

## OFFICIAL RULES

**SPONSORS:** The Sponsors of this Contest are Mario Tricoci Hair Salons and Day Spas, Inc. ("Mario Tricoci") located at 273 E. Helen Rd., Palatine, IL 60067, AKIRA Clothing 1837 West North Avenue, Chicago, IL, 60622, Jameson's Steakhouse, 94 Stratford Dr Bloomingdale, IL 60108 and Elate Restaurant at the Felix Hotel, 111 West Huron Street, Chicago, IL 60654.

**ELIGIBILITY:** This Contest is open to legal residents of Illinois, Indiana, Michigan and Wisconsin at least 18 years of age. Employees of Mario Tricoci, its parents and affiliates (including Red Door Salons, Inc.) and members of their immediate family or household are not eligible to participate. No purchase is necessary to participate in this Contest or to win any prize. Any purchase made will not improve the chances of winning. Odds of winning depend upon number of entries received.

**SUBMISSIONS:** All entry submissions must be received no later than 11:59pm CDST on February 13, 2012. Entry submissions are limited to one per contestant. If more than one video is submitted, only one will be submitted into the pool of entries. All entries will be reviewed for content prior to posting. Sponsors reserve the right to edit or refuse entries that contain profanity or other content of an inappropriate or graphic nature as further described below. Entries will be reviewed daily.

**WINNING:** The three winning videos will be selected at random from the entire pool of eligible entries by Mario Tricoci: One Grand Prize winner, one Second Prize winner, and one Third Prize winner. The winners will be announced via Facebook and email on February 14, 2012.

**PRIZES:** The Grand Prize winner will receive: a Mario Tricoci prize package for two that includes gift certificates for the following services: Two (2) Haircuts & Styles, one (1) 50 Minute Swedish Massage, one (1) Airbrush Makeup Application [\$250 Total Value], a styling session and shopping spree at AKIRA Clothing for 2 [\$250 Value], a package of gift cards from Jameson's Steakhouse [\$200 Value] for a total verifiable retail value of \$700.00. The Second Prize winner will receive: two (2) Gift Certificates to Mario Tricoci [\$100 Value], two (2) Gift Cards to AKIRA Clothing [\$100 Value], a gift certificate from Elate Restaurant [\$100] for a total verifiable retail value of \$300.00. The Third Prize winner will receive: Two (2) Gift Certificates to Mario Tricoci [\$50 Value], two (2) Gift Cards to AKIRA Clothing [\$50 Value], and one (1) Elate Restaurant Gift Card [\$50 Value] for a total verifiable retail value of \$150.00. Sponsors will make prize selections in their sole discretion. Requests by winners for substitutions of prizes will not be considered. If any prize is not available at time of award, Sponsors may award: (i) any other prize listed in the written prize notice that is available and that is of equal or greater value or (ii) a voucher, certificate or other evidence of obligation stating that the prize will be shipped to the winner within 30 days at no cost. Prizes may not be assigned, transferred, changed or redeemed for cash. Prizes are awarded "as is" with no warranty or guarantee, express or implied. Sponsors disclaim any and all liability for the actual provision, quality or nature of any third party product or service accepted by the winners. The awarding of prizes is contingent upon full compliance with these Official Rules. Each entrant agrees to be bound by these Official Rules and agrees that if any winner fails to provide proof of identity or refuses to provide the required Affidavit described below, is found to have violated the Official Rules or otherwise does not meet the eligibility

criteria, his or her prize will be forfeited and may be awarded to an alternate winner, selected at random. Entrants acknowledge and understand that Sponsors are not liable for injuries, losses or damages of any kind arising from participation in this Contest or the acceptance, possession or use of any prize. Sponsors are not responsible for any typographical or other error in the printing of these Official Rules, the administration of this Contest or the announcement of any prize. Decisions of Sponsors are final and binding in all respects.

**PRIVACY:** By entering this Contest and providing the required entry information, entrants acknowledge that Sponsors may contact them regarding this Contest, including but not limited to contact via e-mail. Sponsors may also send entrants information, samples or special offers they believe may be of interest to them about their products and services. By entering this Contest, entrants expressly consent to such contact. **IF ENTRANTS DO NOT WISH TO SHARE THEIR PERSONAL INFORMATION, THEY SHOULD NOT ENTER THIS CONTEST.**

**LICENSE; PUBLICITY:** Entrant will retain all of the ownership rights in his or her entry submission. However, in consideration of entrant's participation in this Contest and opportunity to win a prize, entrant expressly grants and assigns to Sponsors a perpetual, royalty-free, non-exclusive, transferable, unlimited worldwide right and license to modify, use, reproduce, distribute, electronically publish, and display entrant's Contest submission in all media, means, and forms and without any payment to entrant. Except where prohibited by law, entry in this Contest constitutes entrant's permission to use entrant's entry, name, hometown, voice, likeness, photograph and any statements regarding this Contest for editorial, public relations, promotional and advertising purposes on behalf of Sponsors without compensation. Potential winners must complete and return an Affidavit of Eligibility/Liability Release and Publicity Release within seven days of notification or another entrant will be selected at random to become an alternate winner. The Grand Prize, second prize and third prize winner's names and videos will be posted on <http://www.facebook.com/#!/MarioTricociHairSalonsDaySpas> [Mario Tricoci Hair Salons & Day Spas Facebook Page] on and after February 14, 2012, indefinitely. The winning videos may also be posted on any sponsor page after February 14, 2012.

**SPONSOR RIGHTS:** Sponsors reserve the right, in their sole discretion, to reject, disqualify, modify, edit, revise, and remove any nude, obscene, defamatory, profane, offensive, lewd, or pornographic entries, subjects, and photos, or any entry or part thereof which Sponsors, in their sole discretion, determine to be inconsistent with their editorial standards, audience expectations, or reputational interests, or that Sponsors believe may violate any applicable law or regulation or the rights of any third party. By entering this Contest, each entrant consents to a background check and Sponsors reserve the right, in their sole discretion, to disqualify any entrant whose participation may, for any reason or perceived reason, subject the Contest, Sponsors, or Sponsors' advertisers, clients, or customers to negative publicity, controversy, scorn, or ridicule. Sponsors assume no responsibility for entries they are unable to process due to network, hardware or other technical failures, or any other reason; or incomplete, damaged, misdirected, illegible,

stolen or lost e-mail, mail, on-site or online entries. Sponsors reserve the right, in their sole discretion, to disqualify any person that tampers with the entry process or the operation of the Contest website, or that otherwise violates any of these rules. Sponsors further reserve the right, in their sole discretion, to cancel, terminate or modify this Contest if not capable of completion as planned, including, but not limited to, due to infection by computer virus, technical corruption, non-authorized human intervention or force majeure. In the event of cancellation, Sponsors reserve the right to select winners from among all eligible entries received prior to date of cancellation. The use of automated entry systems or any other conduct that impedes the integrity of the Contest is prohibited.

**RELEASE AND INDEMNITY:** Entrants understand that the Sponsors are not liable for injuries, losses or damages of any kind arising from participation in the Contest or acceptance, possession and use of any prize. By entering this Contest, each entrant agrees, for himself or herself and for his or her heirs, executors, and administrators, to release, hold harmless, and indemnify the Sponsors, and their respective parents, subsidiaries, officers, directors, employees and agents (collectively, “Released Parties”) from and against any and all claims, injuries, losses or damages of any kind, including reasonable attorneys’ fees incurred in the defense of any action, arising or resulting directly or indirectly from the acceptance, use, misuse, possession, or loss of any prize, from any use of the entries, and from any participation in this Contest.

**DISPUTE RESOLUTION:** Except where prohibited by law, by participating in this Contest, each entrant agrees that all issues and questions concerning the Contest and the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants and Sponsors and their agents will be governed by and construed exclusively in accordance with the laws of the State of Illinois without giving effect to any principles of conflicts of law. Each entrant agrees that any action at law or in equity arising out of or relating to this Contest, or the awarding of any prize, may be initiated and maintained only in the state or federal courts located in Chicago, Illinois and entrant hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such action. Except where prohibited by law, by participating in this Contest, each entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Contest, or the awarding of any prize, shall be resolved individually, without resort to any form of class action; (b) any and all claims, judgments, and awards shall be limited to actual damages incurred, including costs associated with participating in this Contest, but excluding in any event attorneys' fees; and (c) under no circumstances will any entrant be permitted to seek or obtain any award for, and hereby waives to the fullest extent permitted by law, punitive, incidental, or consequential damages and any other damages, other than actual damages, and any and all rights to have damages multiplied or otherwise increased.

**GENERAL:** This Contest is subject to all federal, state and local laws and regulations. This Contest is void where prohibited by law. Taxes on prizes are the sole responsibility of the winners.

NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ODDS OF WINNING DEPEND UPON NUMBER OF VALID ENTRIES SUBMITTED.