

UNITED STATES VIRGIN ISLANDS' SWEET ST. CROIX SWEEPSTAKES OFFICIAL RULES – NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES, WASHINGTON D.C., GUAM, PUERTO RICO, THE US VIRGIN ISLANDS, 21 YEARS OF AGE OR OLDER. VOID WHERE PROHIBITED.

1. How to Enter: Beginning at X p.m. Eastern Time (“ET”) on X DATE until X p.m. ET on X DATE (the “Promotion Period”), you may enter The US Virgin Islands’ (the “Sponsor”) Sweet St. Croix Sweepstakes (the “Promotion”). At X p.m. ET on X date, Sponsor will post a Tweet on its official Twitter page (www.twitter.com/USVItourism) requesting participants to submit their Name, Twitter handle, and e-mail address to receive a chance to win, in the form of a Lead Generation Twitter Card.

[insert screenshot]

To enter the Sweepstakes, you must:

- Have a Twitter account
- “Follow” Sponsor’s official Twitter (@USVITourism) during the Sweepstakes Period
- Within the Sweepstakes Period, Entrants must enter and submit their Name, Twitter handle, and e-mail address into any corresponding “Lead Generation” Twitter post from the Sponsor

Incorrect and incomplete entries are void. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Twitter. Following the US Virgin Islands Department of Tourism page on Twitter does not constitute an entry into the Sweepstakes. Entrants understand that they are providing their information to Sponsor and not to Twitter.

Limit of one (1) entry per eligible person during the Promotion Period. If more than the permitted entry is received, only the first entry will be accepted and additional entries will be disqualified. Multiple participants are not permitted to share the same email address. Any attempt by you to obtain more than the permitted number of entries by using multiple/different email addresses, identities, registrations or logins, or any other methods may void your entries and you may be disqualified

from the Promotion. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services) will void all entries by you. In the event of a dispute as to any online entry, the authorized account holder of the email address used to enter 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. Potential winners may be required to show proof of being the authorized account holders.

2. Eligibility: This Promotion is open only to legal residents of the 50 United States and D.C. who are 21 years of age or older as of the Promotion start date, except employees and members of their households and immediate families (spouses, parents, siblings, children and each of their respective spouses) of the Promotion Entities (as defined below) and their respective parent companies, subsidiaries, and affiliates, and their advertising and promotion agencies and all local sponsors.

3. Privacy: The use of entrant e-mails shall be subject to the privacy policy of Sponsor (the “Privacy Policy”), which is available at <http://www.visitusvi.com/privacy>. Any information you submit as part of the Promotion will be treated in accordance with the Privacy Policy. Except where prohibited, participation in the Promotion constitutes your consent to Sponsor's use of your name, likeness, entry, and state of residence for promotional purposes in any media without further payment or consideration.

4. Limitations of Liability: US Virgin Islands Department of Tourism, other participating sponsors, Twitter, and Day One Agency, (collectively with Sponsor, the “Promotion Entities”) their respective affiliates, subsidiaries, parent, advertising and promotion agencies, and their respective officers, directors, shareholders, employees and agents, and any and all Internet servers and access provider(s) are not responsible for: any incorrect or inaccurate entry information; human error; technical malfunctions; failures, omission, interruption, deletion, or defect of any telephone network, computer online systems, computer equipment, server providers, or software, including any injury or damage to your or any other person’s computer relating to or resulting from participation in this Promotion; inability to access the Twitter; theft, tampering,

destruction, or unauthorized access to, or alteration of entries; transactions that are processed late or incorrectly or are incomplete or lost due to computer or electronic malfunction or traffic congestion on the Internet or at any web site; printing or human or other errors; and any entries which are late, lost, incomplete, misdirected, stolen, or any combination thereof.

All entries become the property of Sponsor and will not be returned. By entering, you agree to release, discharge, indemnify and hold harmless the Promotion Entities, Twitter, Inc. and their respective parent companies, subsidiaries, their respective representatives and agents, advertising and promotion agencies, promotion partners and prize suppliers, and all of their respective affiliated companies, employees, officers, directors and shareholders, from and against all claims and damages or liability arising in connection with your participation and/or entry in the Promotion and/or their receipt or use of any prize awarded in this Promotion or due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Promotion-related activity or participation in this Promotion.

Any and all warranties and guarantees are subject to the respective manufacturer's terms. Except where prohibited by law, the winner's entry and acceptance of the prize constitutes permission for the Promotion Entities to use said winner's and any travel companion's names, photographs, likenesses, statements, biographical information, voices, and city and state addresses on a worldwide basis, and in all forms of media, in perpetuity, without further compensation. If by reason of a printing or other error, more prizes are claimed than the number set forth in these rules, all persons making purportedly valid claims will be included in a random drawing to award the advertised number of prizes available in the prize category in question. No more than the advertised number of prizes will be awarded.

5. How Winner will be Determined: One (1) potential Grand Prize Winner will be selected in a random drawing from among all eligible entries on approximately X date, by an independent judging organization. The winner will be notified on or approximately X DATE via an email from the Sponsor to the email address submitted by the winner to submit the entry (the "Notification"), which Notification will contain

instructions to claim the Prize. The winner must respond to the Notification by no later than X p.m. EST on X DATE to be eligible for the Prize, and Sponsor will then send the winner instructions and forms to be completed to claim the Prize. The winner must be available to travel during the Prize dates of Wednesday, April 15, 2015 and Sunday, April 19, 2015. If the winner is not available to accept travel during the Prize dates, such winner may be disqualified and Sponsor reserves the right to choose an alternative Prize winner. The winner must provide eligibility information prior to being awarded the Prize. If a winner does not respond to Sponsor's contact attempts for Prize awarding, or if a winner otherwise fails to comply with these Rules, Sponsor reserves the right to determine an alternate winner or not to award that winner's Prize, in its sole discretion. All Prizes are awarded "as is" and without any warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose), and all such warranties are hereby disclaimed. Sponsor is not responsible for an Entrant's change of email address. Sponsor is not responsible for and not liable for late, misdirected or unsuccessful efforts to notify a qualifier or potential winners or deliver the Prize, or if the potential winner does not claim the Prize within the appropriate time given upon notification. All decisions of Sponsor are final. By participating in the Giveaway, Entrant agrees to be bound by these Rules; that the decisions of Sponsor are final on all matters relating to the Giveaway; that Entrant is not entering on behalf of anyone else; and in the event that Entrant does not comply with these Rules, then Entrant will be disqualified. The Grand Prize Winner will be required to sign an affidavit of eligibility and release of liability and publicity (where permitted), and return same, properly executed, within timeframe identified in Notification email. If the Grand Prize Winner fails to complete and return all requested forms by the specified date, or if the Grand Prize Winner fails to comply with any of the requirements, his/her prize will be forfeited and an alternate prospective winner shall be selected. The odds of winning depend upon the number of eligible entries received.

6. Conditions of Entry: Entry materials that have been tampered with or altered are void. If, in the judge's or Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Promotion, or if computer virus, unauthorized intervention, fraud, or technical difficulties or failures compromise or

corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Promotion, the judges reserve the right at their sole discretion to disqualify any individual who tampers with the entry process and void any entries submitted fraudulently, to modify or suspend the Promotion, or to terminate the Promotion and conduct a random drawing to award the prizes using all eligible, non-suspect entries received as of the termination date. Should the Promotion be terminated prior to the stated expiration date, notice will be posted on the Website. In the event of a dispute as to the identity of the winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. CAUTION: ANY ATTEMPT BY YOU TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM YOU TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

7. Prize: One (1) Grand Prize Winner shall receive the following (the "Grand Prize"): a trip for two (2) to St. Croix, US Virgin Islands from Wednesday April 15, 2015 to Sunday, April 19, 2015 which includes: (i) round-trip air transportation for Grand Prize Winner and guest between the major U.S. airport nearest Grand Prize Winner's residence and St. Croix, US Virgin Islands (airports determined by Sponsor in its sole discretion); (ii) four (4) nights/five (5) days hotel accommodations (one room, double occupancy, room rate and tax only) at the Buccaneer Hotel in St. Croix, US Virgin Islands; (iii) tickets to various St. Croix Food & Wine Experience events. Approximate retail value ("ARV") of the Grand Prize is \$3,500.

The specifics of all aforementioned elements of the prize in the Promotion shall be solely determined by Sponsor. All costs, taxes, fees, and expenses associated with any element of any prize not specifically addressed above are the sole responsibility of the respective Grand Prize Winner. All federal, state and local taxes on prizes are the Grand Prize Winner's responsibility. Grand Prize Winner will be issued a 1099 tax form for the actual value of the respective prize.

Travel must be round trip. Sponsor will determine airline, flight itinerary and hotel and dinner location and accommodations in its sole discretion. If in the judgment of Sponsor air travel is not required due to Grand Prize Winner's proximity to destination, ground transportation will be substituted for roundtrip air travel at Sponsor's sole and absolute discretion. The difference in value will not be awarded to the Grand Prize Winner. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. Grand Prize Winner will not receive difference between actual retail value and ARV. Grand Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize (or a component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason.

If Grand Prize Winner is unable to travel during the time period of April 15, 2015 to April 19, 2015, Grand Prize Winner forfeits the Grand Prize in its entirety and an alternate winner may be selected. All travel dates will be determined by the Sponsor, and once made may not be altered except by Sponsor. Some restrictions may apply. Meals not described above, incidentals, tips, telephone calls, or any other personal expenses incurred during the trip are the responsibility of the Grand Prize Winner. All other expenses not specifically identified as included in the Grand Prize are the sole responsibility of the Grand Prize Winner. Grand Prize Winner and travel companion are responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that the Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Grand Prize Winner and travel companion must travel the same itinerary and on the dates and/or times specified by Sponsor or prize will be forfeited in its entirety. Once the travel companion is selected, he/she may not be substituted, except at the Sponsor's sole discretion. Travel companion of Grand Prize Winner must be at least twenty-one (21) years of age or older, and must sign a Liability and Publicity Release. If potential Grand Prize Winner's travel companion fails to return such documents within date and/or time indicated within such documents, then the potential Grand Prize Winner may forfeit the right to the travel companion.

8. Releases and Conditions. By participating in the Sweepstakes or accepting a Prize, each Entrant and winner waives and unconditionally releases any and all claims of liability against Sponsor and their respective employees and affiliates for any injury, loss or damage which may occur from the conduct of, or participation in, the Sweepstakes, or from the Prize receipt and/or use or misuse of any Prize, including any travel related thereto. Winner agrees to allow Sponsor to use Winner's names, voices, photographs, likenesses, biographical material, in any advertising or broadcasting material relating to this Sweepstakes, without additional financial or other compensation, and where allowed by law, sign a publicity release confirming such consent prior to acceptance of the Prize. Sponsor is not responsible or liable to any Entrant or winner or any person claiming through such Entrant or winner for failure to supply the Prize or any part thereof, by reason of any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request proves to be invalid), equipment failure, air raid, blackout, act of public enemy, earthquake, volcanic eruption, war (declared or undeclared), fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal) labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond the Sponsor's sole control. All taxes (other than the state sales tax associated with the Prize, if any), related fees, other costs and expenses related to Prize acceptance and use not specified herein as being provided are the sole responsibility of Prize winner. Sponsor has no further obligation to winner. This promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter. Entrant affirmatively releases Twitter from any and all claims related to the promotion. Entrant is providing entry information to Sponsor and not Twitter.

9. Disputes/Governing Law: All issues and questions concerning the construction, validity, interpretation and enforceability of these rules, or the rights and obligations of any entrant or the Promotion Entities in connection with the Promotion, shall be governed by and construed in accordance with the laws of the State of Tennessee without giving effect to any choice of law or conflict of law rules or provisions which would cause the application or the laws of any jurisdiction other than the State of Tennessee. Any action or litigation concerning this Agreement shall

take place exclusively in the federal or state courts sitting in Knox County, Tennessee, and you expressly consent to the jurisdiction of and venue in such courts and waive all defenses of lack of jurisdiction and inconvenient forum with respect to such courts. Any and all disputes, claims, and causes of action arising out of or in connection with this Promotion, shall be resolved individually, without resort to any form of class action. You agree to service of process by mail or other method acceptable under the laws of the State of Tennessee. Any claims, judgments and/or awards shall be limited to actual out-of-pocket costs associated with entering this promotion. You (and your parents or legal guardians if you are a minor) hereby waive any rights or claims to attorney's fees, indirect, special, punitive, incidental or consequential damages of entrant, identifiable persons, or third party participants, whether foreseeable or not and whether based on negligence or otherwise.

10. Winner List: Beginning on or about X date you may obtain the name of the Grand Prize Winner by sending an email to USVlteam@D1A.com with the subject line "Sweet St. Croix Sweepstakes."

11. Sponsor: The United States Virgin Islands Department of Tourism

12. Administrator: Day One Agency

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