Ratings and Reviews Sweepstakes Official Rules

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

- 1. Eligibility: Ratings and Reviews Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Belk, Inc., Belk Ecommerce LLC, HelloWorld, Inc., and their parent and affiliate 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, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.
- **2. Sponsor:** Belk, Inc., 2801 W. Tyvola Road, Charlotte, NC 28217. **Administrator:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.
- **3. Timing:** The Sweepstakes begins on November 14, 2017 at 12:00 a.m. Eastern Time ("ET"), ends on December 31, 2018 at 11:59 p.m. ET (the "Promotion Period") and consists of thirteen (13) "Entry Periods", as set forth in the chart below:

Entry Period	Start Date (at 12:00 a.m. ET)	End Date (at 11:59 p.m. ET)	Approximate Drawing Date
1	November 14, 2017	December 31, 2017	January 8, 2018
2	January 1, 2018	January 31, 2018	February 8, 2018
3	February 1, 2018	February 29, 2018	March 8, 2018
4	March 1, 2018	March 31, 2018	April 9, 2018
5	April 1, 2018	April 30, 2018	May 8, 2018
6	May 1, 2018	May 31, 2018	June 8, 2018
7	June 1, 2018	June 30, 2018	July 9, 2018
8	July 1, 2018	July 31, 2018	August 8, 2018
9	August 1, 2018	August 31, 2018	September 10, 2018
10	September 1, 2018	September 30, 2018	October 8, 2018
11	October 1, 2018	October 31, 2018	November 8, 2018
12	November 1, 2018	November 30, 2018	December 10, 2018
13	December 1, 2018	December 31, 2018	January 8, 2019

Sponsor's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During any Entry Period set forth in the chart in Section 3 above, visit www.belk.com and select a product you would like to review. The product you review does not have to be one that you've purchased, but your honest feedback and/or opinion is required. Follow the links and instructions to complete all of the fields included in the review page including your rating, a review and your contact information. Your review must meet the guidelines set forth in the Customer Ratings and Review Terms of Use. Upon approval of your review, you automatically will receive one (1) entry into the Sweepstakes for the applicable Entry Period. You will receive an entry regardless of whether your review is positive or negative. Sponsor, in its sole discretion, may decide not to display your review if it believes that your review violates these Official Rules. Limit: You may enter up to twenty-five (25) times each Entry Period during the Promotion Period.

NOTE: If you want to submit reviews of Belk products without receiving a Sweepstakes entry, send an email to OnlineProductReviews@Belk.com. Please include "Opt-out" in your subject line. Please provide your contact information including the email address you used when submitting your rating and review.

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 and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any 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, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.

5. Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during each Entry Period, on or around the dates set forth in the chart in Section 3 above. Entries from one Monthly Entry Period will not carry-over into subsequent Entry Periods. The potential winners will be notified by email. If a potential winner of any prize cannot be contacted, fails to reply with a valid delivery address (P.O. Boxes not permitted) within four (4) days of the date notice or attempted notice is sent, or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner forfeits the prize or is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of each Entry Period.

6. Prizes: THIRTEEN (13) PRIZES:

<u>Prize for the Initial Entry Period (November 14 – December 31, 2017) is a</u> \$500 Belk gift card. Approximate Retail Value (ARV"): \$500.

Prize for all other Entry Periods is a \$250 Belk gift card. ARV: \$250.

<u>For All Prizes</u>: Terms and conditions of gift card apply. 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. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries during the applicable Entry Period. <u>Limit</u>: One (1) prize per person.

- **7. Release:** By receipt of any prize, winners agree to release and hold harmless Sponsor, Belk Ecommerce LLC, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and 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 participation in the Sweepstakes or receipt or use or misuse of any prize.
- **8. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state 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. In such event, Sponsor, in its sole 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. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official 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 Official Rules shall not constitute a waiver of that provision.

- 10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) 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 or 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. 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 Official 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: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and 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 exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering 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 and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.
- **12. Entrant's Personal Information:** Information collected from entrants is subject to Sponsor's Privacy Policy http://www.belk.com/AST/Misc/Belk_Stores/Customer_Service/policies_guidelines/privacy.jsp and to Administrator's Privacy Policy http://www.helloworld.com/privacy-policy.
- **13. Winner List:** For a winner list, visit http://bit.ly/2yUIaaT. The winner list will be posted after winner confirmation is complete.
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