

**Pointe Hilton Squaw Peak and *Phoenix Bride and Groom*
Palacio Wedding Giveaway**

Official Rules

NO PURCHASE NECESSARY. PURCHASE WILL NOT IMPROVE CHANCES OF WINNING.

ELIGIBILITY: The Pointe Hilton Squaw Peak and Phoenix Bride and Groom Palacio Wedding Giveaway (“Contest”) begins on January 1, 2012 and ends on March 23, 2012 (“Promotion Period”). The Contest is open to all engaged couples 18 years or older living in the state of Arizona who will be legally married between June 1, 2012 and September 30, 2012. Void where prohibited. Employees of Pointe Hilton Resorts (“Sponsor”), and its respective parent companies, subsidiaries, affiliates, advertising agencies, public relations agencies, prize suppliers, including any vendors providing services in connection with this Contest, including Phoenix Bride and Groom Magazine (collectively, the “Sponsor Affiliates”), and employees, agents, directors, officers (including members of their immediate family – i.e., spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren – or same household) of Sponsor or any Sponsor Affiliates are not eligible to participate.

TO ENTER:

Go to www.squawpeakhilton.com/weddings, click on the Contest banner and follow the on-screen instructions to enter.

Submit a video of no longer than three minutes telling us the story of your engagement or how you met and why you would be an exceptional candidate to receive the grand prize. Videos may be submitted digitally via YouSendIt.com to phxsp.palacio.wedding@hilton.com or mailed on a DVD to: Events and Catering at Pointe Hilton Squaw Peak, 7677 North 16th Street, Phoenix Arizona 85020. In the email or mailing please include both of your full names, address and the telephone number where you can be reached between 8am and 5pm. All mailed entries must be received on or before March 5, 2012.

ENTRY CONTENT GUIDELINES:

- If any photo or video is taken, in whole or in part, by an individual other than the entrant, entrant represents and warrants that s/he has permission from such individual to submit the photo(s) as part of his/her entry.
- All submissions must be original, composed entirely by entrant, and must not infringe the copyright, trademark, privacy, publicity, or other personal or proprietary rights of any person or entity.
- If any person other than the entrant is depicted or described in any essay or photo, the entrant is responsible for obtaining any necessary permission for use of each such person’s name or likeness.
- Entry must not have been previously published, released or distributed in any form;
- Entry must not have won any award.
- Entries that are lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, obscene, not in keeping with Sponsor’s image or entries that otherwise contain inappropriate content or objectionable material as determined by Sponsor in its sole discretion will be disqualified.

GENERAL ENTRY CONDITIONS: Limit one (1) entry per couple and per email address. Entries will not be acknowledged or returned. In the event of a dispute over the identity of an entrant, entry will be deemed submitted by the authorized account holder of the e-mail account listed in the entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. All entries must be received by the end of the Promotional Period. Proof of transmission is not proof of receipt. Sponsor's computer is the official timekeeping device for the Contest. Entries must not transmit anything that contains viruses or anything else that is harmful to any computer. No responsibility is assumed for late or misdirected entries, or any failure or unavailability of hardware, software, electronic communications, or Internet uploading or other connections. Sponsor is not responsible for any changes or effects caused to your computer system or video equipment as a result of submitting an entry.

GRANT OF RIGHTS: Sponsor and its designees shall have the unrestricted and non-exclusive right to edit, adapt, publish, copy, display, perform, broadcast, modify, and otherwise use any or all entry materials, alone or in combination with other material including but not limited to videos and photos in any and all media, whether now known or later discovered, in perpetuity, without restriction of any kind whatsoever, without further compensation to the entrant or anyone else. Without limiting the foregoing, entries may be posted on the Page for public viewing and voting in the Contest. Sponsor reserves the right to review any entry prior to any such posting, to remove any entry at any time after posting, and to remove any incidental material that could be deemed infringing where doing so would not materially alter the entry and where the entrant otherwise clearly intended to comply with these Official Rules, as determined by Sponsor. No guarantee is made that any particular entry will or will not be posted or as to the length of time between submission and posting. Sponsor reserves the right, in its absolute discretion, to determine if any particular entry is appropriate for posting. All entries that are uploaded and made available for viewing by the general public will be deemed posted at the direction of the entrant within the meaning of the Digital Millennium Copyright Act and the Communications Decency Act. Entry constitutes permission for Sponsor and its designees to use entrant's name, biographical information, photo and/or likeness in any and all media, now or hereafter devised, worldwide, in perpetuity, for internal, advertising, Contestal and other purposes without additional compensation, notification or permission, unless prohibited by law. All entrants assign all rights in entry to Sponsor without additional compensation.

PRIZE DRAWING: Potential winner(s) will be selected by the weddings and events management team at Pointe Hilton Squaw Peak and posted on Facebook for public voting on noon on March 19, 2012. Entries will be judged on creativity, romance and how deserving the couple is.

Five selected finalist videos will be posted on The Pointe Hilton Squaw Peak Facebook page at noon on March 19, 2012 where followers will have the chance to vote for their favorite. By Noon on March 23, 2012 the video with the most "likes" will be chosen as the winner. Limit one prize per couple (including, if applicable, household, email and/or phone number).

PRIZES: The following prizes, in the quantities noted and having the listed approximate retail value ("ARV"), will be awarded. The total ARV of all prizes is \$13,205

1. *Grand Prize* (1): A complete wedding ceremony and reception package for up to 100 guests at Palacio at Pointe Hilton Squaw Peak. The Emerald wedding and ceremony package from Pointe Hilton Squaw Peak includes, white garden style chairs, white aisle runner, sound system with microphone, wedding arch, outdoor setting for the ceremony, water station, and tables for the ceremony, use of Palacio wedding venue, three butler-passed hors d'oeuvres, one hour hosted resort brand bar, plated meal for 100 guests, champagne/sparkling cider toast, bridal party seating, guest seating and tables for the reception as well as bridal changing rooms and one night in upgraded suite with congratulatory amenity for bride and groom. (ARV: \$2,745). In addition, the winning couple will receive five hours of wedding photography with one photographer from Sierra Blanco Photography (ARV: \$2,200). 75 wedding invitations from The Event Essentials (ARV: \$375). Cake for 100 people from Honey Moon Sweets (ARV: \$500). The "Simple Package" of flowers and decoration from Simply Elegant Event & Wedding Design (ARV: \$4,500). "As You Wish Presentation" from Princess Bride videographer (ARV: \$1,990). Groom tuxedo rental from Mr. Formal (\$120). Four hours of music by Ray the DJ (ARV: \$975)

Grand prize winner may also choose to have their rehearsal dinner at Rico's American Grill or Hole-In-The-Wall at Pointe Hilton Squaw Peak with a waived space rental fee (ARV: \$400) and a hosted red and white wine service thought the two-hour dinner (ARV: \$840). Winner will be responsible for tax and gratuity for the rehearsal dinner.

2. *First runner up* (1): A sit-down three-course plated rehearsal dinner for u to 40 people at Rico's America Grill in the Arizona Room private dining space or in Rico's Backyard Patio, including house décor, sandalwood linens, rocked bottom candle centerpieces and a champagne toast (ARV: \$2,200). Winner will be responsible for tax and gratuity.

3. *Second runner up* (1): One night stay in a Grand Suite at Pointe Hilton Squaw Peak (based on availability) and dinner for two at Rico's with a bottle of champagne (ARV: \$690). Winner will be responsible for tax and gratuity.

Prizes are awarded "AS IS." Neither Sponsor nor Sponsor Affiliates may offer any warranty or guarantee, either express or implied (including, without limitation, quality, merchantability and fitness for a particular purpose) in connection with this Contest or any prize. Prize details and availability are subject to change, in which case a prize of equal value may be substituted at Sponsor's sole discretion. Prizes consist only of the items listed, are non-transferable, with no cash redemption or substitution except at Sponsor's sole discretion. Federal, state, or local taxes on prizes, if any and any other costs, fees or expenses not listed above are the sole responsibility of each winner. Grand prize is valid for weddings hosted at Palacio at Pointe Hilton Squaw Peak between June 1, 2012 and September 30, 2012 excluding Fourth of July and Labor Day holiday weekends.

NOTIFICATION: Winner(s) will be notified by available phone number or mail/email address, as determined solely by Sponsor. To claim the Grand Prize, Sponsor may require winner(s) to complete, sign, and return Affidavit of Eligibility/Liability Release/Publicity Release forms, and other applicable documents, which may require a social security number, postmarked within ten (10) days of the date on the notification. At Sponsor's discretion, winners may be required to produce picture or some other form of proper identification to claim any prize. Sponsor reserves the right to substitute any prize with prize of equal or greater value. If a potential winner cannot be contacted, fails to timely claim the prize, is disqualified, fails to timely execute and return any

required forms, or if the prize notification is returned as undeliverable, the first runner up will become the Grand Prize winner.

PRIVACY: Any information you submit is subject to Sponsor's privacy policy posted at http://www1.hilton.com/en_US/hi/customersupport/privacy-policy.do.

NO LIABILITY & INDEMNIFICATION: Sponsor and Sponsor Affiliates are not responsible for and entrants release each from any failures of any kind (whether caused by computer, technical, or human error) which may either limit the entrant's ability to submit an entry, claim a prize, or otherwise participate in this Contest, or Sponsor's ability to include all eligible entries, conduct random drawings, notify potential winners, or otherwise execute this Contest in the manner intended. Entrants further release and agree to indemnify Sponsor and Sponsor Affiliates from any and all liability, claims or actions of any kind whatsoever arising from injuries, damages, or losses to persons or property which may be sustained in connection with this Contest including, but not limited to: (a) the receipt, ownership or use of any prize awarded; (b) any travel or prize-related activity; (c) any typographical or other error in these Official Rules or any other materials disseminated by Sponsor; and (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with any equipment, systems, networks, lines, satellites, servers, computers, or providers used by an entrant or Sponsor.

Facebook: By participating, you release Facebook and its parent companies, subsidiaries, affiliates, partners, employees, directors, agents, advertising agencies, from any and against any and all injury, loss or damage caused or claimed to be caused by your participation in the Contest and/or the acceptance, awarding, receipt, use and/or misuse of the prize. Any information you submit online is to the Sponsor, not to Facebook. **This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.**

OTHER TERMS: Decisions of Sponsor on all matters related to the Contest are final. Sponsor reserves the right to cancel or modify the Contest for any reason, including but not limited to, if fraud, misconduct or technical failures destroy the integrity of the Contest, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the Contest as determined by Sponsor, in its sole discretion. Sponsor reserves the right to disqualify or prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation or with any provision in these Official Rules.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL & CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND/OR SEEK DAMAGES FROM ANY INDIVIDUAL MAKING ANY SUCH ATTEMPTS TO THE FULL EXTENT PERMITTED BY LAW.

WINNER LIST: To obtain a list of winners (available after March 31, 2012), send a self-addressed, stamped envelope to: Catering Department at Pointe Hilton Squaw Peak 7677 North 16th Street. Phoenix AZ, 85020 Requests must be received by December 31, 2012.

SPONSOR: Pointe Hilton Squaw Peak 7677 North 16th Street. Phoenix AZ, 85020