

2020 ANA NATIONAL CHERRY BLOSSOM FESTIVAL SWEEPSTAKES
Official Rules

VOID WHERE PROHIBITED. NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. If you participate in the 2020 ANA National Cherry Blossom Festival ("Sweepstakes") with a computer or a smart phone, message and data rates may apply; you should contact your Internet and wireless providers for pricing details.

This Sweepstakes is sponsored by the National Cherry Blossom Festival, Inc., 1275 K Street, NW, Suite 1000, Washington, DC 20005 ("we" or "us"). The Sweepstakes prize is provided by All Nippon Airways, Co., Ltd. ("ANA").

By participating in the Sweepstakes, you agree to comply with these Official Rules. We will not consider any entry that does not comply with these Official Rules.

1. Eligibility: To enter the Sweepstakes, you must be at least 18 years old and a United States citizen or legal resident. You may not enter if you: a) reside Tennessee; b) are an NCBF or ANA employee, officer or director; c) work for an NCBF or ANA advertising agency or legal advisor; or d) are an immediate family member of or living in the same household as the persons in b) and c) above.

2. Sweepstakes Period: The Sweepstakes begins on November 22, 2019 at 12:01 am EDT and ends at 11:59 pm EDT on April 12, 2020 ("Entry Period").

3. How to Enter: You may enter the Sweepstakes by:

- Going to <https://travelblossomshere.shortstack.com/NslNr8> ("Entry Site").
- Entering the information into the required fields. You must include all the required information to be a valid entry ("Entry").
- Clicking "submit."

We will consider your Entry only if you submit it and we receive it during the Entry Period. Once you submit your Entry, you may not delete, cancel or modify that Entry.

By entering the Sweepstakes, you represent and warrant that you are eligible and that your Entry contains accurate information.

4. Number of Entries. You may submit:

- One Entry for yourself, as detailed in Section 3 above;
- One additional Entry if you opt-in to receive emails from ANA, as detailed on the Entry Site; and
- One additional Entry for each of your friends who enter the Sweepstakes and use your unique referral link.

5. Winner Selection and Notification. We will select, at random, one winner from all eligible Entries ("Winner"). Your odds of winning depend on the total number of eligible Entries that we receive. The Winner selection is final and we will not entertain any correspondence about that selection.

If you are the Winner, ANA will, on or before April 20, 2020, notify you by email ("Award Letter"). We and ANA are not responsible or liable for late, lost, misdirected, or unsuccessful efforts to notify you.

The Winner will be required to sign and return a publicity consent and release before the Winner receives the Prize detailed in Section 6 below. The Winner's consent and release, when signed, will allow us, without additional compensation, to use the Winner's name, voice or likeness irrevocably, perpetually and worldwide for any purpose and in any media (known or later developed), and to release the Winner's name

to anyone requesting information about the Winner. If the Winner does not claim the Prize or fails to return to us a signed publicity consent and release within five calendar days of Winner's receipt of the Award Letter, we may award the Prize to another person.

6. Prize and Approximate Retail Value. The Winner will receive round-trip economy class air transportation for two on All Nippon Airways between the All Nippon Airways U.S. gateway airport closest to the Winner's residence ("U.S. Gateway Airport") and Tokyo, Japan ("Prize"). The Winner is responsible for transportation arrangements and costs to/from these airports. The Prize is subject to the Prize restrictions set forth below in Section 7. The approximate retail value ("ARV") of the Prize will vary based on the U.S. Gateway Airport and airfare fluctuations but is approximately \$1,000 to \$2,000 per ticket. The Winner will be notified of the ARV at the time of ticketing. We and ANA will not offer an alternative prize, cash equivalent or other substitute prize. If you win, you may not direct us or ANA to give anyone else the Prize.

7. Prize Restrictions.

- All travel plans for the Winner and accompanying guest must be made at one time through the ANA office designated in the Award Letter sent to the Winner.
- Reservations for the roundtrip tickets associated with the Prize must be made within four weeks of Winner's receipt of the Award Letter and must be ticketed at least 14 days prior to departure.
- Travel departure for the tickets associated with the Prize may start as soon as 14 days after ANA's receipt of all required documents from the Winner and travel must be completed by March 31, 2021. The Prize tickets require a minimum stay of three days and a maximum stay of one month.
- Travel dates are subject to availability and holiday/blackout dates.
- All travel requests will be fulfilled based on availability.
- The Winner and accompanying guest must travel together on all flights associated with the tickets which are non-transferable, except to the extent that the Winner may have one accompanying guest.
- The Winner and accompanying guest are solely responsible for compliance with all required visa, immigration and customs requirements for travel to and from Japan. No refunds or rescheduling will be made if improper documentation or failure to comply with any of the rules and regulations of the travel provider results in denying boarding or entry, and the tickets will be forfeited.
- All travel costs incurred by the Winner and accompanying guest in using the Prize, including but not limited to travel to/from the U.S. Gateway Airport and place of departure/return, as well as transportation, hotel and other costs incurred by the Winner and accompanying guest in Japan shall be the sole responsibility of the Winner.
- The Prize is exclusive of departure taxes, inspection fees, airport taxes, and luggage fees (if applicable) from and to the U.S. Gateway Airport and Japan, and such taxes and fees are the responsibility of the Winner. Payment for said taxes and fees by the Winner shall be paid in U.S. Dollars by credit card.
- ANA will determine, in its sole discretion, which ANA ticket office will issue the actual air travel tickets to the Winner.
- All applicable taxes apply to the ARV, including applicable state and local taxes. For U.S. citizens and U.S. residents for tax purposes, the Internal Revenue Service ("IRS") requires ANA to issue and file with the IRS Form 1099-MISC for each recipient of a prize whose value is at least \$600. Reporting of any other applicable tax and payment of any applicable tax is the sole responsibility of the Winner.
- The Prize tickets are non-refundable, non-transferable, non-changeable once issued, and may not be used in conjunction with any other competition or offer. Upgrades and mileage credit are not permitted and tickets have no cash value other than fees paid once ticketed. No refunds or credit changes are allowed. If tickets are lost, stolen or expire prior to use (unless restricted by law), they

will not be replaced. Credit for previous purchases is not permitted. All tickets are subject to the vagaries of flight variation, work stoppages, and schedule or route changes.

8. Alternative Winner. If the Winner is unable to make reservations within the required time period or to travel within the date restrictions set forth above, the Winner will forfeit the Prize and we may award the Prize to an alternative winner. The alternate winner must agree to the Prize Restrictions set forth above and the alternative winner must make their reservations within four weeks of receiving the Award Letter, have their reservations ticketed at least 14 days before departure and complete their travel no later than March 31, 2020.

9. Privacy. We collect, store and use information collected from the Sweepstakes in accordance with our Privacy Policy which you may read at <http://www.nationalcherryblossomfestival.org/privacy-policy/>. We are not responsible for the privacy policies of ANA, which you may read at <https://www.ana.co.jp/wvs/privacy/e/ana.html>.

10. General Terms and Conditions.

You understand and agree that we, ANA and our respective agents and representatives and entities associated with the Sweepstakes are not responsible or liable for:

- Late, lost, delayed, damaged, misdirected, incomplete, illegible, or unintelligible Entries;
- Electronic, hardware or software program, network, internet, or computer malfunctions, failures, or difficulties of any kind;
- Failed, incomplete, garbled, or delayed computer transmissions;
- Any condition caused by events beyond our control; or
- Any printing or typographical errors in any materials associated with the Sweepstakes.

We may, in our sole discretion, suspend or cancel Sweepstakes at any time if a computer virus, bug, or other technical problem corrupts the administration, security or proper play of the Sweepstakes.

These Official Rules are governed by and construed in accordance with the laws of the District of Columbia without giving effect to any choice of law or conflict of law rules or provisions.

By participating in the Sweepstakes, you will: 1) indemnify and defend us and ANA, and each of our respective shareholders, agents and representatives and entities associated with the Sweepstakes to the extent permitted by law from any and all losses, damages or claims arising from or related to third party claims related to your Entry; and 2) resolve any dispute that arises between the parties related to the Sweepstakes in District of Columbia courts individually, without resort to any form of class action, and not seek to recover punitive, direct, indirect, incidental or consequential damages, or attorneys' fees or expenses incurred more than \$100.

We may, in our sole discretion: 1) cancel, terminate, modify or suspend the Sweepstakes or void entries if we believe anything has or will happen that may corrupt the integrity, administration or fairness of the Sweepstakes; or 2) disqualify you if you tamper with or attempt to tamper with the entry process, the Entry Site or the operation of the Sweepstakes or if you violate these Official Rules.

To obtain the name of the Sweepstakes Winner or a copy of these Official Rules, send a stamped, self-addressed envelope (VT residents need not affix return postage on requests for Official Rules) to 2020 ANA National Cherry Blossom Festival Sweepstakes, 1275 K Street, NW, Suite 1000, Washington, DC 20005 no later than May 20, 2020.