

CEDARS-SINAI PATIENT ADVISORY PANEL SWEEPSTAKES RULES & REGULATIONS, 2015-2018

- 1. SWEEPSTAKES PERIOD:** The **Cedars-Sinai Patient Advisory Panel Sweepstakes** (the “**Sweepstakes**”) starts on July 1, 2015 at 12:00 a.m. Pacific Time and closes on June 30, 2016 at 11:59 p.m. Pacific Time (the “**Sweepstakes Period**”). The Sweepstakes is sponsored by Cedars-Sinai Medical Center (“**Cedars-Sinai**”) and administered by Vision Critical Communications, Inc. (“**VCCI**”). VCCI is solely responsible for the delivery of any Prizes to the winners.
- 2. ELIGIBILITY:** The Sweepstakes is open to all registered members of the Cedars-Sinai Patient Advisory Panel (“**Entrants**”). All Entrants must be individuals legally residing in the United States, who are 18 years of age or older (except residents of Alabama and Nebraska who must be 19 years of age or older) at the time of entry. VCCI reserves the right to require proof of residence prior to awarding any prize.
- 3. PRIZES:** The term “Prizes” shall refer to the cash prizes described in this Section 3. There will be monthly participation draws (the “**Monthly Draw**”) during the Sweepstakes Period. Each Monthly Draw will consist of three (3) cash Prizes of \$100.00 each for an aggregate of \$300.00 in Prizes to be given away each month during the Sweepstakes Period. There will also be up to two additional special draws (the “**Special Draw**”) during the Sweepstakes Period. Each Special Draw will consist of three (3) cash Prizes of \$100.00 each for an aggregate of \$300.00 in Prizes to be given away for each Special Draw. Finally, there will be one final draw (the “**Final Draw**”) in which each Entrant who completes the profile survey between July 1, 2015 and December 31, 2015 and also confirms his/her membership will be entered into a random draw consisting of three (3) cash Prizes of \$200.00 each for an aggregate of \$600.00 in Prizes to be given away for the Final Draw. The Final Draw will take place within ten days of the end of the entry period. Cash prizes shall be awarded in accordance with the fulfillment options provided by VCCI (which may include direct secure online bank deposit, virtual VISA card, and/or other fulfillment options, and are subject to changes in availability). VCCI will directly contact selected entrants eligible to receive a prize and request completion of a Winner Notification Form. Subject to completion of the Winner Notification requirements within the time period provided, such selected entrant(s) will be declared winner(s) and VCCI will process and fulfill prizes as redeemed by such winner(s). Prizes are subject to restrictions and expiration dates may apply. All prizes will be awarded if the number of eligible entries received equals or exceeds the number of prizes. Prizes may not be transferred, assigned, or substituted, except in Sponsor’s sole discretion. All Prizes shall be awarded in U.S. dollars.
- 4. HOW TO PARTICIPATE:** The Sweepstakes is offered electronically via the Internet. All Entrants who are registered members of the Cedars-Sinai Patient Advisory Panel may enter the Contest by following the link in the Entrant’s invitation to the Cedars-Sinai Patient Advisory Panel website during the Sweepstakes Period and completing the study online. These Entrants will receive one entry for every study completed each month. Completion of the study is not required to enter the Sweepstakes; Entrants may enter the Sweepstakes by using the alternate means of Sweepstakes entry set out in Section 6 hereof. The answers to the study will have no effect on an Entrant’s ability to participate or win.
- 5. NO PURCHASE, PAYMENT OR ACTION OF ANY KIND IS NECESSARY TO ENTER OR WIN THE SWEEPSTAKES.**

6. **ALTERNATE MEANS OF ENTRY:** Entrants may receive one (1) entry by legibly printing the Entrant's name, street address, city, state, zip code, telephone number and complete email address on a piece of paper and mailing it to Vision Critical Communications Inc., Attention: Incentives Team, Cedars-Sinai Patient Advisory Panel Sweepstakes, 200 Granville Street, MZ, Vancouver, BC, V6C 1S4, Canada. All entries will become the exclusive property of VCCI and will not be acknowledged or returned.
7. **SWEEPSTAKES DRAWS:** Draws will be held in Vancouver, British Columbia, Canada on or around the first of the month (each, a "**Draw Date**"). Winners will be determined by random drawing from all eligible entries received by VCCI.
8. **NUMBER OF ENTRIES; ODDS OF WINNING:** Cedars-Sinai currently anticipates that up to 5,000 Entrants could enter the Sweepstakes each month; therefore, the odds of winning a Prize could be 3:5,000, although the odds of winning depend upon the number of eligible entries received. The odds of winning are the same for all Entrants regardless of whether an Entrant entered the Sweepstakes online or through the alternate means of entry described in Section 6 hereof.
9. **PRIZE AWARDING:** Prizes will be awarded only on verification by VCCI that all Contest requirements have been met by the winners. Each Prize must be accepted as awarded and no substitution, transfer, conversion or assignment of Prizes will be allowed, unless VCCI, at its discretion, substitutes a Prize of comparable or greater value. VCCI will not enter into any correspondence with Entrants other than with the selected Entrants at the email addresses set forth in VCCI's systems or on the selected Entrants' mail-in entries. VCCI will notify each winner by email within about fifteen (15) days of the relevant Draw Date. Winners will have seven (7) business days from notification to accept the Prize by email, and will be instructed whom to contact at that time. VCCI is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify the winner. If a selected Entrant cannot be contacted or fails to respond within the allotted time VCCI reserves the right to void that entry and select another eligible Entrant for that Prize (and in the event that the subsequent selected Entrant cannot be contacted or fails to respond, a further Entrant will be selected, until a winner is determined, provided further that in the event that a winner is not determined after attempts have been made to contact three (3) Entrants, VCCI may elect not to conduct any further redraws and not award such Prize). The selected Entrants may be required to complete, and return to VCCI a web-based Winner Notification Survey within seven (7) business days of receipt. If a selected Entrant(s) fails to complete and return the Web-based Winner Notification Survey to VCCI within seven (7) business days, VCCI reserves the right to void that entry and select another eligible Entrant for that Prize. By completing and returning the web-based Winner Notification Survey, the Entrant: (i) confirms compliance with these Sweepstakes Rules and Regulations; (ii) releases and forever discharges Cedars-Sinai, VCCI and their respective its affiliates and subsidiaries and its advertising and promotional agencies from all claims, demands, damages, actions and causes of action arising or to arise by reason of the acceptance or use of the Prize; and (iii) gives permission to Cedars-Sinai and VCCI, at their option, to publish or otherwise use the Entrant's name, address, photograph, voice and comments, without compensation, in any publicity carried out by Cedars-Sinai, VCCI or their advertising agencies.
10. **SWEEPSTAKES GENERAL RULES:** By entering the Sweepstakes, Entrants agree to abide by these Sweepstakes Rules and Regulations and the decisions of VCCI, which are final. VOID WHERE PROHIBITED BY LAW. The laws of California shall govern these Sweepstakes. Entrants consent to the state and/or federal courts venued in Los Angeles County, California for any action arising out of this Agreement. VCCI management is the final judge on any decisions that are made regarding the promotion. Winners need not be present when drawing for prizes. VCCI reserves the right to change, cancel, shorten or extend the promotion at any time without notice.

11. **WINNERS LIST:** To obtain a copy of the winner list or a copy of the Sweepstakes Rules and Regulations, send your request to: Vision Critical Communications Inc., Cedars-Sinai Patient Advisory Panel Sweepstakes Winners List, 200 Granville Street, Mezzanine, Vancouver, BC, V6C 1S4 Canada. Requests must be received no later than six months after Prizes are awarded and must enclose a self-addressed stamped envelope. VCCI will keep detailed records of the Sweepstakes for at least two (2) years after all Prizes are awarded.
12. **DISQUALIFICATION:** Neither Cedars-Sinai nor VCCI is responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic. Persons found tampering with or abusing any aspect of the Sweepstakes or the operation of the Cedars-Sinai Patient Advisory Panel website or any other VCCI-hosted website, as determined by VCCI in its sole discretion, will be disqualified. If disqualified for any of the above abuses, VCCI reserves the right to terminate the Entrant's eligibility to participate in the Sweepstakes. In the event any portion of the Sweepstakes is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of Cedars-Sinai or VCCI, which in the sole opinion of VCCI, corrupts or impairs the administration, security, fairness or proper entry into the Sweepstakes, VCCI reserves the right, in its sole discretion, to suspend or terminate the Sweepstakes.
13. **DATA PROTECTION NOTICE:** Entrants' personal information is protected by Cedars-Sinai's Privacy Policy, which is available at <http://www.cedars-sinai.edu/Privacy-Policy.aspx>.
14. **TAX INFORMATION:** Liability for any applicable taxes imposed by any government, if any, on any Prize won in the Sweepstakes is the sole responsibility of the winner of such Prize.