Love is Love in AC
Official Rules

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

1. Eligibility: Love is Love in AC (the "Contest") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least twenty-one (21) years old at the time of entry and who did not purchase any equipment for the purposes of entering this Contest. Employees of Caesars Entertainment Operating Company, Inc. and/or its parent, affiliates or subsidiaries or properties managed by any of such, HelloWorld, Inc., and any of 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. Individuals who are excluded from casino facilities, including through a government program, at Caesars Entertainment's discretion, or by their own request, are not eligible. If asked, entrant and/or accompanying friends must provide valid proof of age by way of valid picture identification (driver's license, passport, state identification card, or military identification card). The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

2. Sponsor: Caesars Entertainment Operating Company, Inc., One Caesars Palace Drive, Las Vegas, NV, 89109. **Administrator**: HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

3. Agreement to Official Rules: Participation in this Contest 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 this Contest. Winning the prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Contest begins on February 18, 2014 at 5:00 p.m. Pacific Time ("PT"), ends on March 31, 2014 at 4:59 p.m. PT (the "Contest Period") and consists of three (3) phases as set forth in the chart below.

Phase	Start Date (at 5:00 p.m. PT)	End Date (at 4:59 p.m. PT)
Submission	February 18, 2014	March 16, 2014
Voting	March 17, 2014	March 27, 2014
Judging	March 28, 2014	March 31, 2014

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

5. How to Enter: To participate in this contest you must have an Instagram account (herein "Account"). Your Account settings must allow for all of your posts to be public and thus viewable by the Sponsor and its agents. The Account is subject to its Terms of Use: http://instagram.com/about/legal/terms/. **Posting on Instagram requires a mobile device and therefore message and data rates may apply**. *To participate in the Contest, you must follow the Total AC page on Instagram.*

During the Contest Period, post a video on Instagram stating why you deserve to win a dream wedding at a Caesars property and include the hashtag "#LoveIsLoveInAC". Your post will be referred to as your submission ("Submission"). By posting your Submission, you agree that your Submission conforms to the Content Restrictions as defined below (collectively, the "Guidelines and Restrictions") and that Sponsor, in its sole discretion, may disqualify you from the Contest if it believes that your Submission fails to conform to the Guidelines and Restrictions.

Submission Guidelines:

- The Submission must not exceed fifteen (15) seconds in length;
- The Submission must be in English; and
- The Submission cannot have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means.
- The Submission must not contain video or images taken on a casino floor of any property owned by Sponsor, where photography and videography are strictly prohibited.

Content Restrictions:

- The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Submission must not disparage Sponsor, Administrator or any other person or party affiliated with the Promotion;
- Entrant must have permission from all individuals that appear in the Submission (if any) to use their name and likeness in the Submission and to grant the rights set forth herein. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor;
- The Submission must not feature brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to incorporate in his/her Submission in this Contest;
- The Submission must not contain images, artwork or music not created by entrant;
- The Submission must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where Submission is created.

Limit: Each entrant may upload one (1) Submission during the Submission Phase. Submissions received from any person or Account in excess of the stated limit will be void. Submissions generated by script, macro or other automated means are void. Uploading a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission. Released Parties (as defined in Section 9, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions; all of which will be void.

In the event of a dispute as to any Submission, the authorized account holder of the Account used to register will be deemed to be the entrant and must comply with these Official Rules. The "authorized account holder" is the natural person assigned an Account by an Internet access provider, online service provider or other organization responsible for assigning Accounts for the domain associated with the submitted address. Each entrant may be required to show proof of being an authorized account holder.

6. Winner Determination: The winner will be determined according to the process set forth below.

a. Voting Phase: During the Promotion Period, entrants Submissions can be voted on by searching for the hashtag "#LoveIsLoveInAC" and liking their favorite video (herein referred to as a "Vote"). The public will be invited and are permitted to vote for the Submissions they believe have the most public appeal. The public voting for each Submission will be used to determine the Public Appeal score included in the Judging Criteria described below. Limit: Each person may vote one (1) time during the Voting Phase. Multiple votes received from any person in excess of the stated number will be void. Any attempt by any entrant or voter to obtain more than the stated number of votes by any fraudulent or inappropriate means, including without limitation, offering prizes or other inducements to members of the public as determined by Sponsor in its sole discretion, by using any automated program, by using multiple/different Accounts, identities, registrations and logins, or any other methods, will void those votes for the entrant's Submission and entrant may be disqualified as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to revise voting tallies or not consider the votes for purposes of the Public Appeal score should the voting appear to have been tampered with or manipulated in any way.

b. Judging Phase: During the Judging Phase, a panel of qualified judges determined by Sponsor in its sole discretion will select the entrant with the highest-scoring Submission from among all eligible Submissions based on the following criteria ("Judging Criteria"):

- Public Appeal (10%);
- Creativity/Originality of Submission (30%);
- Quality of Submission (30%); and
- Submission Fits the Contest Theme (30%)

The entrant with the highest-scoring Submission will be deemed the potential Grand Prize winner. In the event of a tie, the entrant whose Submission received the highest score for "Quality of Submission " as determined by the qualified judges, in their sole discretion, will be deemed the applicable Grand Prize winner. Sponsor reserves the right to select fewer than one (1) Grand Prize winner, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions.

7. Winner Requirements: The potential winner will be notified by email or phone on or around April 1, 2014. Except where prohibited, the potential winner will be required to sign and return an Affidavit of Eligibility, Liability and Publicity Release ("Affidavit"), which must be received by Administrator/Sponsor within ten (10) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted, fails to execute and return the Affidavit within the required time period, does not comply with these Official Rules, potential winner forfeits the prize. If a potential winner is disqualified for any reason, the prize may be awarded to an alternate winner, in Sponsor's sole discretion. Only three (3) alternates may be determined, after which the prize will remain unawarded. Acceptance of any prize shall constitute and signify the winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, Submission and/or prize information in connection with the Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Without limiting the generality of these Official Rules, the winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. The winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion

shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. The winner will indemnify Sponsor, Released Parties (as defined in Section 9, below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

8. Prize: ONE (1) GRAND PRIZE: A wedding package for up to one hundred (100) guests. Package includes: custom wedding planning services; a block of twenty (20) luxury rooms for two (2) nights; a Penthouse Suite for the couple for two (2) nights; a reception with for up to one hundred (100) guests which includes a cocktail hour, light hors d'oeuvres, dinner, 2-hour open bar, décor, linens, cake, photographers, videographers, floral arrangements, and a band or Performer (based on availability); a Bachelor and Bachelorette party for up to twenty (20) guests; and a "Day After" brunch for up to fifty (50) guests.

Approximate Retail Value of prize package: $50,000.

For All Prizes: Must use package by April of 2015 or prize will be forfeited. Wedding package to be fulfilled by Sponsor's Marketing department. All travel costs and expenses not expressly stated in the package description above, including but not limited to, transportation, incidentals, personal charges at lodging, are the sole responsibility of winner. Hotel room prizes are for standard room and tax only unless stated otherwise. The Sponsor is not responsible if the event is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets. Date/time to be determined in the sole discretion of Sponsor; Sponsor will make reasonable efforts to choose a date/time acceptable to winner. The Sponsor is not responsible if winner does not use prize on day of event. Prizes 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. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Winner will receive a 1099 form for the calendar year in which the prize was fulfilled.

9. Release: By receipt of any prize, the winner agrees to release and hold harmless the Sponsor, 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 Contest or receipt or use or misuse of any prize.

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated Sponsor may, in its sole discretion, determine the winner from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) 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.

11. Limitations of Liability: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (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 Submission process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions or votes or the tabulating of votes, the announcement of the prizes or in any Contest-related materials; (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 Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any unauthorized third party use of any Submission.

12. 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 District of Nevada or the appropriate Nevada State Court located in Clark County, Nevada; (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 Promotion, shall be governed by, and construed in accordance with, the laws of the State of Nevada, without giving effect to any choice of law or conflict of law rules (whether of the State of Nevada or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Nevada.

13. Entrant's Personal Information: Information collected from entrant is subject to HelloWorld, Inc.'s Privacy Policy http://www.helloworld.com/privacy-policy and Sponsor's Privacy Policy http://www.caesars.com/privacy.html.

14. Winner List: For a winner list, visit http://bit.ly/1iyfvIa. The winner list will be posted after winner confirmation is complete.

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ABBREVIATED RULES

Abbreviated rules for online Ads – Banner

NO PURCHASE NECESSARY. Enter Contest by: 3/16/14. To enter and for Official Rules, visit www.totalrewards.com/pride.

Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.), 21 years or older who did not purchase any equipment for purposes of entering the Contest. Enter Contest by: 3/16/14. To enter and for Official Rules, including prize description, visit www.totalrewards.com/pride. Void where prohibited.