

Amway Super Fan Selfie Sweepstakes

Sponsored by
Amway Corp. (“Sponsor”)

Sweepstakes Official Rules

No Purchase Necessary.

Sweepstakes begins at 10:00 a.m. Eastern Time (“ET”) on September 5, 2014 and ends at 10:00 p.m. ET on October 31, 2014.

A. How to Enter:

1. At Amway Event:

- a. Take a selfie photo of yourself with the American Football Coaches Association (AFCA) Coaches Trophy at an Amway Event.
- b. Upload the photo to your social account (Facebook®, Instagram®, or Twitter®) using the hashtag #SuperFanSelfie.
- c. Register by filling out the entry form including name, email address and social handle and/or link at www.amwaysuperfanselfie.com.
- d. Consent to the terms and conditions to be accepted in the Sweepstakes.

OR

2. Using the Super Fan Selfie Generator Microsite:

- a. Create a selfie of yourself and download the photo to the microsite located at www.amwaysuperfanselfie.com.
- b. Share the photo to your social account (Facebook®, Instagram®, or Twitter®) using the hashtag #SuperFanSelfie.
- c. Register by filling out the entry form including name, email address and social handle and/or link at www.amwaysuperfanselfie.com.
- d. Consent to the terms and conditions to be accepted in the Sweepstakes.

One Entry per person.

Sponsor reserves the right to cancel or modify this Sweepstakes at any time in the event the Sweepstakes cannot be carried out as contemplated by the Sponsor.

Sponsor reserves the right, in their sole and absolute discretion, to disqualify and reject any Entries that are inappropriate for any reason, including without limitation, for containing profane or inappropriate language/gestures.

No automated Entry devices and/or programs permitted. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled Entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed Entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.

All Entries must be created by the Entrant(s) and must be original works of authorship and not previously published. Any Entry that violates copyright, trademark or publicity rights laws will be disqualified and removed.

B. Eligibility:

This Sweepstakes is open to legal residents of the 48 contiguous United States (**excludes Alaska and Hawaii**) that are 18 years of age or older at time of Entry. All federal, state, and local laws and regulations apply. Void where prohibited, taxed or restricted by law.

C. Requirements of Entry Submission

Entries may not contain and will be disqualified, as determined by the Sponsor, in its sole discretion, any content that:

- Appears to duplicate any other submission.
- Defames, misrepresents or contains disparaging remarks about Sponsor or its products, or other people, companies or products.
- Contains trademarks, logos or trade dress (such as distinctive packaging) owned by others. For example, no hats or clothing with logos of sports teams should be worn in the photo. Be sure to remove anything within the photo area that would show a non-Amway™ product.
- Contains copyrighted materials owned by others (including but not limited to poems, lyrics, photographs, sculptures, paintings, and other works of art or images).
- Advertises or promotes any brand or product of any kind other than Amway™ products.
- Contains materials embodying the names, likenesses, or other indicia identifying any person who has not consented in writing to appear in the Entry, including, without limitation, celebrities and/or other public or private figures, living or dead.
- Violates or encourages the violation of any law, rule or regulation.

Your Entry must be your original work. Your Entry may not contain any elements that would violate third-party rights if used for any purpose, including, without limitation, in any commercial broadcast, on the Internet, or in any other medium now existing or created in the future, even if you can obtain the right to use those materials by license, permit, consent, or otherwise. Your Entry may not be based in whole or in part on the work of any other person or entity (including without limitation, any other fictional or non-fictional material, published or unpublished, produced or unproduced).

Your Entry should not contain any photographs taken by others. Instead, your Entry should contain a selfie, a photograph of yourself, taken by you.

In order to be entered into the Sweepstakes, Entrants must comply with registration instructions when submitting their Entry. The Entry, or portion thereof, must not contain obscene, profane, lewd defamatory or inappropriate content, or be disparaging to Sponsor, as determined in Sponsor's sole discretion. Entries must be in keeping with Sponsor's image and may not be offensive, as determined by Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy rights of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights. Entrants may not copy or otherwise plagiarize the Entry from any source. All Entries must be the sole, original work of the Entrants. Any Entry or portion thereof that is, in the Sponsor's sole discretion, obscene, profane, lewd, defamatory, inappropriate, disparaging, offensive or contains proprietary rights of any person living or deceased (including but not limited to rights of privacy or publicity or portrayal in a false light) or entity, or is otherwise objectionable, will not be considered and may disqualify the Entrant.

A Twitter® account is required to enter via Twitter® and can be opened for free at <http://twitter.com>. An Instagram® account is required to enter via Instagram®. If you do not have an Instagram account, visit www.instagram.com to download the application. A Facebook® account is required to enter via Facebook®. If you do not have a Facebook® account, visit www.facebook.com to create one.

D. Prizes:

(1) All expense paid 3-day/2-night trip for two to one of the games listed below:

<u>Game</u>	<u>Date</u>
Nebraska at Iowa	November 28, 2014
Arizona State at Arizona	November 28, 2014
University of South Carolina at Clemson	November 29, 2014
Florida at Florida State University	November 29, 2014
Michigan at Ohio State University	November 29, 2014
Notre Dame at University of South Carolina	November 29, 2014
Auburn at Alabama	November 29, 2014
Oregon at Oregon State	November 29, 2014
Oklahoma State at Oklahoma	December 6, 2014
Army at Navy	December 13, 2014

Prize includes round-trip coach airfare from a major airport nearest the Winner's home (estimated retail value \$1,000); hotel accommodations (double occupancy) (estimated retail value \$900); two tickets to the game of Winner's choice (estimated retail value \$500); (1) \$500 Visa® Gift Card to be used during trip, Rental Car (estimated retail value \$500), and ground transportation from Airport to the hotel and return (estimated retail value \$500).

Winner and his/her Travel Companion must travel together on the same itinerary and are solely responsible for obtaining all necessary travel documents. At least one traveler must be 21 years of age or older.

All travel arrangements will be made through Sponsor's agent on a carrier of Sponsor's choice. Travel arrangements are subject to availability and Trip must be taken on the dates specified or trip shall be forfeited and Sponsor shall have no further obligation to such Winner. Sponsor is not responsible for any flight cancellations or postponement. All prize details are at Sponsor's discretion.

All other expenses not specified are the sole responsibility of the winner.

Total approximate retail value of Sweepstakes US\$3,900.00.

Odds of winning depend on the number of eligible Entries received. Prizes are non-refundable and non-redeemable. All other expenses not specified are the sole responsibility of the Winners. All taxes are the sole responsibility of the Winner. No substitution or transfer of prize is permitted, except Sponsor reserves the right in its sole discretion to substitute the prize with a prize of equal or greater value. All prizes will be awarded.

E. Winner Selection:

Winner will be selected randomly by using a computer-generated application tool on or about November 7, 2014 from among all eligible Entries received during the Entry Period. Determination of Winners will be the responsibility of Sponsor, whose decision will be final and binding in all matters related to this Sweepstakes.

Winners will be notified by e-mail or private message on or about November 7, 2014. Winner and their Guest will be required to sign and return, where legal, an Affidavit of Eligibility, Copyright Assignment, Liability Release, Publicity Release and such other releases, rights transfer and documentation required by Sponsor in the form(s) designated by Sponsor ("Required Documents") within 5 days of prize notification.

If Sponsor has not received, for any reason, signed Required Documents from Winner and their Guest within one week of notification or if Winner does not meet eligibility or does not comply with the Sweepstakes rules, the prize will be forfeited and awarded to an alternate Winner. In the event a prize Winner is unable to redeem the prize due to reasons beyond their control no compensation or substitutions will be provided.

U.S. Winners must complete a W-9 Request for Taxpayer Identification Number and Certification form prior to gift being awarded if the market value is \$600 or more. This is a requirement of the U.S. Internal Revenue Service for purposes of issuing a Form

1099-MISC for the fair market value of the prize awarded. The W-9 form is located on the IRS site: <http://www.irs.gov/app/picklist/list/formsInstructions.html?value+Form+W-9&criteria=formNumber&submitSearch=Find>

F. Ownership and Other Rights

“**Sweepstakes Materials**” include: (1) the Entry; (2) the submission Entry form and any other forms, documentation or releases required to be submitted by you for the Sweepstakes; (3) all photographs or other audiovisual materials, writings, statements, dramatic materials, ideas, quotations and any other intellectual properties that you have included or published in the Entry or otherwise furnished to Sponsor by you in connection with the Sweepstakes; and (4) any other information and material submitted by you in connection with the Sweepstakes.

You will retain ownership of the rights to: (1) the names, likenesses, sobriquets and biographical information of the individuals in your Entry (“**Your Rights**”). You hereby grant to Sponsor and its agents a non-exclusive, world-wide, perpetual, irrevocable, royalty-free license to all rights of every kind and character throughout the universe in and to Your Rights in any manner or media whatsoever including, without limitation, unrestricted use for purposes of executing this Sweepstakes.

By submitting the Sweepstakes Materials, you represent and warrant to the Sponsor that: (1) the Sweepstakes Materials and everything depicted in the Sweepstakes Materials are wholly original and do not infringe upon or otherwise violate any right of any person, firm or entity, or any law, rule, or regulation, including, without limitation, that nothing in the Sweepstakes Materials is defamatory and does not violate the copyright, trademark, publicity or similar rights of any third party; (2) you have all rights to submit the Sweepstakes Materials in the Sweepstakes in accordance with these Official Rules; (3) no person other than you, nor any entity, has any right, title or interest in and to any part of the Sweepstakes Materials; (4) you are not subject to any agreement or arrangement that would interfere with your entering this Sweepstakes and granting all the rights granted hereunder without any payment (out of any revenues from the exhibition or distribution of the Entry or otherwise) to any actor, musician, director, writer or any other person who participated in the Entry, or to any union, guild or other labor organization for any right to exhibit the Entry or as compensation in connection with such exhibition for any other use of the Entry or any of the rights therein granted hereunder.

Sponsor may use various third-party services in offering the Sweepstakes and exhibiting the Entry to users. You shall comply with any terms and policies applicable to such third-party services in participating in the Sweepstakes.

G. Conditions:

Entries may be combined with other materials and/or otherwise modified, in Sponsor’s sole and absolute discretion.

Any and all federal, state, and local taxes and fees are the sole responsibility of the Winners.

Participation in the Sweepstakes and acceptance of Prize constitutes each Winner's permission for Sponsor to use his/her name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information, Entry, any statements made by each Winner regarding the Sweepstakes or Sponsor and/or any portion of the foregoing for public display and advertising and promotional purposes in any form or media now known or developed in the future without notice or additional compensation, except where prohibited by law.

By submitting an Entry, each Entrant represents and agrees that the Entry was originally authored by him/her and not copied from anywhere else, that the Entry is not derived from any prior work and that the assignment of the rights in the Entry to Sponsor does not violate any rights of any third party or any agreement the Entrant has with any third party.

By participating, Entrants and Winners agree to release and hold harmless Sponsor and their respective advertising and promotion agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, "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 Sweepstakes, or possession, acceptance and/or use or misuse of prize or participation in any Sweepstakes-related activity and for any claims based on third party rights in the Entry or arising out of the use of the Entry as allowed by these Official Rules including but not limited to publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action.

Entrants who do not comply with these Official Rules, or attempt to interfere with this Sweepstakes in any way, shall be disqualified. Sponsor is not responsible if Sweepstakes cannot take place or if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, legislature changes, weather or acts of terrorism.

You agree that Sponsor is not responsible for any use on Entries by third parties. Sponsor does not guarantee the publication of any Entry. You agree that you will not use the Entry for any other purpose. You warrant and represent that the Entry has not, at any time before it was submitted, been used for any other purpose, including without limitation, posting on any social network.

H. Limitation of Liability; Disclaimer of Warranties:

IN NO EVENT WILL THE 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 SERVICE AND/OR THE SWEEPSTAKES, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATES WITH THE SWEEPSTAKES. IN NO EVENT SHALL THE RELEASED PARTIES' TOTAL LIABILITY TO YOU FOR ALL DAMAGES, LOSSES, OR CAUSES OF ACTION EXCEED \$100. WITHOUT LIMITING THE FOREGOING, THIS SWEEPSTAKES 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.

I. Additional Terms:

Entries will be declared to be made by the authorized account holder of the email address submitted at the time of entry (or when setting up winner's account). "Authorized account holder" of an email address 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 reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Sweepstakes; violates the Official Rules; acts in an unsportsmanlike or disruptive manner; or acts with intent to annoy, abuse, threaten, or harass any other person.

Sponsor, its affiliates, partners and promotion and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of Entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Sweepstakes should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such case, Sponsor will select the Winners from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the Entry process or the operation of the Sweepstakes or Website. Sponsor may prohibit an Entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said Entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other Entrants or Sponsor's representatives.

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

J. Disputes; Governing Law:

The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Sweepstakes. Any controversy or claim arising out of or relating to these Official Rules and/or the Sweepstakes shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of Michigan, County of Kent.

THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF MICHIGAN WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES.

For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Sweepstakes, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to the County of Kent in the State of Michigan. The parties agree not to raise the defense of forum non conveniens.

K. Use of Data & Privacy:

Sponsor will be collecting personal data about Entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at <http://www.amway.com> for the U.S. By participating in the Sweepstakes, Entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

L. Digital Millennium Copyright Act:

Sponsor's policy is to respond to notices of alleged infringement that comply with the Digital Millennium Copyright Act ("DMCA"). Copyright-infringing materials found in connection with the Sweepstakes can be identified and removed via Sponsor's DMCA compliance process located at <http://www.amway.com> for the U.S.

M. List of Winners:

Between November 17, 2014 to December 30, 2014 inquiries of the winners can be directed to:

Amway Customer Service

Email: Customer.service@amway.com

Phone: 1-800-253-6500

8am – midnight, Monday – Friday, EST.

8:30 am – 5:00 pm Saturday, EST.

N. Sponsor:

Amway Corp., 7575 Fulton Street, East, Ada, MI 49355 U.S.A.

The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, American Football Coaches Association (AFCA), USA Today, Facebook®, Instagram®, or Twitter®. Any questions or comments regarding this Sweepstakes should be directed to Sponsor and not to AFCA, USA Today, Facebook®, Instagram®, or Twitter®.