

## Cathay Pacific's "100 tickets for 100 dollars" Official Rules

**NO PURCHASE NECESSARY FOR ENTRY INTO THE SWEEPSTAKES. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING THE SWEEPSTAKES.**

**1. Eligibility:** Cathay Pacific's "100 tickets for 100 dollars" (the "Promotion") is open only to legal residents of fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old at the time of entry. Employees of Cathay Pacific Airways, LTD, ePrize, LLC, and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Subject to all applicable federal, state, and local laws and regulations. Void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions, which are final and binding in all matters related to the Promotion. The Promotion consists of a Sweepstakes and a Giveaway. Winning the prize or receiving an Offer is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Cathay Pacific Airways, LTD, 360 Post Street, Suite 300, San Francisco, CA 94108. **Administrator:** ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069.

**3. Timing:** The Promotion begins on July 7, 2011 at 3:25 p.m. Central Time ("CT"), ends on July 28, 2011 at 6:00 p.m. CT (the "Promotion Period") and consists of four (4) entry periods (each an "Entry Period") as outlined in the chart below.

Entry Period	Begins on (at 3:25 p.m. CT)	Ends on (at 6:00 p.m. CT)
1	July 7, 2011	July 7, 2011
2	July 14, 2011	July 14, 2011
3	July 21, 2011	July 21, 2011
4	July 28, 2011	July 28, 2011

Sponsor's computer is the official time-keeping device for this Promotion.

#### **4. How to Enter:**

**The Giveaway:** During any Entry Period, visit the Cathay Pacific US homepage, [cathaypacific.com/us](http://cathaypacific.com/us), and click on the banner for the "100 tickets for \$100" landing page and follow the links and instructions to complete the "100 tickets for \$100" claim page. The first twenty-five (25) people in each Entry Period to correctly complete the directions to claim a \$100 Cathay Pacific airline ticket from Chicago to Hong Kong (the "Offer") will be contacted by a Cathay Pacific representative for additional instruction on how to receive the Offer. Offer terms and conditions apply. If an Offer recipient does not reply to or communicate with Sponsor within the required time frame, or does not provide Sponsor with the required information needed to process the Offer claim, recipient will forfeit the Offer in its entirety. **Limit:** You may receive one (1) Offer during the Promotion Period.

**The Sweepstakes:** During any Entry Period, visit the Cathay Pacific US homepage, [cathaypacific.com/us](http://cathaypacific.com/us), and click on the banner for the "100 tickets for \$100" landing

page and follow the links and instructions to complete the Sweepstakes registration. Complete the registration, including your name and a valid email address, and submit your registration to receive one (1) entry into the Sweepstakes. Limit: You may receive one (1) Sweepstakes entry per Entry Period during the Promotion Period. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that participant's entries and that participant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the registrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

**5. Sweepstakes Grand Prize Drawing:** Administrator, an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winner are final and binding in all matters related to the Sweepstakes, will randomly select the potential Sweepstakes winner from all eligible entries received during the Promotion Period on or around August 17, 2011. Potential winner must continue to comply with all terms and conditions of these Official Rules and winning the prize is contingent upon fulfilling all requirements. Potential winner will be notified by email after the date of random drawing. Except where prohibited, the potential winner (parent/legal guardian if a minor in his/her respective place of residence) must sign and return a Declaration of Compliance which must be received by Administrator within seven (7) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner cannot be contacted, or fails to sign and return the Declaration of Compliance within the required time period, he/she will be disqualified and an alternate potential winner will be selected in his/her place in a random drawing from among all remaining eligible entries received. Up to three (3) alternate drawings will be held, after which the applicable prize will remain un-awarded. Prize will be fulfilled 8 – 10 weeks after Promotion conclusion.

**6. Sweepstakes Prize: ONE (1) GRAND PRIZE:** Two (2) round trip Economy Class air transportation tickets from Chicago to Hong Kong. Terms and conditions of tickets apply. Extensions to expiration date and/or substitution of other cities will not be permitted. Winner is responsible for paying all applicable ticket or airport taxes & fuel surcharges that may be required at the time of ticket issuance. Taxes will be advised prior to ticket issuance. Sponsor and Administrator will not be required to pay for any additional costs of flying to and from Chicago. Both winner and travel companion are responsible for obtaining identification documents necessary for travel from Chicago to Hong Kong. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Approximate Retail Value ("ARV"): \$2,900. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute any listed prize for one of equal or greater value if the designated prize should become unavailable for any reason. The winner is responsible for all taxes and fees associated with prize receipt and/or use. The

odds of winning a prize depend on the number of eligible Sweepstakes entries received during the Promotion Period.

**7. Release:** By receipt of any prize, winner agrees to release and hold harmless Sponsor, Facebook, ePrize, LLC, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies 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 Promotion or receipt or use or misuse of any prize.

**8. Publicity:** Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and province for promotional purposes in any media, worldwide, without further payment or consideration.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or any other Promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize or Offer. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Promotion, provided that if it is not possible to award another entry due to discontinuance of the Promotion, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes or Offers offered herein. No more than the stated number of prizes or Offers will be awarded. In event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes or Offers as set forth in these Official Rules to be available and/or claimed. Sponsor reserves the right to award only the stated number of prizes or Offers by a random drawing among all legitimate, un-awarded, eligible prize or Offer claims.

**11. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**12. Entrant's Personal Information:** Information collected from entrants is subject to Sponsor's Privacy Policy [http://www.cathaypacific.com/cpa/en\\_US/legal](http://www.cathaypacific.com/cpa/en_US/legal) and ePrize, LLC's Privacy Policy <http://www.eprize.com/privacy/privacypolicy.html>.

**13. Sweepstakes Results:** For a winner list, visit <http://bit.ly/lvNNwr>. The winner list will be posted after winner confirmation is complete.

The Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.

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