

Hisense USA Corp.
“Gronk’s Hisense Upgrade Season Sweepstakes”
OFFICIAL RULES

To enter and participate in this Sweepstakes, you must agree to and abide by these Official Rules.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. You must have Internet access and an active e-mail account to participate.

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

This Sweepstakes is independent of any other #HisenseUpgradeSeason Sweepstakes that may be offered simultaneously by Sponsor on social media platforms. Each Sweepstakes features its own prizing which is available to be won at different odds of winning. You may enter one or more of the Sweepstakes, as you wish.

- 1. Eligibility:** The “Gronk’s Hisense Upgrade Season Sweepstakes” (the “**Sweepstakes**”) is open only to legal residents of the 50 United States and Washington D.C., who are at least 18 years of age (or the age of majority in the jurisdiction of their residence, whichever is older). Employees of Hisense USA Corp. (“**Sponsor**”), CSM Sport and Entertainment, Inc. (“**Administrator**”), any organizations sponsoring, fulfilling, administering the Sweepstakes or supplying the prizes, and each of their respective parent, subsidiary, related and affiliated companies (collectively, the “**Promotion Entities**”), and the immediate family and household members of all such foregoing individuals, are not eligible to enter or win. “**Immediate family members**” shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. “**Household members**” shall mean people who share the same residence at least three (3) months a year, whether related or not. Potential winners may be required to provide proof of eligibility prior to prize award. **Void where prohibited or restricted by law.**
- 2. Sweepstakes Entry:** The Sweepstakes begins on or about 10:00 a.m. Eastern Time (“**ET**”) on Wednesday, December 23, 2020 and ends at 11:59 PM ET on Saturday, January 16, 2021 (the “**Promotion Period**”), as set forth in the chart below. Four (4) separate and distinct Sweepstakes entry periods (each, an “**Entry Period**” and collectively, “**Entry Periods**”) will take place during the Promotion Period. Administrator's computer is the official clock for this Sweepstakes.

Sweepstakes Entry Periods

Entry Period	Begin Date & Time	End Date & Time
Period #1	10:00 am ET on 12/23/20	11:59 pm ET on 12/31/20
Period #2	12:00 am ET on 1/1/21	11:59 pm ET on 1/6/21
Period #3	12:00 am ET on 1/7/21	11:59 pm ET on 1/11/21
Period #4	12:00 am ET on 1/12/21	11:59 pm ET on 1/16/21

3. How To Enter:

To enter, navigate the Internet to www.GronksGot10ForYou.com (“**Website**”) and complete and submit the entry form requiring the following information: first and last name, email, TV brand, TV model and TV size (“**Entry**”).

CLICK THE CHECK BOX SIGNIFYING THAT YOU ARE 18 OR OLDER, HAVE READ AND AGREE TO THESE OFFICIAL RULES AND SPONSOR'S TERMS OF USE (AVAILABLE AT [HTTPS://WWW.HISENSE-USA.COM/LEGAL-DISCLAIMER/](https://www.hisense-usa.com/legal-disclaimer/)). IF YOU DO NOT CHECK THE BOX INDICATING YOUR AGREEMENT TO THE ABOVE, YOU WILL NOT BE ENTERED IN THE SWEEPSTAKES AND CANNOT WIN A PRIZE.

During the entry process, you may be asked to consent to receive promotional and reminder e-mails from Sponsor. Consenting to receive promotional and/or reminder e-mails is optional and does not have to be agreed upon in order to be eligible to participate in the Sweepstakes and does not improve your chances of winning. In the event you do consent to receive these e-mails, the use of such e-mails shall be subject to the Sponsor's Privacy Policy, available at <https://www.hisense-usa.com/privacy-policy/>, and you may opt out of receiving these e-mails at any time.

Limit one (1) Entry per person during an Entry Period, regardless of the number of email addresses or accounts a person may have.

Entry must be effected in accordance with these Official Rules. Entry in excess of the applicable limitation (i.e. participating more than once) will result in disqualification of such person. Entries must be manually key-stroked by the entrant; use of automated entry devices or programs, or entries by third parties, are prohibited. Incomplete entries will be disqualified. Sponsor and Administrator will not be responsible for late, lost, incomplete or misdirected entries. Proof of submission of an Entry does not constitute proof of receipt of same. By entering this Sweepstakes, entrants agree to these Official Rules and the decisions of the Administrator and Sponsor, which are binding and final in all matters relating to this Sweepstakes.

If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud or technical failures beyond Sponsor's control that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process, and to terminate, modify or suspend the Sweepstakes. In such event, Sponsor reserves the right to conduct the Sweepstakes and award the prize in a manner which is fair, appropriate and consistent with these Official Rules, as determined by Sponsor in its sole discretion. Notice of termination/modification/suspension of Sweepstakes will be posted on the Website. Without limitation of any other term herein, Sponsor and its agencies are not responsible for failed, partial or garbled computer transmissions, technical failures of any kind (including but not limited to electronic malfunction or damage of any network, hardware or software), any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or loss, destruction or unauthorized access to, or alteration of, entries; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or electronic Entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to entrant's or any other person's computer related to or resulting from participation in this Sweepstakes.

Entrants further agree not to knowingly damage or cause interruption of the Sweepstakes and/or prevent others from participating in the Sweepstakes. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY ENTRANT MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.

- 4. Random Drawings/Selection of Winners/Notification of Winners:** Potential winners (each a "Winner" and collectively "Winners") will be selected in a series of random

drawings on or about one (1) business day following each Entry Period end date (as described in the Entry Periods chart above) from among all eligible entries received during the applicable Entry Period. Non-winning Sweepstakes Entries from an Entry Period will NOT be carried forward to subsequent Entry Period(s). The drawings will be conducted by CSM Sport and Entertainment, Inc., an independent judging organization/Administrator whose decisions are final and binding on all matters related to the Sweepstakes.

Potential Winners will be notified by Administrator via email. Failure to respond via email to the initial verification e-mail within three (3) business days after notification, or return of e-mail notification as undeliverable after two (2) attempts may result in forfeiture of winner status and prize, at Sponsor's sole discretion. Potential Winner may be required to sign and return, within seventy-two (72) hours from date of transmission, an Affidavit/Declaration of Eligibility, Release and Indemnification, W9, and a Publicity Release where allowed by law and any other documentation required by Sponsor or Administrator (collectively, "**Winner Documents**"). If the Winner Documents are not returned to Sponsor within specified time period (if applicable), potential Winner may be disqualified. If a potential Winner is disqualified for any reason, prize will be awarded to an alternate winner selected from all remaining eligible Entries received during the Promotion Period (time permitting). In the event of any dispute concerning the identity of any Entrant, the Entry will be deemed submitted by the natural person who is the authorized holder of the transmitting email account. "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. Sponsor/Administrator reserves the right to confirm the size of potential Winner's TV prior to awarding the Grand Prize.

5. Prizes, Approximate Retail Values ("ARV") and Odds:

Grand Prize (2 winners per Entry Period, total of 8 winners): Each Grand Prize Winner will receive a Hisense TV with a screen size at least ten (10) inches larger than Grand Prize Winner's TV as indicated on Entry form (not to exceed 85"). **ARV of each Grand Prize is up to \$1,699.99.**

First Prize (3 winners per Entry Period, total of 12 winners): Each First Prize Winner will receive a Hisense branded bath robe (exact size to be determined by Sponsor in its sole discretion). **ARV of each First Prize is \$30.00.**

ARV of all prizes is \$13,959.92

No substitution or transfer of prize (or portion thereof) except with Sponsor's permission or where required by law. If for any reason any announced prize (or portion thereof) becomes unavailable, Sponsor in its sole discretion may award a substitute prize/prize component of equal or greater value (except as otherwise indicated herein). Prizes are not redeemable for cash. Winner is solely responsible for all other expenses related to the prize not specified herein. Federal, state and local taxes are the sole responsibility of the winners. If screen size of Grand Prize Winner's current TV is less than 75" Grand Prize winner will not receive difference in value between actual "Upgraded" TV size and TV with 85" screen size.

Odds of winning depends on total number of eligible entries received during the applicable Entry Period.

SPONSOR MAKES NO WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE USE OF ANY PRIZE

COMPONENT, INCLUDING, WITHOUT LIMITATION, ITS QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

- 6. Conditions and Limitations of Liability:** By participating, each entrant agrees: (a) to be bound by these Official Rules and the decisions of Sponsor, which shall be final in all respects; and (b) to release, discharge and hold harmless each of the Promotion Entities, Facebook, Inc., and Twitter, Inc. each of their respective advertising and promotion agencies and prize suppliers, each of the foregoing entities' respective parent, subsidiary, related, affiliated and successor companies, and each of their respective officers, directors, agents, representatives and employees (collectively, the "**Released Parties**") from any and all actions, claims, injury, loss or damage, including, without limitation, death and bodily injury, arising in any manner, directly or indirectly, in whole or in part, from participation in this Sweepstakes or any Sweepstakes-related activity, and/or from entrant's acceptance, receipt, use or misuse of any prize or component thereof (including without limitation, any failure to pay applicable taxes thereon).

By accepting a prize, each winner grants Sponsor and its designees permission to use his/her name, voice, likeness, photograph, prize information, biographical data and city and state of residence on a winner's list (if applicable) and for programming, publicity and promotional purposes, worldwide in all forms of media now known or hereafter developed, in perpetuity, without further compensation unless prohibited by law. Sponsor and its designees are not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation. Sweepstakes subject to the laws of the United States only. All applicable federal, state and local laws and regulations apply. All Entries become the property of Sponsor and will not be acknowledged.

- 7. Governing Law, Dispute Resolution:** To the fullest extent permitted by law, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or the awarding of prizes shall be resolved individually, without resort to any form of class action, and exclusively by the state or federal courts located in Atlanta, Georgia USA; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Sweepstakes but in no event attorneys' fees; and (3) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, 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 on the one hand, and Sponsor and/or Administrator on the other, in connection with the Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of Georgia, without giving effect to any choice of law or conflict of law rules (whether of the State of Georgia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Georgia.

- 8. Sponsor:** Hisense USA Corp., 7310 McGinnis Ferry Rd, Suwanee, GA 30024-1281.
- 9. Administrator:** CSM Sport and Entertainment, Inc., 440 9th Avenue, 17th Floor, New York, NY 10001.
- 10. Winners' List:** For the names of winners, send an email to winnerslist@csm.com with "Gronk's Hisense Upgrade Season Sweepstakes Winners" in the subject line, for receipt no later than 1/31/2021 at 5:00 pm ET.