2015 and 11:59:59 p.m. CT on September 14, 2015.
- Voting Period 2: between 12:00:00 a.m. CT in the United States on September 15, 2015 and 11:59:59 p.m. CT on September 21, 2015.
- Voting Period 3: between 12:00:00 a.m. CT in the United States on September 22, 2015 and 11:59:59 p.m. CT on September 28, 2015.
- Voting Period 4: between 12:00:00 a.m. CT in the United States on September 29, 2015 and 11:59:59 p.m. CT on October 5, 2015.
- Voting Period 5: between 12:00:00 a.m. CT in the United States on October 6, 2015 and 11:59:59 p.m. CT on October 12, 2015.

3) **HOW TO ENTER:** To enter the Sweepstakes, go to the website for the Contest at [www.design.radissonblu.com](http://www.design.radissonblu.com) (“Contest Site”), and follow the on-screen instructions to vote for an Egg™ chair design. Votes must be based the Judging Criteria for the Contest, which are as follows:

<b>Weight</b>	<b>Criteria</b>	<b>Description of Criteria</b>
50%	Scandinavian design aesthetic	A beautiful yet simple and clean design, created to compliment the form and functionality of the iconic Egg™ chair.
25%	Stylish and sophisticated	Characterized by modern style and worldly appeal with the ability to maintain relevance over time.
25%	Pattern flexibility	Ability for customized design to be integrated into the Radisson Blu® interior design scheme.

Limit one entry per person/email address per Voting Period. The use of automated devices to enter this Sweepstakes is prohibited. The Released Parties assume no responsibility for lost, late, or misdirected entries or any computer, online, telephone, or technical malfunctions that may occur. All entries become Sponsor’s property and will not be returned. Participants may not register with multiple email addresses nor may entrants use any other device or artifice to register multiple times or as multiple registrants. Any participant who attempts to enter with multiple email addresses under multiple identities or uses any device or artifice to register/play multiple times will be disqualified and forfeits any and all prizes won, in Sponsor’s discretion. Entrants must have a valid e-mail address. Sponsor is not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error



which may occur in the processing of the entries. By participating, entrants agree to these Official Rules, which are final and binding in all respects.

- 4) **RANDOM DRAWING; ODDS OF WINNING; PRIZES:** Within 48 hours of the close of each Voting Period, Sponsor or Sponsor's delegate will randomly select ten (10) winners from among all eligible entries received during the corresponding Voting Period, for a total of fifty (50) winners during the entire Sweepstakes Period. All random drawings will be conducted under the supervision of Sponsor, whose decisions are final. Odds of winning a prize depend on the number of eligible entries received during each Voting Period. Where required, a potential prize winner must first correctly answer, without assistance of any kind, a mathematical or other skill-testing question. In the event that the potential prize winner is unable to correctly answer the skill-testing question, the Sponsor shall have the right to randomly draw another eligible entrant, and the Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard.

Prizes: Each prize winner will receive one (1) electronic certificate valid for two (2) consecutive nights in a standard room, double occupancy, at any Radisson Blu® hotel worldwide (an "E-Cert"). **The Approximate Retail Value ("ARV") of each prize is US\$250.00, or the local currency equivalent for non-U.S. winners. Total ARV of all prizes is US\$12,500.00, or the local currency equivalent(s) for all non-U.S. winners.** The E-Cert expires on April 30, 2016. Prize winner may be required to provide Sponsor with a valid social security number or tax identification number before the prize will be awarded for tax reporting purposes. Canadian residents may be subject to withholding taxes and Canadian residents are responsible for the reporting and payment of any income tax.

Prizes are not redeemable for cash. No substitution, transfer, or assignment of prize permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value. Any and all federal state, and local taxes related to a prize, whether the prize is used in whole or in part, are solely the responsibility of the prize winners and Sponsor will comply with all tax reporting requirements. All other expenses not specified as part of prize description are solely the winner's responsibility.

- 5) **WINNERS:** The winners will be notified and confirmed as follows:
- a) **Prize Winner:** Prize winners will be notified by email at the email address provided with registration for the Sweepstakes. Return of any prize as undeliverable will result in forfeiture of prize. Unclaimed prizes will not be awarded. Potential winners are subject to verification, including verification of age. If a potential winner is found not to be eligible or not in compliance with these Official Rules, potential winner will be disqualified. If a notified winner is not eligible, forfeits prize, or declines prize, an alternate winner may be randomly selected as a prize winner, time and circumstances permitting, even if the disqualified potential winner's name may have been publicly announced.
  - b) **Publicity Release:** Entrants further grant to Sponsor and Released Parties the right to use and publish their proper names, states, and country of residence online, in print, and in any other media in connection with the Sweepstakes. Acceptance of a prize constitutes permission for Sponsor to use winners' name, photograph, voice, and/or likeness for advertising and/or promotional purposes in any and all media now known hereinafter invented without territorial or time limitations and without compensation, and without notice, review, approval or additional compensation unless prohibited by law.
- 6) **ADDITIONAL TERMS:** By entering, entrant agrees to accept and abide by the Official Rules of this Sweepstakes and agrees that any dispute with regard to the conduct of this Sweepstakes, rule interpretation, or award of prize, shall be resolved by Sponsor, whose



decision shall be binding and final. By entering, entrant agrees to be notified using the contact information provided in the entrant's Vote by the Sponsor for the purposes of the administration of this Sweepstakes. This Sweepstakes is governed by the laws of the State of Minnesota, and entrant consents to the exclusive jurisdiction and venue of the courts of the State of Minnesota for any disputes arising out of this Sweepstakes. All federal, state, and local laws and regulations apply. By participating, entrant agrees to release and hold harmless the Sweepstakes Parties, Facebook, Inc., Twitter, Inc. and Instagram LLC, and each of their affiliates and subsidiaries and each of their respective directors, officers, employees and agents ("Released Parties") from any injury, loss or damage to person, including death or property damage due in-whole or in-part, directly or indirectly to the acceptance, use, or misuse of a prize, participation in any Sweepstakes-related activity, or participation in the Sweepstakes. The Released Parties are not responsible for any typographical or other error in the printing of this offer, administration of the Sweepstakes or in the announcement of prizes, including such error as may give an erroneous indication that a prize has been won. In the event the Sponsor is prevented from continuing with this Sweepstakes, or the integrity and/or feasibility of the Sweepstakes is undermined by any event including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state, or local government law, order or regulation, order of any court or jurisdiction, or other cause not reasonably within the Sponsor's control (each a "Force Majeure" event), the Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel, or terminate the Sweepstakes without notice or further obligation. If the Sponsor, in its discretion, elects to abbreviate the Sweepstakes as a result of a Force Majeure event, the Sponsor reserves the right, but shall have no obligation, to randomly select the winner(s) from among all valid and eligible entries received up to the time of such Force Majeure event. Sponsor is not responsible for any change of email address, and/or telephone number of entrants. Please see the Sponsor's privacy policy located at <http://www.radissonblu.com/privacy-policy> for details of Sponsor's policies regarding the use of personal information collected in connection with this Sweepstakes. If you are selected as a winner, your information may also be included in a publicly-available winner's list.

- 7) **RELEASE:** As a condition of entering, entrants agree (and agree to confirm in writing): (a) to release Released Parties from any and all liability, loss, or damage incurred with respect to the awarding, receipt, possession, and/or misuse of any prize, including any traveling related thereto; (b) under no circumstances will entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all 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 (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs.
  
- 8) **INTERNET:** If for any reason the Internet portion of this Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify, or suspend this Sweepstakes. In any such event, Sponsor, at its sole discretion, will randomly select the winner(s) from eligible, non-suspect entries received prior to the event requiring such termination, suspension or cancellation. The Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Released Parties are not responsible for any problems or technical malfunction of any telephone network or lines,



computer online systems, servers, or providers, computer equipment, software, failure of any email or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in this Sweepstakes. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW. Entries made by Internet will be declared made by the authorized account holder of the email address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

9) **WINNERS LIST:** The names of the prize winners will be posted online on or around October 26, 2015 on the Contest Site and this list will remain posted for at least thirty (30) days.

10) **SPONSOR:** This Sweepstakes is sponsored by Radisson Hotels International, Inc., 701 Carlson Parkway, Minnetonka, Minnesota 55305.

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11) **ADMINISTRATOR:** This Sweepstakes is administered by DigitasLBI Denmark ApS.