

Drive the Nation Summer of Sightseeing Instagram® Contest

OFFICIAL RULES AND REGULATIONS

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE ODDS OF WINNING. VOID WHERE PROHIBITED.

SPONSOR: Travel Guide, LLC d/b/a Drive the Nation

By participating in the Summer of Sightseeing contest (the "Contest"), you agree to be bound by these Official Rules and represent that you satisfy all of the eligibility requirements below.

CONTEST PERIOD. Drive the Nation's Summer of Sightseeing Instagram Contest (the "Contest") begins at 8:00 am Eastern Daylight Time ("ET") on August 7, 2017 and ends at 11:59 pm ET on August 13, 2017 (the "Contest Period"). All entries must be received during the Contest Period to be eligible to win a prize.

ELIGIBILITY REQUIREMENTS. The Contest is open to legal residents of the fifty (50) United States and the District of Columbia who are age eighteen (18) years old or older (or the age of majority in their state of residence) as of the date the Contest begins. This offer is void wherever prohibited or restricted and subject to all applicable federal, state, and local laws. Employees and their immediate family (parent, child, sibling and spouse of each) and individuals residing in the same household (whether or not related) of Dominion Enterprises, Landmark Media Enterprises, LLC, and any of their affiliates, subsidiaries, advertising and promotion agencies, and all other entities or individuals associated with the development, administration, or fulfillment of the Contest are not eligible to participate or win. All applicable federal, state and local laws and regulations apply.

AGREEMENT TO OFFICIAL RULES. By participating in the Contest, Entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and Judges, which are final and binding in all matters related to the Contest. The award of a prize is contingent upon Entrant's complying with all conditions and fulfilling all requirement set forth herein.

This Contest is in no way sponsored, endorsed or administered by, or associated with, Instagram®.

HOW TO ENTER. A degree of skill is required to win. Entrants may enter the Contest via one or both of the following methods:

Entry Method 1:

1. Entry via Instagram: Entrants may set up a free Instagram account at [instagram.com](https://www.instagram.com).

To enter the Contest, Entrants will log into their Instagram account and will upload photos or videos (the "Entry" or "Entries") to Instagram reflecting the daily contest prompts during the Contest Period. Entries must include the hashtag #DTNsos and tag @drivethenation in the caption of all Entries. Entries that do not include #DTNsos and @drivethenation in the original caption will not be accepted. Entrants must follow @DrivetheNation on Instagram. Multiple entries per day are encouraged.

Entry Method 2:

2. Entry via email: Entrants may submit photo(s) or videos reflecting the daily contest prompts via email to info@drivethenation.com as often as daily, within the Contest Period.

ENTRY CRITERIA. Entries must comply with the following requirements to be eligible to win.

- A. In accordance with supported images, photos must be submitted as an attachment in one of the following formats: JPEGs (JPG), Non-Animated GIFs or PNGs.
- B. Entries must be the original work of the Entrant.

- C. Entrants may submit an unlimited number of Entries per day for the #DTNsos Instagram Challenge.
- D. The Entries may not have won previous awards.
- E. The Entries must not infringe upon the rights of any third-party, including, without limitation, copyright, trademark, and rights of publicity and/or privacy.
- F. The Entries must be suitable for publication and may not be violent, immoral, offensive, illegal, pornographic, obscene, indecent or similarly inappropriate as deemed solely by Sponsor.
- G. The Entries must not contain any personal identification, such as personal names, street or email addresses, or phone numbers.
- H. The Entries must not contain materials embodying the names, likenesses or other indicia identifying any person including, without limitation, celebrities and/or other public or private figures, living or dead.
- I. The Entries may not contain any mention, discussion, logo, trademark, service mark, storefront, trade dress, mascot, photograph, or other image of any business or company, other than Drive the Nation.
- J. The Entries may not include the likenesses of any identifiable persons other than the Entrant, unless written permission is obtained by the Entrant.
- K. The Entries cannot be dangerous or unsafe to make or produce, or include activities that are dangerous, unsafe, or present unreasonable risk of harm to person, animal or property, or suggest or imply to any person to undertake any dangerous, unsafe or unduly risky activity as deemed solely by Sponsor.
- L. The Entries may not in any other way violate applicable laws and regulations. Any Entries in violation of any of the above requirements and restrictions will be deemed void.

By submitting Entries in the Contest, each Entrant represents and warrants that these requirements have been met. Failure to satisfy these requirements, as determined in Sponsor's sole and absolute discretion, may result in ineligibility with respect to all Entries submitted by or on behalf of that Entrant.

By using the Instagram website and service to enter this Contest, Entrant also agrees to abide by Instagram's Terms of Use located at <http://instagram.com/legal/terms/>.

ENTRANT IS RESPONSIBLE FOR OBTAINING PERMISSION TO USE THE PICTURE, IMAGE, AND/OR LIKENESS OF ANY THIRD PARTIES SHOWN IN THE ENTRIES. Sponsor may request that any such third parties sign a waiver and release prior to the posting of the Entries or the granting of any prize. Parent or legal guardian must sign waiver and release prior to posting the image of anyone under the age of 18.

USE OF TRADEMARKS AND SLOGANS. For the sole purpose of participation and entry in this Contest, Sponsor hereby grants each Entrant a non-exclusive, royalty-free license to use the trademarks and copyrights owned by Sponsor in the creation of the Entry, subject to the entry restrictions and guidelines contained in these Official Rules. This license extends only to Entries submitted to Sponsor in accordance with these Official Rules. This license does not extend to Entries created in connection with the Contest, but not submitted to Sponsor in accordance with these Official Rules. Use of trademarks, copyrights, and other intellectual property owned by Sponsor in any form of media not submitted to Sponsor in connection with this Contest and in accordance with these Official Rules constitutes an unauthorized use and infringement of the intellectual property rights of Sponsor. Sponsor hereby reserves all rights and remedies available to Sponsor at law or in equity to enforce these Official Rules, including, but not limited to, the enforcement of any trademark, copyright, and other intellectual property rights owned by Sponsor.

DISPLAY OF ENTRIES. During the Contest, Sponsor will permit the Entries in compliance with the Official Rules to be displayed on its websites and/or social media network sites (the "Sites"). Entries will be reviewed for content before being posted on the Sites. Entries submitted may or may not be posted on the Sites, in the sole and absolute discretion of Sponsor. Sponsor shall have absolutely no obligation to

give feedback or reasoning for why any Entry is not displayed on the Sites. Sponsor shall have the sole right to reject or remove an Entry from the Sites at any time and for any reason.

JUDGING AND WINNER SELECTION. At the conclusion of the Contest Period, a panel of judges comprised of no fewer than three (3) people with a background in marketing, social media, events, and/or design shall determine the winner(s) from all eligible Entries received, according to the following judging criteria:

- Creativity/Originality30%
- Presentation/Image Quality.....30%
- Relevance to Daily Theme/Follows Contest Instructions.....40%

On or around August 18, 2017, Sponsor will select and post the Winners in compliance with the Official Rules on the Sites.

In the unlikely event of a tie, the photo with the earliest upload/entry date will be deemed the Grand Prize Winner.

HOW TO CLAIM PRIZE. Sponsor will reasonably attempt to notify winner(s) via contact information provided upon entry. Winner(s) will be required to complete, sign, and return an Affidavit of Eligibility, relevant and mandated Internal Revenue Service forms, and, where lawful, a Liability/Publicity Release within ten (10) business days of receipt of notice of such winning status in order to accept and receive the prize. If the indicated forms are not signed and returned by the time indicated on the documents, or if a prize winner does not meet the eligibility criteria, declines the prize, cannot be contacted within the time frames set forth herein, or is otherwise unwilling or unable to comply with these Official Rules, an alternate prize winner may be selected at and in a manner to be determined in Sponsor's sole and absolute discretion.

PRIZES

ONE (1) GRAND PRIZE: One winner will receive a gift card to a major online retailer valued at \$300. Approximate Retail Value ("ARV"): \$300

ONE (1) FIRST RUNNER UP PRIZE: One winner will receive a gift card to a major online retailer valued at \$150. Approximate Retail Value ("ARV"): \$150

ONE (1) SECOND RUNNER UP PRIZE: One winner will receive a gift card to a major online retailer valued at \$50. Approximate Retail Value ("ARV"): \$50

Note that as is this is contest, it is possible, since each Entrant may post multiple entries, that all prizes would be awarded to the same Entrant.

The winner may not elect to take a monetary award instead of the Prize. Odds of winning a prize depend on the number of eligible Entries received during the Contest Period.

Any portion of a prize not accepted by any winner(s) will be forfeited. All federal and state taxes on prizes are the sole responsibility of the winners. The winners acknowledge that the prize is taxable and agree to provide information for, and verify by signature, the appropriate IRS and other forms as determined by Sponsor. No transfer, assignment, cash redemption, or substitution of a prize is permitted except that Sponsor reserves the right, in its sole and absolute discretion, to substitute a prize (or portion of a prize) with a prize of comparable or greater value or cash value. In the event that a prize cannot be awarded for any reason or a winner is not capable of redeeming a prize for any reason, Sponsor shall not be obligated to award any prize.

RIGHTS IN THE ENTRY. All Entries (including all material embodied therein) submitted to Sponsor shall automatically become the sole and exclusive property of Sponsor immediately upon submission. Each Entrant, as a condition of participation in the Contest, hereby grants Sponsor the exclusive, perpetual, worldwide right to edit, adapt, modify, reproduce, publish, distribute, and otherwise use (unless prohibited by applicable law) the Entries (including all material embodied therein) in any way or in any media now or

hereafter known for trade, advertising, promotional, or other purposes as Sponsor determines, in its sole and absolute discretion, without further notice or compensation to the Entrant or any other third parties. Nothing herein shall be construed to require Sponsor to publish, distribute or in any way use the Entries (or any of the material embodied therein) should Sponsor in its sole discretion decline to do so.

PRIVACY AND PUBLICITY. Sponsor will collect personal data from Entrants, and this information may be used for the purposes of administering the Contest, publicizing the Contest, and other promotional purposes that benefit the Sponsor. Entrants are providing their information to Sponsor and not to Instagram. Unless prohibited by law, participation in the Contest constitutes each Entrant's consent for Sponsor to use the Entrant's name (or username), age, hometown, and state of residence for Contest or promotional purposes in any media now known or later developed, without payment or consideration to the Entrant. Information collected from Entrants is subject to Sponsor's Privacy Policy available at <http://www.dominionenterprises.com/privacy>. If Entrants do not wish to receive future offers, notices or other mailings from Sponsor, Entrants must complete the form at <http://www.dominionenterprises.com/privacy/de-email-opt-out-form/>. Entrants should be sure to provide their name, email and specific information about the website or subscription(s) that they no longer wish to receive and allow a few days for such requests to be processed. If Entrants "opt out" of receiving further promotional materials or notices, the only communications they will receive from Sponsor will be about transactions that they initiate. By opting-out, residual information may nonetheless remain in Sponsor's database and other records, which may not be permanently deleted.

GENERAL RELEASE AND WAIVER OF CLAIMS. By entering the Promotion and/or accepting a prize, each Entrant (for himself/herself and his/her heirs) hereby releases and indemnifies Sponsor, Instagram, and all of their respective parents, subsidiaries, affiliates, advertising and promotion agencies, and all of their respective directors, officers, governors, employees, shareholders, and agents (collectively, the "Releasees") from any and all liability, loss, harm, damage, cost, expense, or claims including, but not limited to, third party claims based on: (i) publicity and/or privacy rights, defamation, and intellectual property associated with the Entrant or winner's participation in the Contest, redemption of any prize in connection with the Contest, and/or use or misuse of any prize in connection with the Contest, including, but not limited to, all reasonable counsel fees and court costs incurred, property damage, personal injury, and/or death; (ii) anything related to the production, promotion, or execution of the Contest (or participation therein), including preemption, cancellation, or rescheduling; and (iii) anything that may occur in connection with acceptance and/or use of the prizes or while participating in the Contest, even if caused or contributed to by the negligence of Releasees.

LIMITATIONS OF LIABILITY. Neither Sponsor nor any other Releasee shall be responsible for non-conforming, lost, late, stolen, misdirected, illegible, or incomplete Entries. Neither Sponsor nor any other Releasee shall be responsible for any incorrect or inaccurate information, whether caused by Sponsor, Releasees, Entrants, tampering, or by any of the equipment or programming associated with or utilized in the Contest, and neither Sponsor nor any Releasee shall assume responsibility for any error, omission, defect, theft, destruction, or unauthorized access to the materials related to the Contest, or for any damage to the Entrant's computer related to or resulting from participating in the Contest. Sponsor reserves the right, in its sole and absolute discretion, to disqualify any individual found to be tampering with the entry processor the operation of the Contest; to be acting in violation of these Official Rules; or to be acting in a non-sportsmanlike or disruptive manner; or with intent or apparent intent to annoy, abuse, threaten, embarrass, harm, or harass, in any way, any other person. If for any reason the Contest is not capable of running as planned by reason of, but not limited to, business or market circumstances, force majeure, public health concerns, tampering, unauthorized intervention, actions by entrants, fraud, or any other causes which, Sponsor in its sole and absolute discretion, deems could corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Sponsor reserves the right, in its sole and absolute discretion, to cancel, terminate, modify, or suspend the Contest or any portion thereof by posting a notice on its Sites. If the Contest or any portion of the Contest is terminated before the end of the Contest Period, Sponsor will select a winner from all eligible Entries received as of the termination date of the Contest.

Entrant agrees that Sponsor and its agencies, Instagram, and each party's respective affiliates, officers, directors, agents, and employees (collectively, the "Indemnitees") will have no liability or responsibility for any claim arising in connection with participation in the Contest or the awarding of prizes. Winners hereby release and hold harmless Indemnitees from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted against any of the Indemnitees due to or arising out acceptance or use of any prize, or use of Entrant's name, likeness or photograph. Without limiting the foregoing, 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. Any attempt by a participant or any other individual to deliberately undermine the legitimate operation of the Contest is in violation of criminal and civil laws, and should any such attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.

MISCELLANEOUS. This Contest will be administered in the Commonwealth of Virginia, and by participating, all Entrants hereby agree that the laws of the Commonwealth of Virginia will exclusively apply to the Contest and that any dispute with respect to this Contest will be resolved in either the federal or state courts located in the Commonwealth of Virginia.

DISCLOSURE OF WINNER(S). To receive a list of winners, Email: info@drivethenation.com and/or send self addressed stamped envelope marked "#DTNsos" on the back of the envelope to Travel Media Group, 851 Trafalgar Court, Suite 400E, Maitland, FL 32751.

SPONSOR: Travel Guide, LLC, dba Drive the Nation, 150 Granby Street, Norfolk, VA 23510.

ADMINISTRATOR: Travel Guide, LLC, dba Drive the Nation

