

OFFICIAL RULES

Void outside the 50 United States, District of Columbia and where prohibited. Must be at least 21 years of age and a legal resident of, and located within, one of the 50 United States, or the District of Columbia, to win. By participating, you agree to be bound by these Official Rules and the decisions of the Sponsor ("*Flower* magazine"), which are binding and final in all matters relating to this sweepstakes.

NO PURCHASE NECESSARY TO ENTER OR WIN

TIMING: *Flower* 2018 Reader Survey ("Sweepstakes") begins at 12:00 a.m. Central Time ("CT") on 2/24/18 and ends at 11:59 p.m. CT on 4/30/18 ("Sweepstakes Period").

HOW TO ENTER: During the Sweepstakes Period, visit www.flowermag.com/readersurvey and follow the instructions provided to submit a completed online entry form to receive one (1) entry. There is no cost to register or enter.

ELIGIBILITY: This Sweepstakes is open to legal residents of the 50 United States and the District of Columbia, 21 years of age or older. Employees of *Flower*, and their immediate family members (regardless of where they reside) or household members, whether or not related, are not eligible to enter or win. "Immediate family members" shall mean spouses, parents, step-parents, children, step-children, siblings, step-siblings, and their respective spouses. "Household members" shall mean people who share the same residence.

WINNER SELECTION/DRAWING: Winner will be selected 5/1/18, Sponsor will conduct a random drawing among all eligible entries received throughout the Sweepstakes Period to select one (1) potential winner.

WINNER NOTIFICATION: Potential winner will be notified via email. If Sponsor is unable to contact potential winner or potential winner is not in compliance with these Official Rules, prize will be forfeited and an alternate winner may be selected.

PRIZE: American Express gift card for \$100 and various related products with a value of \$400 for a total prize value of \$500. Winner may not substitute, assign or transfer prize or redeem prize for cash but Sponsor reserves the right, at its sole discretion, to substitute prize (or portion thereof) with one of comparable or greater value. Winner is responsible for all applicable federal, state and local taxes, if any. The awarding of any prize (or portion thereof) is contingent upon full compliance with these Official Rules.

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 of Birmingham Alabama or the appropriate State Court located in Alabama (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) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental or consequential damages including attorney's fees or any other damages, other than for entrant's actual

out-of-pocket expenses (i.e., costs associated with participating in this Sweepstakes), and entrant further waives all rights to have damages multiplied or increased.

RELEASE: By receipt of the prize, winner agrees 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.

WINNER'S NAME: For the name of the winner, available on or after 5/1/17, send a separate, self-addressed, stamped envelope to *Flower*, 2018 Reader Survey, PO Box 530645, Birmingham, AL 35253.