

## WIN WHAT EVERYONE'S TALKING ABOUT SWEEPSTAKES OFFICIAL RULES

**THIS DEVICE HAS NOT BEEN AUTHORIZED AS REQUIRED BY THE RULES OF THE FEDERAL COMMUNICATIONS COMMISSION. THIS DEVICE IS NOT, AND MAY NOT BE, OFFERED FOR SALE OR LEASE, OR SOLD OR LEASED, UNTIL AUTHORIZATION IS OBTAINED.**

**THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE 50 US STATES/DC ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER UNLESS YOU ARE ELIGIBLE AND RESIDE IN AN ELIGIBLE STATE AT THE TIME OF PARTICIPATION.**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE THE CHANCE OF WINNING. VOID WHERE PROHIBITED. MULTIPLE ENTRY DEADLINES APPLY. BY PARTICIPATING IN THE WIN WHAT EVERYONE'S TALKING ABOUT SWEEPSTAKES ("SWEEPSTAKES"), PARTICIPANT AGREES TO BE BOUND BY THESE OFFICIAL RULES, WHICH SHALL BE FINAL IN ALL RESPECTS. USE OF YOUR PERSONAL INFORMATION IS SUBJECT TO THE SAMSUNG TELECOMMUNICATIONS AMERICA, LLC PRIVACY STATEMENT, WHICH IS SUBJECT TO CHANGE AT ANY TIME, LOCATED AT [HTTP://WWW.SAMSUNG.COM/US/COMMON/PRIVACY.HTML](http://www.samsung.com/us/common/privacy.html)**

**1. ELIGIBILITY:** The Sweepstakes is open only to individuals who are legal U.S. residents of the 50 United States and the District of Columbia and who are 18 years of age or older, except as follows: 19 in AL and NE and 21 in MS, at the time of entry. The following persons are not eligible to participate: employees, contractors, directors, and officers of Samsung Telecommunications America, LLC ("Sponsor") and each of their respective parents, subsidiaries and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively "Promotion Parties"), and the immediate family members (spouse, parent, child, sibling, grandparent, and/or "step") of each and those living in their same households (those persons whether related or not who live in the same residence for at least three (3) months during the twelve-month period preceding the start date of the Sweepstakes).

**2. SWEEPSTAKES PERIOD:** MULTIPLE ENTRY DEADLINES APPLY. Sweepstakes begins on or about 3:00 p.m. Eastern Time ("ET") on February 24, 2014 and ends at 11:59:59 p.m. ET on March 20, 2014 ("Sweepstakes Period"). During the Sweepstakes Period, there will be twenty-four (24) "Daily Sweepstakes Drawing Periods", four (4) "Five-Day Sweepstakes Drawing Periods," and one (1) "Grand Prize Drawing" as defined in Section 4 of these Official Rules. The Daily Sweepstakes Drawing Periods and the Five-Day Sweepstakes Drawing Periods are collectively referred to herein as "Drawing Periods." Note that the last Five-Day Drawing Period will end on March 15, 2014 at 11:59:59 p.m. ET, the last Daily Sweepstakes Drawing Period will be on March 19, 2014 and that on March 20, 2014, entrants will only be able to enter the Grand Prize Drawing.

**3. HOW TO ENTER:** Visit [www.samsung.com/us/gs5](http://www.samsung.com/us/gs5) ("Website"), during the Sweepstakes Period, and follow the on-screen instructions to properly complete and submit an online entry. Information requested on the registration form includes, but is not limited to: full first and last name (no initials), confirmation of email address, ten digit telephone number, ZIP Code, and month and year of birth. Entrants understand that by participating they are opting-in to receive email communication from Samsung and may opt out at any time by following the unsubscribe

links in any email communication received. The time clock of the Sweepstakes administrator is the official clock for this Sweepstakes. In the event of an identity dispute regarding an online entrant, entry will be considered made by the registered owner of the email address used for the online entry. Entrants entering online must have a valid email address. An entrant may only register for once for the Promotion. The Entrant will be entered in the active Daily Sweepstakes Drawing Period and all future Daily Sweepstakes Drawing Periods, the active Five-Day Drawing Period and all future Five-Day Drawing Periods and the Grand Prize Drawing. Any form of participation in the Sweepstakes other than described in these Official Rules is void. Multiple entries per person, including multiple entries by the same entrant using different email addresses or multiple identities, will invalidate ALL entries submitted by that entrant for the entire Sweepstakes Period.

**4. DRAWINGS:** Winners will be selected in random drawings from among all eligible entries received during the applicable Drawing Period. To be eligible for a Drawing Period, entries must be received by the end date of that Sweepstakes Period as set forth below. To be eligible for the final, Grand Prize Drawing, entries must be received by 11:59:59 p.m. ET on March 20, 2014. Odds of winning depend upon the total number of eligible entries received for each Drawing Period. One (1) winner will be selected for each Daily Sweepstakes Drawing Period for a total of twenty-four (24) Daily Sweepstakes Drawing Period winners. One (1) winner will be selected for each Five-Day Sweepstakes Drawing Period for a total of four (4) Five-Day Sweepstakes Drawing Period winners. There will be one (1) winner selected for the Grand Prize Drawing. Drawings will occur on or about each scheduled drawing time as detailed below, and will be conducted by an independent judging organization, whose decisions shall be final and binding in all matters relating to this Sweepstakes. Limit one (1) prize per household for the entire Sweepstakes Period.

**Daily Sweepstakes Drawing Periods**

Daily Sweepstakes Drawing Period	Start Date (as of 12:00 a.m. ET that day except for 2/24/14 which starts at 3:00 p.m. ET)	End Date (as of 11:59:59 p.m. ET that day)	Random Drawing Date On or About	Notification Date On or About
1	2/24/2014	2/24/2014	2/25/2014	2/25/2014
2	2/25/2014	2/25/2014	2/26/2014	2/26/2014
3	2/26/2014	2/26/2014	2/27/2014	2/27/2014
4	2/27/2014	2/27/2014	2/28/2014	2/28/2014
5	2/28/2014	2/28/2014	3/3/2014	3/3/2014
6	3/1/2014	3/1/2014	3/3/2014	3/3/2014
7	3/2/2014	3/2/2014	3/3/2014	3/3/2014
8	3/3/2014	3/3/2014	3/4/2014	3/4/2014
9	3/4/2014	3/4/2014	3/5/2014	3/5/2014
10	3/5/2014	3/5/2014	3/6/2014	3/6/2014
11	3/6/2014	3/6/2014	3/7/2014	3/7/2014
12	3/7/2014	3/7/2014	3/10/2014	3/10/2014
13	3/8/2014	3/8/2014	3/10/2014	3/10/2014
14	3/9/2014	3/9/2014	3/10/2014	3/10/2014
15	3/10/2014	3/10/2014	3/11/2014	3/11/2014

16	3/11/2014	3/11/2014	3/12/2014	3/12/2014
17	3/12/2014	3/12/2014	3/13/2014	3/13/2014
18	3/13/2014	3/13/2014	3/14/2014	3/14/2014
19	3/14/2014	3/14/2014	3/17/2014	3/17/2014
20	3/15/2014	3/15/2014	3/17/2014	3/17/2014
21	3/16/2014	3/16/2014	3/17/2014	3/17/2014
22	3/17/2014	3/17/2014	3/18/2014	3/18/2014
23	3/18/2014	3/18/2014	3/19/2014	3/19/2014
24	3/19/2014	3/19/2014	3/20/2014	3/20/2014

**Five-Day Sweepstakes Drawing Periods**

Five-Day Sweepstakes Drawing Period	Start Date (as of 12:00 A.M. E.T. that day except for 2/24/14 which starts at 3:00 p.m. ET)	End Date (as of 11:59:59 P.M. E.T. that day)	Random Drawing Date On or About	Notification Date On or About
1	2/24/2014	2/28/2014	3/3/2014	3/3/2014
2	3/1/2014	3/5/2014	3/6/2014	3/6/2014
3	3/6/2014	3/10/2014	3/11/2014	3/11/2014
4	3/11/2014	3/15/2014	3/17/2014	3/17/2014

On March 20, 2014, entrants will not be able to enter a Daily Sweepstakes Drawing Period or a Five-Day Sweepstakes Drawing Period, only the Grand Prize Drawing.

The Grand Prize Drawing will occur on or about March 21, 2014. All eligible entries into the Sweepstakes will be included in the Grand Prize Drawing.

**5. PRIZE DETAILS:**

**Daily Prizes:** Twenty-four (24) “Daily Prizes” will be awarded, one (1) for each Daily Sweepstakes Drawing Period. Each Daily Prize will be a Samsung Galaxy S® 5 Device. Approximate Retail Value (“ARV”) of each Daily Prize is \$700\*. Total ARV of all Daily Prizes is \$16,800\*.

**Five-Day Prizes:** Four (4) “Five-Day Prizes” will be awarded, one (1) for each Five-Day Sweepstakes Drawing Period. Each Five-Day Prize will consist of one (1) Samsung Galaxy S® 5 Device, one (1) Galaxy Note Pro 12.2, and one (1) 55” LED 9000 Series 4k Ultra HD Smart TV. ARV of each Five-Day Prize is \$4,550\*. Total ARV of all Five-Day Prizes is \$17,999.96\*.

**Grand Prize:** One (1) Grand Prize will be awarded. The Grand Prize will consist of two (2) Samsung Galaxy S® 5 Devices, two (2) Galaxy Note Pro 12.2s, two (2) Galaxy Gears, one (1) 65” LED 9000 Series 4k Ultra HD Smart TV, one (1) Smart 3D Blu-Ray Player with UHD 4k Upscaling, one (1) HW-F850 2.1 Channel Sound Bar, and (1) HomeSync. ARV of the Grand Prize is: \$9,719.96\*. In lieu of awarding the items above, the Sponsor may award a cash prize of \$9,719.96 or any combination of cash and items.

Total ARV of all available prizes is \$44,519.92.

**\*The mobile device pricing is approximate and subject to change based on retail pricing set by Sponsor and carrier partners once the mobile device is available for purchase. Any difference between the stated value and actual value once the mobile device becomes available at retail will not be awarded.**

The Daily Prizes, Five-Day Prizes, and the Grand Prize consist of the device(s) only and do not include any wireless plan or service.

**6. LIMITATIONS OF LIABILITY:** No liability or responsibility is assumed by Sponsor and/or Promotion Parties resulting from entrant's participation in or attempt to participate in the Sweepstakes or ability or inability to upload or download any information in connection with the Sweepstakes. No responsibility or liability is assumed by the Sponsor and Promotion Parties for technical problems, equipment costs, internet/cellular telephone access or technical malfunction arising in connection with any of the following occurrences whether caused by Sponsor, users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of submissions which may limit an entrant's ability to participate in the Sweepstakes and/or which may affect the operation of the Sweepstakes: Hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic or Internet connectivity or other online or network communication problems; errors or limitations of any Internet providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any online transmissions to be sent or received; lost, late, delayed or intercepted or incomplete transmissions; inaccessibility of the Website in whole or in part for any reason; traffic congestion on the Internet or Website; unauthorized human or non-human intervention of the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, fraud, theft, virus, bugs, or worms; or destruction of any aspect of the Sweepstakes, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Sweepstakes. Sponsor is not responsible for any typographical errors in the announcement of prizes or these Official Rules, technical or any inaccurate or incorrect data contained on the Website. Use of Website is at user's own risk. Sponsor and Promotion Parties are not responsible for any personal injury or property damage or losses of any kind, which may be sustained, to users or any other person's computer and/or telephone equipment resulting from participation in the Sweepstakes.

THE SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF TEXAS, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE COUNTY OF DALLAS, TEXAS. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN TEXAS. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN DALLAS COUNTY, TEXAS. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ANY DEMAND FOR ARBITRATION

MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION ACCRUED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

**7. WINNER NOTIFICATION:** Potential winners will notified by telephone, mail and/or email. Potential winners may also be announced daily on the Website. Notwithstanding the Website announcement, potential winners will not be official winners until their eligibility has been verified and any requested prize-related documents have been signed and returned. Sponsor is not responsible for any change in entrant's mailing address, email, and/or telephone number. Once potential winner confirmation is received by Sponsor, the potential prize winner may be sent an Affidavit of Eligibility and Liability/Publicity Release to be signed and returned within the number of days indicated on the Affidavit. If attempted notification is returned as undeliverable, if any required documents are not returned within the required number of days, if winner cannot be verified or found, if the winner is not an eligible entrant under these Official Rules, or if winner is otherwise unable to accept the prize as stated, prize will be forfeited and may be awarded to an alternate winner. Allow 10 – 12 weeks from the end of the Sweepstakes Period for verification of winners and shipment of Sweepstakes prizes.

**8. RELEASE OF LIABILITY:** By participating in the Sweepstakes, entrants release Sponsor and Promotion Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Sweepstakes. By accepting a prize, winner (a) agrees that the Sponsor and Promotion Parties will have no liability whatsoever for, and shall be held harmless by winner against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Sweepstakes; from acceptance, possession, misuse or use of prize and (b) grants (and agrees to confirm grant in writing promptly upon request) to Sponsor and those acting under Sponsor's authority, the right to the use of his/her name, photograph, likeness, voice, image, statements and biographical information, at any time or times, for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, in perpetuity, including the World Wide Web without review, notification or approval, and additional compensation, unless prohibited by law. Sponsor is not liable in the event that any portion of the Sweepstakes or prize is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond its control (a "Force Majeure Event").

**9. GENERAL CONDITIONS:** Each winner is solely responsible for any and all taxes and related expenses on the prize, and may receive an IRS Form 1099 for the actual retail value of the prize. No cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. No transfer of prize is permitted. Unclaimed prize(s) will not be awarded. If the prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible or who tampers with the entry process, and to cancel, modify or terminate the Sweepstakes. In the event of cancellation, Sponsor may, at its sole discretion, randomly award the prize from among all eligible, non-suspect entries received prior to cancellation. In the event of a dispute as to the identity of a winner based on an email address, the winning entry will be declared made by the authorized account holder of the email address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider or other organization (e.g., business, educational

institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

**LEGAL WARNING:** ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEBSITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES OR ANY OTHER FRAUDULENT ACTIVITY IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVE THE RIGHT TO SEEK DAMAGES AND DILGENTLY PURSUE ALL REMEDIES AT LAW OR IN EQUITY AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

**10. WINNERS LIST:** To obtain a list of winners, please send a self-addressed stamped business-size envelope to: Win What Everyone's Talking About Sweepstakes Winners List Request, Prize Logic, LLC, P.O. Box 251328, West Bloomfield, MI 48325. All requests must be received no later than April 30, 2014.

**11. SPONSOR:** Samsung Telecommunications America, LLC. 1301 E. Lookout Drive, Richardson, Texas, 75082.

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