

**OFFICIAL RULES. NO PURCHASE NECESSARY TO ENTER THE SWEEPSTAKES.
A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.**

- 1) **Sweepstakes Timing:** The Discovery Map Instagram Sweepstakes (the “**Sweepstakes**”) begins at 10:00 a.m. ET on March 14, 2016 and ends at 12 p.m. ET on March 31, 2017 (the “**Sweepstakes Period**”). Drawings will be held within one week (7 days) after the last day of each month during the sweepstakes period.
- 2) **Eligibility:** The Sweepstakes is open only to legal residents of the 50 United States and the District of Columbia, who are 18 years of age or older as of the date of entry. Employees of Discovery Map (the “**Sponsor/Administrator**”), their respective parent companies, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies, employees and their immediate family members (spouses, parents, children, and siblings and their spouses) and household members of each (whether related or not), are not eligible to participate or win. Void where prohibited by law. All federal, state and local laws and regulations apply.
- 3) **How To Enter the Sweepstakes: There is NO PURCHASE NECESSARY to participate in the Sweepstakes. A purchase does not increase your chances of winning.** During the Sweepstakes Period, to enter you must post an image on Instagram using the hashtag #DiscoveryMap. All eligible entries must be received by the dates and times specified to be eligible to win. Use of computer programs and other automatic means to enter the Sweepstakes is prohibited and will result in disqualification. Normal Internet access and usage charges imposed by your online service may apply.
- 4) **Random Drawings:** A Winner (1) will be determined in random drawing from among all eligible entries received. The drawing will be conducted within one week (7 days) after the last day of the month. Odds of winning are dependent upon the number of eligible entries received during the Sweepstakes Period. The prize will be awarded and a winner will be notified on the Instagram post they entered on.
- 5) **Prizes and Approximate Retail Value (“ARV”):** There are a total of thirteen (13) Prizes, awarded during the Sweepstakes, one for each month of the Sweepstakes Period. Each Prize consists of \$100 gift card. Prizes are nontransferable and no substitutions of prizes by winners are allowed. All federal, state and local taxes are the sole responsibility of the winners.
- 6) **General Rules:** By participating in the Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the Administrator. Acceptance of a prize constitutes permission for the Sponsor and its agencies to use winner’s name (and state in which they reside) and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. Entries become the property of the Sponsor. The Sponsor and its agencies and Administrator are not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, Internet Service Provider (ISP), or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in the Instagram Application or the Sweepstakes or by any human error which may occur in the processing of the entries in the Sweepstakes or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with the Instagram Application or Sweepstakes. In the event of a dispute as to any entry, the authorized account holder of the account

used to register will be deemed to be the entrant. The authorized account holder is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider, or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Winners may be required to show proof of being the authorized account holder of the account associated with the entry. The Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or Application; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. **Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or Application 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. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes or Application, then the Sponsor reserves the right at its sole discretion to cancel the Sweepstakes and select the applicable winners in a random drawing (or random drawings) from among all eligible entries received for the Sweepstakes Period. By participating in the Sweepstakes, the entrant agrees that Sponsor, Instagram, Administrator, their respective parents, subsidiaries, affiliated companies, agents, retailers, advertising and Sweepstakes agencies, and all of their respective shareholders, officers, directors, employees and assigns, members, representatives and agents, will have no liability whatsoever for, and will be held harmless by entrant for any liability for any bodily injury, loss, cost or damages of any kind to persons, including death and property, damages sustained due in whole or in part, directly or indirectly, from entry creation, the acceptance, possession, use or misuse of a prize or parts thereof, if applicable or participation in the Sweepstakes or participation in any Sweepstakes or related activity. By entering the Sweepstakes, you hereby represent and warrant that you have read these Official Rules and are fully familiar with its contents.

- 7) **Sponsor/Administrator:** The Sponsor/Administrator of the Sweepstakes is Discovery Map International, 5197 Main Street Waitsfield, VT 05673.

The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram. You understand that you are providing your information to Sponsor and not to Instagram. The information you provide will only be used commercially by Sponsor or Administrator in the event you are selected as a Sweepstakes winner or if you have indicated that you would like to receive additional information from Sponsor.