

Macy's Gift of the Day Giveaway Official Rules

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

1. Eligibility: Macy's Gift of the Day Giveaway (the "Sweepstakes") is open only to legal residents of the fifty (50) United States, the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Macys.com, 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: Macy's Retail Holdings, Inc., 112 West 34th Street, New York, NY 10120. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Sweepstakes Period: The Sweepstakes begins on September 1, 2017 at 12:00 a.m. Eastern Time ("ET"), ends on September 30, 2017 at 11:59 p.m. ET (the "Sweepstakes Period") and consists of a grand prize entry period (the "Grand Prize Entry Period") which coincides with the Sweepstakes Period and thirty (30) daily entry periods (each a "Daily Entry Period"). Each Daily Entry Period begins at 12:00 a.m. ET and ends at 11:59 p.m. ET. Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Sweepstakes Period, there are two (2) ways to enter the Sweepstakes, as outlined below:

- a. Create a Registry:** To participate in the Sweepstakes, you must create a Macy's gift registry with an aggregate value of no less than five hundred dollars (\$500) ("Qualified Registry") and obtain your Registry ID. During the Sweepstakes Period, visit <http://macys.com/weddingsweeps> ("Website") and follow the links and instructions to complete and submit the registration form including a valid home address (P.O. Boxes are not permitted) and Registry ID. You automatically will receive one (1) Sweepstakes entry into the applicable Daily Entry Period drawing and one (1) Sweepstakes entry into the Grand Prize drawing. On any subsequent day after you have registered, visit the Website and following the links and instructions to provide your email address to receive one (1) Sweepstakes entry into the applicable Daily Entry Period drawing and one (1) Sweepstakes entry into the Grand Prize drawing.
- b. Mail-in Alternate Method of Entry:** To enter without creating a registry, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Macy's Gift of the Day Giveaway," c/o HelloWorld, Inc., P.O. Box 5029, Department 831784, Kalamazoo, MI 49003-5029. You will receive one (1) Sweepstakes entry into the applicable Daily Entry Period drawing and one (1) Sweepstakes entry into the Grand Prize drawing. All mail-in entries must be handwritten and must be postmarked on the applicable Daily Entry Period (except for Sundays and holidays for which entries must be postmarked on the following business day) and received within five (5) business days. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: You may enter one (1) time per day during the Sweepstakes Period regardless of method of entry. 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 the authorized account holder.

5. Prize 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 ten (10) potential winners from all eligible entries received during each Daily Entry Period approximately ten (10) business days after the applicable Daily Entry Period. Non-winning Daily Entry Period entries will not carry over into subsequent Daily Entry Period drawings. One (1) Grand Prize drawing will take place after the conclusion of the Sweepstakes from all eligible non-winning entries received during the Sweepstakes Period. Winner(s) of the Daily Entry Period prize(s) will not be eligible for the Grand Prize drawing. The potential winners will be notified by email, mail or phone. Except where prohibited, the potential winner of any prize valued at \$600 or greater (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information, within the required time period (if applicable), 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 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 the Sweepstakes.

6. Prizes:

Prize Description	Number of Winners	Approximate Retail Value ("ARV")
Day 1: Lenox Tuscany Craft Beer Assorted Glassware Set	10	\$54.00
Day 2: Mikasa Cheers Party Stemless Wine Glasses, Set of 4 - A Macy's Exclusive	10	\$85.00
Day 3: Mikasa Cheers Party Wine Glasses, Set of 4 - A Macy's Exclusive	10	\$84.00
Day 4: Kate Spade New York Pearl Place Collection Flute (4)	10	\$160.00
Day 5: Vera Wang Metropolitan Tumbler Pair	10	\$50.00
Day 6: Waterford Barware, Lismore Double Old Fashioned Glasses, Set of 2	10	\$160.00
Day 7: Waterford Lismore Square Decanter	10	\$295.00
Day 8: Dyson V8 Cord-Free Vacuum	10	\$599.99
Day 9: KitchenAid KSM150APS Architect 5 Qt. Stand Mixer, Only at Macy's (Cocoa Silver)	10	\$459.99
Day 10: Calphalon Classic SharpIN Self Sharpening 15-Pc.	10	\$179.99

Cutlery Set, Only at Macy's		
Day 11: Cuisinart FP-8 8-Cup Food Processor	10	\$185.00
Day 12: Pyrex 19 Piece Bake, Store and Prep Set with Colored Lids, Only at Macy's	10	\$49.99
Day 13: Vitamix® A2500 Blender	10	\$499.99
Day 14: KitchenAid KHM7210 Architect 7 Speed Hand Mixer, Only at Macy's (Cocoa Silver)	10	\$79.99
Day 15: All-Clad Stainless Steel 1.5 Qt. Covered Saucepan	10	\$149.99
Day 16: Cuisinart WAF-F10 Round Belgian Waffle Maker	10	\$110.00
Day 17: Corningware French White 10-Pc. Bakeware Set, Only at Macy's	10	\$49.99
Day 18: Calphalon Nonstick 10 Piece Bakeware Set	10	\$99.99
Day 19: All-Clad Hard Anodized 8" & 10" Fry Pan Set	10	\$59.99
Day 20: Vitamix® A3500 Blender (Graphite)	10	\$599.95
Day 21: Le Creuset Signature Enameled Cast Iron 5.5 Qt. Round French Oven (Turq)	10	\$330.00
Day 22: Dyson Pure Cool Link Purifier	10	\$499.99
Day 23: Kate Spade New York All in Good Taste "Eat Cake for Breakfast" 10" Glass Cake Plate	10	\$35.00
Day 24: Villeroy & Boch Artesano 3-Tier Centerpiece 4-pc. Set	10	\$346.00
Day 25: Vera Wang Wedgwood Love Knots Gold Cake Knife & Server Set	10	\$70.00
Day 26: Noritake Colorwave Graphite 20-Pc. Dinnerware Set, Service for 4	10	\$348.00
Day 27: Noritake Colorwave Graphite Oval Platter, 16"	10	\$100.00
Day 28: Lenox Stony Creek Chip and Dip	10	\$134.00
Day 29: Market Street New York by Corelle Wood Salad Bowl & Market Street New York by Corelle Salad Spoons	10	\$99.98
Day 30: Waterford Lismore Diamond Vase 8"	10	\$225.00
Grand Prize: One (1) of every Daily Entry Period prize (as outlined in this table)	1	\$6,200.82

For All Prizes: The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. 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 Daily Entry Period prize depend on the number of eligible entries received during the applicable Daily Entry Period; odds of winning the Grand Prize depend

on the number of eligible entries received during the entire Sweepstakes Period. Limit: One (1) prize per person. Total ARV of all prizes: \$68,209.02.

7. Release: By receipt of any prize, winners agree to release and hold harmless 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 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 Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy https://customerservice.macys.com/app/answers/detail/a_id/595/macys-and-macys.com-notice-of-privacy-practices.

13. Winner List and Copy of Official Rules: For a copy of these Official Rules or a winner list, visit <http://bit.ly/2trSxwQ> or send a self-addressed, stamped envelope to "Macy's Gift of the Day Giveaway," c/o HelloWorld, Inc., P.O. Box 5029, Department 831784, Kalamazoo, MI 49003-5029. Residents of Vermont may omit return postage. The winner list will be available after winner confirmation is complete.

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