

DEAN GUITARS 50 DAYS OF MAYHEM SWEEPSTAKES OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. The "DEAN Guitars 50 Days of Mayhem Sweepstakes" (the "Sweepstakes") begins at 12:00 a.m., Eastern Time ("ET") October 19th, 2018 and ends at 11:59 p.m. ET on December 24, 2018, ("Sweepstakes Period"). Sweepstakes is sponsored by DEAN Guitars, 4924 W. Waters Ave., Tampa FL, 33634 ("Sponsor").

ELIGIBILITY: The Sweepstakes is open to legal residents of the 50 United States and D.C. who are 13 years of age or older on the day of participation. Eligible minors' legal guardians unconditionally accept and agree to comply with and abide by these Official Rules and the decisions of Sponsor, which shall be final and binding with respect to all aspects of the Sweepstakes.

Employees, officers, and directors of the Sponsor, affiliated companies, subsidiaries, retailers, distributors and advertising and promotion agencies, including those of Armadillo Enterprises and any other entities directly associated with this Sweepstakes (together the "Released Parties") are also not eligible to participate. All federal, state, and local laws and regulations apply. **Void where prohibited.**

HOW TO ENTER: 1.) Get a Sweepstakes Entry with Purchase: During the Sweepstakes Period eligible participants are invited to enter the Sweepstakes by making a qualifying purchase of DEAN Guitars branded apparel and/or wearable accessories online from deanguitars.com totaling the amount of \$19 USD. Subsequently, eligible participants must post a photo or video showing themselves wearing their DEAN Guitars branded apparel and/or wearable accessories on their Instagram or Twitter page. Participants must also follow @deanguitars on the relevant social media page where they have posted their picture or video, mention @deanguitars in their post, and include the promotion hashtag #getyourwings.

There are two (2) methods of social media entry which are: (1) via Instagram (2) via Twitter. Entrants must have an active and non-private Instagram and/or Twitter account. They can sign up for a free account at www.instagram.com or at www.twitter.com. Each participant will receive one (1) Sweepstakes entry for each unique post. There is no limit to the amount of unique posts a participant can generate during the Sweepstakes Period; however, they must not post the same content. The re-posting of the photo or video will not generate an additional Sweepstakes entry. All entries should adhere to the Instagram or Twitter Guidelines and their Terms of Service that are posted on their websites. Any failure to comply with these terms may result in automatic disqualification from the Sweepstakes. By submitting an entry each entrant consents to receive from the Sponsor a comment on their post or a direct message notifying such entrant that he/she is a potential prize winner. Entrants will be required to have a public Instagram or Twitter account in order to accept an eligible entry. Entries posted by a private Instagram or Twitter account will not be recognized. Any entrant found to be using multiple

accounts to enter the Sweepstakes may be disqualified. In addition, entrants must enter the Sweepstakes using a personally-registered Instagram or Twitter account. Any entrant found to be using the account of a group, company, or other association, may be disqualified.

2.) Get A Sweepstakes Entry Without A Purchase. An alternate method of entry may be requested by mailing a legibly handwritten, white, 4 ½" x 9 1/2" stamped envelope with sufficient postage and a return address, including first and last name, street address, city, state and ZIP code to: DEAN Guitars 50 Days of Mayhem Sweepstakes Entry Request, 4924 W. Waters Ave., Tampa FL, 33634 containing a 100 word, hand-written essay detailing what you love about DEAN Guitars.

Each unique entrant will receive one (1) entry into the Sweepstakes indicated on your entry card and envelope. Limit: one (1) entry per person. All mail-in entries must be handwritten, become the exclusive property of Sponsors, and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsors. Sponsors are not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified. All **mail-in requests, including both essay and stamped envelope, must be handwritten and postmarked no sooner than November 1st, 2018, and no later than Dec. 24th, 2018, and received by Sponsor no later than December 31st, 2018.**

Requests that are sent in any other size envelope, that utilize address labels or stickers (for any address), that are photocopied, hand-stamped, computer-generated or otherwise mechanically or digitally produced or reproduced or that otherwise fail to comply with these Official Rules, will NOT be honored, acknowledged or returned, and the persons submitting such requests will forfeit any corresponding postage and unused envelopes.

ADDITIONAL ENTRY REQUIREMENTS/RESTRICTIONS: Each entry is required to include the promotional hashtag #getyourwings and mention of @deanguitars to enter and to be eligible to win. Incomplete entries will be disqualified. In order to be eligible, entries must actually be received by Sponsor during the Sweepstakes Period. Entries received before the start of the Sweepstakes Period or after the end of the Sweepstakes Period will be discarded and deemed VOID. For purposes of this Sweepstakes, an entry is "received" when the Website's servers record the post information. Those who do not follow all of the instructions or do not abide by these Official Rules or other instructions of Sponsor will be disqualified. Entrants agree that their entry becomes the property of Sponsor and that the Sponsor may use the content of the Submission for any proper purpose, including, without limitation, for Sponsor's advertising/ promotional purposes. Any personally identifiable information collected during an entrant's participation in this Sweepstakes will be collected by Sponsor and used by Sponsor, its respective affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules. By participating in this Sweepstakes, entrants agree to be bound by these Official Rules.

SUBMISSION REQUIREMENTS: Any photos and videos posted on Instagram and/or Twitter must comply with Instagram and/or Twitter's technical requirements. In addition, all content must: (a) be the exclusive original work of the entrant; (b) be in keeping with the Sponsor's image, (c) not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon the rights of any person or entity, including but not limited to copyright, trademark, privacy or publicity, including music (d) not contain any

commercial/corporate advertising, including but not limited to corporate logos, brand names, and slogans, other than the Sponsors', in a manner that could be deemed infringing; (e) not depict any conduct or content that is unsafe, immoral, obscene or otherwise inappropriate as determined by Sponsor in its sole and absolute discretion; and (f) not have been submitted in any other Sweepstakes or won any prize. Each entrant further represents and warrants that he/she has obtained permission from any and all recognizable persons other than the entrant depicted in a submitted photo and agrees, upon request, to furnish written proof of such permission. Failure to meet any of the requirements above, or to otherwise comply with these Official Rules, may result in disqualification. Sponsor reserves the right to delete or blur any inappropriate content from a submission without disqualifying the entry where, in Sponsor's determination, such change does not materially alter the submission and the entrant has otherwise attempted in good faith to comply with these Official Rules.

Entrant's Warranty and Authorization to Sponsor: By entering, you warrant and represent that your photo and/or video submission has been created by you as an original work, and all required third-party releases, including any music (if any) have been obtained in writing and that you consent to the submission and to its posting on the Internet (including but not limited to Sponsor's websites and the Sponsor's Facebook, Instagram and/or Twitter pages) in connection with the Sweepstakes. Sponsor may post or not post any submission online or in any other form of communication in its discretion.

Entries that do not conform to the Submission Requirements contained in these Official Rules will be disqualified. Sponsor reserves the right to reject or disqualify any entry which Sponsor, in its sole and absolute discretion, determines to be inconsistent with the letter or spirit of the Official Rules or potentially damaging to its, the Sweepstakes, or another's image or reputation.

WINNER DETERMINATION AND NOTIFICATION: The potential winner for the Sweepstakes will be selected in an electronic random prize drawing from among all eligible entries received within the Sweepstakes Period. The potential winner will be contacted via social media on or within two (2) days of December 31st, 2018, and they will be required to claim the prize within five (5) days of the date of prize notification, or said potential winner will be disqualified, forfeits the prize, and an alternate winner may be selected. The odds of winning will depend on the number of eligible entries received during the Sweepstakes Period.

PRIZE: One (1) winner (the "Grand Prize Winner") will receive a DEAN USA Split Tail Guitar. Approximate Retail Value (ARV) of the prize package is \$4,200 USD.

PRIZE CONDITIONS: If a prize or prize notification is returned as unclaimed or undeliverable to a potential winner, if potential winner cannot be reached within five (5) calendar days from the first notification attempt, or if potential winner fails to return requisite documents within the specified time period, or if a potential winner is not in compliance with these Official Rules, then such person shall be disqualified and an alternate winner will be selected for the prize at issue. All taxes, if applicable, are the sole responsibility of the winner. The winner's entry and acceptance of the prize offered, constitutes permission (except where prohibited) for the Sponsor to use such winner's name, photograph, likeness, statements, biographical information, voice and address (city and state), as well as any

affiliated details specific to the winner, in all forms of media, in perpetuity, without notice or further compensation.

INTERNET LIMITATIONS OF LIABILITY: If for any reason this Sweepstakes is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Sponsor 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 tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, at any time, without notice and award the prizes using all non-suspect eligible entries received. No responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries, or for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in the Sweepstakes or downloading any materials in the Sweepstakes. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-mail address submitted at time of 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.

USE OF DATA: Sponsor will be collecting personal data about the winner in accordance with its Privacy Policy. Please review the Sponsor's Privacy Policy that can be found on their website, <http://www.deanguitars.com/mayhem>. By accepting a prize the winner hereby agrees to Sponsor's collection and use of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Policy.

TERMS & CONDITIONS: This Sweepstakes is subject to all applicable federal, state, and local laws. By entering the Sweepstakes, where permitted by law, entrants agree to release, discharge, indemnify, and hold harmless the Released Parties, and each of their respective directors, officers, employees, shareholders, representatives and agents from any and all liability for any loss, damage, or injuries to any person (including death) or property of any kind sustained in connection with their participation in the Sweepstakes or from their acceptance, receipt, possession, and/or use or misuse of the prize, or for any typographical or other error in the printing, offering, or announcement of the prize. Entrants further acknowledge that the Released Parties have neither made, nor are in any manner responsible or liable for any warranty, representation, or guarantee express or implied, in

fact or in law, relating to the prize, including, but not limited to, its quality or fitness for a particular purpose. Any person attempting to defraud or in any way tamper with the Sweepstakes mechanics and/or implementation will be prosecuted to the fullest extent of the law. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sweepstakes Administrator, and waive any right to claim ambiguity in the Sweepstakes or these Official Rules. The Administrator reserves the right to disqualify any entrant that Administrator determines, in its sole discretion, violates these Official Rules.
This Sweepstakes is void where prohibited.

DISPUTES: Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Florida. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules (whether of the State of Florida or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Florida.

WINNERS LIST REQUESTS: To request the name of the winner, please send a self-addressed, stamped business-size envelope by January 25th, 2018 to: DEAN Guitars, 4924 W. Waters Ave., Tampa FL, 33634.

SPONSOR: DEAN Guitars, 4924 W. Waters Ave., Tampa FL, 33634.

This Sweepstakes is in no way sponsored, endorsed or administered by Instagram or Twitter.