

#CruiseSmile Sweepstakes Official Rules

NO PURCHASE NECESSARY. PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: The #CruiseSmile Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States (and the District of Columbia) and Canada (excluding Quebec), who are at least eighteen (18) years of age at the time of entry (or the applicable age of majority, if greater than eighteen (18) years of age in their jurisdiction) and that can enter into legally binding contracts under applicable law. Employees of Cruise Lines International Association and its parent and affiliated companies, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, provincial, municipal, territorial and local laws and regulations and is void in Quebec and where otherwise prohibited by law. Participation constitutes entrant's full and unconditional agreement to these #CruiseSmile Sweepstakes Official Rules ("Rules") and Sponsor's (as defined in Section 2 below) decisions, which are final and binding in all matters related to the Sweepstakes. Winning a Prize (as defined in Section 6 below) is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Cruise Lines International Association, 1201 F Street NW, Suite 250, Washington, DC 20004.

3. Limited Time/Promotion Period: The Sweepstakes begins on October 1, 2016 at 12:00 a.m. United States Eastern Time ("ET") and ends on October 31, 2016 at 11:59 p.m. ET (the "Promotion Period"). The Sweepstakes shall include separate "Weekly Periods," which may vary in length from a calendar week, as further detailed in this Section 3. The first weekly period ("Weekly Period 1") shall commence at 12:00:00 a.m. EST on October 1, 2016 and end at 11:59:59 p.m. EST on October 6, 2016. The second weekly period ("Weekly Period 2") shall commence at 12:00:00 a.m. EST on October 7, 2016 and end at 11:59:59 p.m. EST on October 16, 2016. The third weekly period ("Weekly Period 3") shall commence at 12:00:00 a.m. EST on October 17, 2016 and end at 11:59:59 p.m. EST on October 24, 2016. The fourth weekly period ("Weekly Period 4") shall commence at 12:00:00 a.m. EST on October 25, 2016 and end at 11:59:59 p.m. EST on October 31, 2016. All Entries (as defined below) received by 11:59:59 p.m. EST on the Sunday night of the then-current Weekly Period will be eligible for the Weekly Prize (as defined below) drawing for that Weekly Period. All Entries received by 11:59:59 p.m. EST on October 31, 2016 will be eligible for the Final Prize drawing. Sponsor will stop accepting Entries at 11:59:59 p.m. EST on October 31, 2016. Sponsor is the official time-keeper for the Sweepstakes.

4. How to Enter:

a. Promotion Website: In order to enter the Sweepstakes, you must first visit www.cruisesmile.org ("Promotion Website") and follow the links and instructions to complete and submit the applicable Sweepstakes registration form. The information that you must provide in order to complete the Sweepstakes registration form includes: (i) your full name; (ii) primary e-mail address; (iii) telephone number; (iv) date of birth; and (v) any other information requested on the registration form ("Website Registration Data"). Then, you must follow the instructions to upload a photo to the Promotion Website and, where that photo complies with the guidelines set forth herein, you will automatically receive one (1) entry into the Sweepstakes during the applicable Weekly Period in which you submitted the valid Website Entry ("Website Entry"). Limit: Each entrant may receive only one (1) Website Entry per day and any Website Entry(ies) submitted by the same individual in excess of the one (1) per day limit will be discarded.

b. Twitter or Instagram: In order to enter the Sweepstakes via Twitter or Instagram (as those terms are defined below) (each, a "Social Media Website"), you must log in to your Social Media Website account, or create a new Social Media Website account, and then, tweet or post, as applicable, an original photo on the applicable Social Media Website, while including the hashtags #CruiseSmile and #Sweepstakes (the "Sweepstakes Hashtags") in that tweet or post, as applicable. You must ensure that each such tweet or post, as applicable, complies with the Federal Trade Commission Guidelines Concerning the Use of Endorsements and Testimonials and Native Advertising: A Guide for Businesses (the "FTC Guidelines"). Where you post or tweet a photo that complies with the guidelines set forth herein, with both Sweepstakes Hashtags included, you will automatically receive one (1) entry (each, a "Social Media Entry") into the drawing for the applicable Weekly Period in which you submitted the valid Social Media Entry. You must comply with the terms of the Social Media Website through which you submit a Social Media Entry. Please view Instagram's terms at: <http://instagram.com/about/legal/terms/#>, and Twitter's terms at: <https://twitter.com/tos>. Posting on Instagram requires a mobile device and, therefore, standard messaging, data and wireless access rates may apply. You are fully responsible for all such charges and Sponsor has no liability or responsibility to you, whatsoever, for any such charges billed by your wireless carrier. In order for your Social Media Entry to be valid, your Social Media Website account must be public and thus viewable by Sponsor and its agents. Limit: Each entrant may receive one (1) Social Media Entry per day and any Social Media Entry(ies) submitted by the same individual in excess of the one (1) per day limit will be discarded.

The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram, Inc. ("Instagram") and/or Twitter, Inc. ("Twitter"). Instagram® is a registered trademark of Instagram. Twitter® is a registered trademark of Twitter. By entering the Sweepstakes, you agree to fully release and hold harmless Instagram and Twitter, as further detailed in the "Limitation of Liability" and "Release" Sections below.

c. Alternative Means of Entry: As an alternative means of receiving Social Media Entries, you may submit a separate web entry via the designated area of the Promotion Website each day during the Promotion Period (each, an "AMOE Entry"). Where you submit a valid AMOE Entry during the Promotion Period, you will automatically receive one (1) Entry for the applicable Weekly Period in which you submitted the valid AMOE Entry. The information that you must provide in order to complete the AMOE Entry registration form includes: (i) your full name; (ii) primary e-mail address; (iii) telephone number; (iv) date of birth; and (v) any other information requested on the registration form (collectively, the "AMOE Registration Data," and together with the Website Registration Data, the "Registration Data"). Contestants may only submit one (1) AMOE Entry per day during the Promotion Period and any AMOE Entry(ies) submitted by the same individual in excess of the one (1) per day limit will be discarded. Please further note that where a contestant submits: (A) an AMOE Entry, the contestant cannot also receive a Social Media Entry for that day; and (B) a Social Media Entry, the contestant cannot also receive an AMOE Entry for that day.

d. Referral Entries. Each entrant (each, a "Referrer") will be provided with a unique code ("Referral Code") and unique link that can be utilized to refer prospective new Sweepstakes entrants ("Referral Link") via e-mail, social media websites or other methods permitted by applicable law. Each Referrer will receive an entry (each, a "Referral Entry," and together with the Website Entries, Social Media Entries and AMOE Entries, the "Entries") for each unique person ("Referral") who clicks on that Referrer's Referral Link and successfully enters the Sweepstakes. Already-existing Sweepstakes entrants, and/or individuals that had previously entered the Sweepstakes at any time, will not count as Referrals.

IMPORTANT: REFERRALS MUST CLICK THROUGH THE REFERRAL LINK IN ORDER FOR THE REFERRER TO EARN REFERRAL ENTRIES. IF A PROSPECTIVE REFERRAL DOES NOT REGISTER TO ENTER THE SWEEPSTAKES VIA THE REFERRAL LINK, THAT PROSPECTIVE REFERRAL SHALL NOT BE CONSIDERED A REFERRAL AND THE PROSPECTIVE REFERRER WILL NOT RECEIVE A REFERRAL ENTRY.

ENTRANTS ARE NOT PERMITTED TO OPEN ANY ADDITIONAL, SEPARATE EMAIL ACCOUNTS, OR OTHERWISE SUBMIT ENTRIES, UNDER ALIASES IN ORDER TO ADD HER/HIMSELF AS A REFERRAL AND EARN ADDITIONAL REFERRAL ENTRIES IN CONNECTION WITH THOSE ADDITIONAL EMAIL ACCOUNTS ("SELF-REFERRAL").

SPONSOR RESERVES THE RIGHT TO INVALIDATE ANY PROSPECTIVE REFERRAL AND/OR ANY ASSOCIATED REFERRAL ENTRIES WHERE SPONSOR DETERMINES, IN ITS SOLE AND ABSOLUTE DISCRETION, THAT THE REFERRAL IS A SELF-REFERRAL AND/OR WAS THE PRODUCT OF COLLUSION, WAS GENERATED USING ANY FRAUDULENT OR DECEPTIVE METHOD, WAS GENERATED IN BAD FAITH OR WAS OTHERWISE GENERATED IN VIOLATION OF THESE RULES.

In addition to, and without limiting, any and all obligations and restrictions set forth in these Rules, you agree to the following "Referrer Requirements" in connection with your attempt to generate Referrals:

(i) Your activities in connection with generating Referrals ("Referral Activities"), and the materials used by you in connection with same ("Creative"), must: (A) comply with all applicable federal and state laws, rules and regulations including, without limitation, the CAN-SPAM Act of 2003, as amended and the Federal Trade Commission's report entitled, "Protecting Consumer Privacy in an Era of Rapid Change: Recommendations for Businesses and Policymakers," as amended; (B) not infringe upon any third party intellectual property or other proprietary rights; (C) include prominent disclosures that you stand to gain additional Entries in the Sweepstakes where the prospective Referral(s) enters the Sweepstakes; (D) not include any language or statement to the effect that prospective Referrals must pay money or make donations in order to enter the Sweepstakes; and (E) comply with the FTC Guidelines.

(ii) Sponsor reserves the right to terminate your participation in the Sweepstakes and invalidate any Entries and/or Prize(s) awarded to you for any Prohibited Conduct. For purposes of these Rules, "Prohibited Conduct" is defined as those instances where you engage in any of the following: (A) any Referral Activities via facsimile or telemarketing; (B) any Referral Activities in connection with mobile telephones or portable electronic devices via SMS, Smart Messaging, EMS, MMS or any other type of text messaging service or protocol; (C) violations of the terms of service of, or Abusing, social media websites such as Instagram® or Twitter® in connection with your Referral Activities (for purposes of these Rules, "Abuse" shall mean spamming, sending any unsolicited mass mailing or instant messaging, using social media websites for commercial purposes, making any automated use of systems, such as using scripts to send bulletins or other communications, or any other activity that violates the applicable terms of service); (D) any unlawful activity; (E) any fraudulent or deceptive activity; and/or (F) any conduct that Sponsor reasonably objects to.

(iii) You shall not place any Creative in, on or through any e-mail messages or online venue that contains, promotes, references or has links to: (A) web pages with no content; (B) profanity, sexually explicit material, hate material, material that promotes violence, discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or family status, or any other material deemed unsuitable or harmful to the reputation of Sponsor; (C) piracy (of software, videos, audio/music, books, video games, etc.) hacking/cracking/phreaking, emulators/ROMs, or distribution of copyrighted materials; (D) illegal activities or advice; (E) deceptive acts or practices; (F) violations of the rights of others, such as intellectual property or privacy rights; (G) personal web pages, non-English language pages, free hosted pages or venues under construction; or (H) activities generally understood as Internet abuse including, but not limited to, the sending of unsolicited bulk electronic mail.

Entrant/Photo Requirements: Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of Entries by using

multiple/different email addresses, identities, registrations, logins or any other methods will void that entrant's Entries and that entrant may be disqualified. Use of any automated system to participate and/or submit Entries is prohibited and will result in disqualification. In the event of a dispute as to any Entry and/or registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, Internet service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential Prize winner may be required to show proof of being the authorized account holder.

All Photos must depict a living human being. Photos may not be indecent, obscene, hateful, tortious, defamatory, libelous or contain material that violates or infringes upon another party's rights, breaches any contractual terms prohibiting the non-private use of images without consent or disparages Sponsor or any other person or party affiliated with the Sweepstakes, or contain material that is unlawful in any way. Photos must not contain brand names or trademarks other than those owned by Sponsor. Photos must be entrant's original work, and entrant must have permission from all individuals who appear in the photo (if any) to use their names and likenesses in the photo and to grant the rights set forth herein. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor.

Posting a photo constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such photo in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed including, without limitation, for promotional or marketing purposes. Sponsor reserves the right to disqualify any Entry that it finds unlawful or in violation of these Rules, all in its sole discretion.

5. Prize Drawings:

Final Prize: Sponsor will randomly select one potential Final Prize winner from all eligible Entries received during the Promotion Period, approximately three (3) business days after the conclusion of the applicable Promotion Period.

Weekly Prizes: Sponsor will randomly select one potential Weekly Prize winner from all eligible Entries received during each Weekly Period, approximately three (3) business days after the conclusion of the applicable Weekly Period. Non-winning Entries will not be included in subsequent Weekly Period drawings. Entrants are not eligible to win more than one Prize during the Promotion Period.

General Terms: Prizes are not combinable with any other cruise line offers or promotions. The potential Prize winners who submitted Website Entries and/or AMOE Entries will be notified by email. The potential Prize winners who submitted Social Media Entries via Twitter will be notified

via Twitter by @cruisemile; and the potential Prize winners who submitted Social Media Entries via Instagram will be notified via Instagram by @CruiseSmile. Potential Prize winners must follow the Sponsor Twitter or Instagram account, as applicable, in order to receive a win notification from Sponsor for Social Media Entries.

Except where prohibited by law, each potential Prize winner will be required to sign and return a Declaration of Compliance, Liability and Publicity Release, which must be received by Sponsor within seven (7) days of the date that the applicable Prize winner notice or attempted notice is sent, in order to claim his/her Prize. If any potential Prize winner is a Canadian resident he/she will be required to answer a time limited skill-testing question without assistance, in order to be eligible to receive a Prize. Receiving a Prize is contingent upon compliance with these Rules. If a potential Prize winner cannot be contacted, fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), fails to answer the skill-testing question correctly (if applicable), or the Prize is returned as undeliverable, that potential Prize winner shall forfeit the Prize. In the event that a potential Prize winner is disqualified for any reason, Sponsor will award the applicable Prize to an alternate winner by random drawing from among all remaining eligible Entries received during the Promotion Period in the case of a Final Prize, and for the applicable Weekly Period in the case of a Weekly Prize. Sponsor's decisions as to the administration and operation of the Sweepstakes and the selection of the potential Prize winners are final and binding in all matters related to the Sweepstakes.

6. Prize Descriptions, Terms, Conditions and Odds of Winning: The winner of the Final Prize shall receive various items of Plan a Cruise Month and/or CruiseSmile-branded merchandise (which may include t-shirts, hats, water bottles, etc.), with an approximate retail value ("ARV") of Fifty Dollars (\$50.00).

The winners of the various Weekly Period drawings may select from the following prizes (collectively, the "Weekly Prizes," and together with the Final Prize, the "Prizes"), depending on the applicable Weekly Period:

Weekly Period 1: The Prize winner for Weekly Period 1 may select one (1) of the following Prizes:

PRIZE 1: A voucher good for a Disney Cruise Line seven (7) night Caribbean cruise for four (4) aboard the Disney Fantasy. This cruise must be booked by December 31, 2016, for travel between January 7, 2017 and April 1, 2017. Approximate Retail Value ("ARV"): \$8,093.00.

PRIZE 2: A voucher good for an MSC Cruises seven (7) night Caribbean cruise for four (4) aboard the MSC Divina. This cruise must be booked at least forty-five (45) days in advance (subject to availability), for travel prior to July 6, 2018. ARV: \$3,500.00.

PRIZE 3: A voucher good for a Tauck cruises eight (8) day cruise of the Danube for four (4) aboard the ms Esprit. This cruise must be booked by January 31, 2017, for travel on July 31, 2017. ARV: \$25,760.00.

PRIZE 4: A voucher good for a Costa Cruises seven (7) night Mediterranean cruise for four (4) aboard the Costa Diadema. This cruise must be booked at least eight (8) weeks in advance (subject to availability, with certain holidays and high season dates in the Summer excluded), for travel by December 31, 2017. ARV: \$3,800.

PRIZE 5: A voucher good for a Royal Caribbean seven (7) night Caribbean cruise for four (4) aboard the Oasis of the Seas or Allure of the Seas. This cruise must be booked in advance within one (1) year of Prize notification (subject to availability), for travel within one (1) year of Prize notification. ARV: \$2,500.

PRIZE 6: A voucher good for a Carnival Cruise Lines seven (7) day Caribbean cruise for four (4) aboard the Carnival Breeze. This cruise must be booked in advance within one (1) year of Prize notification (subject to availability, with certain holidays and high season dates excluded), for travel within one (1) year of Prize notification. ARV: \$1,982.00.

Weekly Period 2: The Prize winner for Weekly Period 2 may select one (1) of the following Prizes:

PRIZE 1: A voucher good for a Uniworld Boutique River Cruises eight (8) day Burgundy and Provence cruise for two (2) aboard the SS Catherine. This cruise must be booked for travel by December 31, 2017. ARV: \$10,398.00-\$13,998.00.

PRIZE 2: A voucher good for a Windstar Cruises seven (7) day Tahiti cruise for two (2) aboard the Wind Spirit. This cruise must be booked at least forty-five (45) days in advance (subject to availability), for travel prior to November 30, 2017. ARV: \$4,378.00.

PRIZE 3: A voucher good for a Tauck cruises twelve (12) day cruise of the Danube for two (2) aboard the ms Savor. This cruise must be booked by January 31, 2017, for travel on September 28, 2017. ARV: \$16,080.00.

PRIZE 4: A voucher good for an Oceania Cruises seven (7) day Mediterranean cruise for two (2) aboard the Riviera. This cruise must be booked by December 31, 2016, for travel on June 21, 2017. ARV: \$7,598.00.

PRIZE 5: A voucher good for a Princess Cruises seven (7) night Mediterranean cruise for two (2) aboard the Majestic Princess. This cruise must be booked by January 31, 2017, for travel between April 16, 2017 and May 14, 2017. ARV: \$3,698.00.

PRIZE 6: A voucher good for an AmaWaterways seven (7) night Southeast Europe cruise for two (2) aboard the AmaSonata. This cruise must be booked at least sixty (60) days in advance (subject to availability), for travel prior to November 30, 2017. ARV: \$7,800.00.

PRIZE 7: A voucher good for an AmaWaterways seven (7) night Paris and Normandy cruise for two (2) aboard the AmaLegro. This cruise must be booked at least sixty (60) days in advance (subject to availability), for travel prior to November 30, 2017. ARV: \$7,800.00.

PRIZE 8: A voucher good for an Avalon Waterways seven (7) night Paris and Normandy cruise for two (2) aboard the Avalon Tapestry II. This cruise must be booked by December 31, 2016, for travel prior to December 31, 2017. ARV: \$11,402.00.

PRIZE 9: A voucher good for a CroisiEurope River Cruises seven (7) day Bordeaux river cruise for two (2) aboard the MS Cyrano De Bergerac or MS Princesse D'Aquitaine. This cruise must be booked up to one (1) day prior to sailing (subject to availability with certain holidays and high season dates in the Summer excluded), for travel prior to December 31, 2017. ARV: \$5,700.00.

PRIZE 10: A voucher good for a Cunard seven (7) day Transatlantic cruise for two (2) aboard the Queen Mary II. This cruise must be booked by March 31, 2017 (subject to availability), for travel prior to December 31, 2017. ARV: \$4,500.00.

Weekly Period 3: The Prize winner for Weekly Period 3 may select one (1) of the following Prizes:

PRIZE 1: A voucher good for a Carnival Cruise Lines four (4) day Bahamas cruise for two (2) aboard the Carnival Valor. This cruise must be booked in advance within one (1) year of Prize notification (subject to availability, with certain holidays and high season dates excluded), for travel within one (1) year of Prize notification. ARV: \$801.26.

PRIZE 2: A voucher good for a Celebrity Cruises seven (7) night Caribbean cruise for two (2) aboard the Celebrity Silhouette (actual cruise ship may vary). This cruise must be booked at least thirty (30) days in advance (subject to availability, with certain holidays and high season dates excluded), for travel between November 15, 2016 and November 14, 2017. ARV: \$3,700.00.

PRIZE 3: A voucher good for a Ponant ten (10) day cruise of Brazil for two (2) aboard the La Soleal. This cruise must be booked prior to January 9, 2017, for travel prior to March 8, 2017. ARV: \$2,560.00.

PRIZE 4: A voucher good for a Silversea Cruises seven (7) day Caribbean and Central American cruise for two (2) aboard the Silver Spirit. This cruise must be booked by November 8, 2016 (subject to availability), for travel on December 8, 2016. ARV: \$6,100.00.

PRIZE 5: A voucher good for a Princess Cruises five (5) day Caribbean cruise for two (2) aboard the Crown Princess. This cruise must be booked by January 31, 2017, for travel between November 8, 2017 and March 11, 2018. ARV: \$1,698.00.

PRIZE 6: A voucher good for an MSC Cruises seven (7) night Caribbean cruise for two (2) aboard the MSC Divina. This cruise must be booked at least forty-five (45) days in advance (subject to availability), for travel prior to July 6, 2018. ARV: \$2,500.00.

PRIZE 7: A voucher good for Norwegian Cruise line seven (7) day Caribbean to Miami cruise for two (2) aboard the Norwegian Escape. This cruise must be booked in advance within one (1) year of Prize notification, for travel within one (1) year of Prize notification. ARV: \$2,414.00.

PRIZE 8: A voucher good for Crystal Cruises line ten (10) day Barbados cruise for two (2) aboard the Crystal Serenity. This cruise must be booked prior to January 31, 2017, for travel prior to April 15, 2017. ARV: \$22,000.00.

Weekly Period 4: The Prize winner for Weekly Period 4 may select one (1) of the following Prizes:

PRIZE 1: A voucher good for Norwegian Cruise line seven (7) day Caribbean to Miami cruise for two (2) aboard the Norwegian Getaway. This cruise must be booked in advance within one (1) year of Prize notification, for within one (1) year of Prize notification. ARV: \$2,328.00.

PRIZE 2: A voucher good for a Windstar Cruises eight (8) day Italy and Dalmatian Coast cruise for two (2) aboard the Wind Surf. This cruise must be booked at least forty-five (45) days in advance (subject to availability), for travel prior to October 31, 2017. ARV: \$4,508.00.

PRIZE 3: A voucher good for a Holland America ten (10) day cruise of Alaska for two (2) aboard the ms Noordam or ms Zaandam. This cruise must be booked prior to January 15, 2017, for travel prior to October 1, 2017. ARV: \$4,000.00.

PRIZE 4: A voucher good for a Regent Seven Seas Cruises seven (7) day cruise of Alaska for two (2) aboard the Seven Seas Mariner. This cruise must be booked prior to December 31, 2016, for travel on June 14, 2017. ARV: \$9,898.00.

PRIZE 5: A voucher good for a Seabourn seven (7) day Mediterranean cruise for two (2) aboard the Seabourn Encore. This cruise must be booked at least forty-five (45) days in advance, for travel prior to December 31, 2017. ARV: \$4,999.00.

PRIZE 6: A voucher good for a Paul Gauguin Cruises seven (7) night Tahiti and Society Islands cruise for two (2) aboard the m/s Paul Gauguin. This cruise must be booked at least sixty (60) days prior to December 31, 2017, for travel by December 31, 2017. ARV: \$5,148.00.

PRIZE 7: A voucher good for a Holland America Line fourteen (14) day Japan cruise for two (2) aboard the ms Volendam. This cruise must be booked prior to December 1, 2016, for travel by March 14, 2017. ARV: \$4,698.00.

General Terms for All Prizes: All Weekly Prize winners shall receive automobile transportation to and from the airport closest to the departure port for the applicable cruise associated with the Weekly Prize (the "Departure Port Car Service"), as provided by Carey International, Inc. ("Carey®"). The Departure Port Car Service has an ARV of \$257.00. The Departure Port Car Service passenger's name must match the applicable Weekly Prize winner's name. The Departure Port Car Service must be booked within one (1) year of the date that the applicable Weekly Prize is awarded. The Sedans are the only vehicles made available in connection with the Departure Port Car Service. The Departure Port Car Service may only be used on the date of the applicable cruise departure. Standard Carey® service terms and conditions apply. The Weekly Prizes do not include: (a) transportation (other than the Departure Port Car Service); (b) spending money; or (c) other than as expressly provided by the applicable cruise line, food or drink. Additional restrictions apply, all cruises are subject to availability and blackout dates. The Weekly Prize winners and travel companion(s) must travel on/with the same itinerary. No refund or compensation will be made in the event of the cancellation or delay of any cruise. Weekly Prizes are subject to the terms and conditions set forth in these Rules, as well as those established by the applicable cruise line, as detailed in the passenger ticket contract. Meals, incidentals, tips, telephone calls and any other personal expenses incurred during the trip are the responsibility of the Weekly Prize winners and guests, as applicable. Weekly Prize winners and guests are responsible for obtaining travel insurance (and all other forms of insurance) at their option and the Weekly Prize winners hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Weekly Prize winners and travel companions are solely responsible for obtaining any identification documents necessary for domestic and/or international travel, as applicable. Travel companions selected by the Weekly Prize winners must be at least twenty-one (21) years of age or older, unless accompanied by her/his parent or legal guardian.

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a Prize for one of equal or greater value if the designated Prize should become unavailable for any reason. Prize winners are responsible for all federal, state and local taxes and fees associated with Prize receipt and/or use. Sponsor reserves the right to withhold taxes from the winning Prizes, as appropriate. Sponsor shall file a form 1099-MISC for each Weekly Prize winner, which requires the winning entrant's full name, current address and Social Security Number. Odds of winning a

Weekly Prize depend on the number of eligible Entries received during each Weekly Period, and the Odds of winning the Final Prize depend on the number of eligible Entries received during the Promotion Period. Limit: of one (1) Weekly Prize per person. The maximum approximate retail value for all Prizes is Seventy-Four Thousand Eight Hundred and Sixteen Dollars (\$74,816.00).

7. Release: By entering the Sweepstakes, each entrant agrees to release and hold harmless Sponsor, Instagram, Twitter and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and/or Prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action including, but not limited to, personal injury, death, or damage to or loss of property, arising out of or relating to participation in the Sweepstakes or receipt, use or misuse of any Prize. By entering the Sweepstakes, each entrant further agrees that, in the event that there is any conflict or other inconsistency between these Rules and any advertisements, promotional or marketing materials, e-mails or announcements relevant to the Sweepstakes, these Rules will govern.

8. Publicity: Except for residents of the State of Tennessee and where otherwise prohibited by law, participation in the Sweepstakes constitutes each Prize winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph(s), voice, opinions and/or hometown and state or province for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual that it believes is tampering with the Entry process or the operation of the Sweepstakes or acting in violation of these Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, 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. Sponsor's failure to enforce any term of these Rules shall not constitute a waiver of that term.

10. Limitation of Liability: Any and all claims, judgments and awards associated with the Sweepstakes, including the Prizes, shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, if any, but in no event attorneys' fees. Under no circumstances will any entrant be permitted to obtain awards for, and each entrant hereby waives all rights to claim, punitive, incidental and/or 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL

DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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 connection with 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 which may occur in the administration of the Sweepstakes or the processing of Entries; (e) late, lost, undeliverable, damaged or stolen mail; or (f) 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, use or misuse of any Prize. If, for any reason, an entrant's Entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Entry in the Sweepstakes, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible Entries received up to the date of discontinuance for any or all of the Prizes offered herein. No more than the stated number of Prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of Prizes as set forth in these Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of Prizes by a random drawing among all legitimate, un-awarded, eligible Prize claims.

11. Disputes: All issues and questions concerning the construction, validity, interpretation and/or enforceability of these 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 New York, U.S.A. without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York. **Should a dispute arise concerning the Sweepstakes, the terms and conditions of these Rules or the breach of same by any party hereto: (a) the parties agree to submit their dispute for resolution by arbitration before a reputable arbitration organization as mutually agreed upon by the parties; and (b) you agree to first commence a formal dispute proceeding by completing and submitting an Initial Dispute Notice to us which can be found at: www.cruising.org/about-the-industry/about-clia/terms-and-conditions/cruise-lines-international-association-initial-dispute-notice. We may choose to provide you with a final written settlement offer after receiving your Initial Dispute Notice ("Final Settlement Offer"). If we provide you with a Final Settlement Offer and you do not accept it, or we cannot otherwise satisfactorily resolve your dispute, you can submit your dispute for resolution by arbitration before a reputable arbitration organization as mutually agreed upon by the parties, in your county of residence, by filing a separate Demand for Arbitration, which can be found at: www.cruising.org/about-the-industry/about-clia/terms-and-conditions/demand-for-arbitration. For claims of Ten Thousand Dollars (\$10,000.00) or less, you can choose whether the arbitration proceeds in person, by telephone or based only on submissions. If the arbitrator awards you relief that is greater than our Final Settlement Offer, then we will**

pay all filing, administration and arbitrator fees associated with the arbitration and, if you retained an attorney to represent you in connection with the arbitration, we will reimburse any reasonable attorneys' fees that your attorney accrued for investigating, preparing and pursuing the claim in arbitration. Any award rendered shall be final and conclusive to the parties and a judgment thereon may be entered in any court of competent jurisdiction. Nothing contained herein shall be construed to preclude any party from: (i) seeking injunctive relief in order to protect its rights pending an outcome in arbitration; and/or (ii) pursuing the matter in small claims court rather than arbitration. Although we may have a right to an award of attorneys' fees and expenses if we prevail in arbitration, we will not seek such an award from you unless the arbitrator determines that your claim was frivolous.

To the extent permitted by law, you agree that you will not bring, join or participate in any class action lawsuit as to any claim, dispute or controversy that you may have against Sponsor and/or its employees, officers, directors, members, representatives and/or assigns. You agree to the entry of injunctive relief to stop such a lawsuit or to remove you as a participant in the suit. You agree to pay the attorney's fees and court costs that Sponsor incurs in seeking such relief. This provision preventing you from bringing, joining or participating in class action lawsuits: (A) does not constitute a waiver of any of your rights or remedies to pursue a claim individually and not as a class action in binding arbitration as provided above; and (B) is an independent agreement. You may opt-out of these dispute resolution provisions by providing written notice of your decision within thirty (30) days of the date that you first submit an Entry in connection with the Sweepstakes.

12. Indemnification. You agree to indemnify and hold the Released Parties harmless from and against any and all claims, expenses (including reasonable attorneys' fees, costs and settlement costs), damages, suits, costs, demands and/or judgments whatsoever, made by any third party due to or arising out of: (a) your participation in the Sweepstakes, use of the Promotion Website and/or use of any Social Media Website; (b) your breach of these Rules and/or any terms applicable to the Social Media Websites; (c) your failure to comply with the FTC Guidelines; and/or (d) your violation of any rights of another individual and/or entity. The provisions of this Section 12 are for the benefit of the Released Parties and each of these individuals and entities shall have the right to assert and enforce these provisions directly against you on its own behalf.

13. Severability. Should any part of these Rules be held invalid or unenforceable, that portion shall be construed consistent with applicable law and the remaining portions shall remain in full force and effect.

14. Entrant's Personal Information: Information collected from entrants, including Registration Data, is subject to Sponsor's Privacy Policy which is located at: <http://www.cruising.org/about-the-industry/about-clia/privacy-statement>.

15. Winner List/Copy of the Rules: For a winners list and/or a copy of these Rules, please send a self-addressed stamped envelope to the following address within three (3) months of the end of the Promotion Period: Cruise Lines International Association, Attn: #CruiseSmile Sweepstakes, 1201 F Street NW, Suite 250, Washington, DC 20004.

#CruiseSmile Sweepstakes

Abbreviated Rules

ABBREVIATED RULES for TV and Radio

NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) AND CANADA (EXCLUDING QUEBEC) 18 AND OLDER. VOID IN QUEBEC AND WHERE PROHIBITED. Sweepstakes ends 10/31/16. To enter, for Rules, odds and complete details, visit www.cruisesmile.org. If Canadian resident, mathematical skill-testing question must be correctly answered to win. 4 cruise prizes (approximate retail values from \$1,058 to \$26,017) available to be won. Sponsor: Cruise Lines International Association.

ABBREVIATED RULES for Print

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) AND CANADA (EXCLUDING QUEBEC) 18 YEARS AND OLDER. VOID IN QUEBEC AND WHERE PROHIBITED. Sweepstakes ends 10/31/16. To Enter, for Official Rules, prize descriptions and odds disclosure, visit www.cruisesmile.org . If Canadian resident, mathematical skill-testing question must be correctly answered to win. 4 cruise prizes (approximate retail values from \$1,058 to \$26,017) available to be won. Sponsor: Cruise Lines International Association, 1201 F Street NW, Suite 250, Washington, DC 20004.

Abbreviated rules for online Ads – Banner

NO PURCHASE NECESSARY. Ends 10/31/16. To enter and for Official Rules, visit www.cruisesmile.org.

Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) and Canada (excluding Quebec) 18 years and older. Void in Quebec and where prohibited. Ends 10/31/16. To enter and for Official Rules, including odds, and prize descriptions visit www.cruisesmile.org. If Canadian resident, mathematical skill-testing question must be correctly answered to win. 4 cruise prizes (approximate retail values from \$1,058 to \$26,017) available to be won.