

Celebrating 25 Years with Faces of UFC Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Celebrating 25 Years with Faces of UFC (the "Sweepstakes") is open only to legal residents of Canada (excluding Quebec), Ireland, Mexico, the United Kingdom, and the fifty (50) United States (District of Columbia) who are at least eighteen (18) years old at the time of entry. Employees of Zuffa, LLC, dba the Ultimate Fighting Championship, UFC rostered athletes, HelloWorld, Inc., Endeavor, LLC and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Zuffa, LLC, dba the Ultimate Fighting Championship, 6650 S. Torrey Pines, Las Vegas, NV 89118, U.S.A. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075, U.S.A.

3. Timing: The Sweepstakes begins on 19 April 2018 at 12:00 a.m. United States Eastern Time ("ET") and ends on 29 September 2018 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit UFC25Years.com ("Promotional Site") and follow the links and instructions to complete and submit the online registration form including your name, valid email address, and country information. You automatically will receive one (1) entry into the prize drawing for the country you reside in. You can receive additional entries for taking the following actions:

There is no purchase associated with any entry. In other words, there is no way to purchase an entry and no purchases that come with an entry or an additional entry. Consideration is not required to participate and there is no opportunity to pay any consideration to participate.

(a) To receive one (1) entry into the applicable prize drawing, you must either upload to the Promotional Site or post on Twitter or Instagram (herein "Social Account") your UFC fan story. Your UFC fan story must include a photo and short description (100 characters max) detailing your first UFC memory or favorite UFC moment over the last 25 years.

When you post on your Social Account you must also include the following hashtags:

Participant's Country	Required Hashtags
United States	#UFC25Years #Sweepstakes
Canada	#UFC25Years #PrizeDrawCA
United Kingdom	#UFC25Years #PrizeDrawUK
Ireland	#UFC25Years #PrizeDrawIE
Mexico	#UFC25Años #MX

If you elect to post your photo to your Social Account, your settings on your Social Account must be set to "unprotected" and/or "public" in order for your Tweets/posts to be viewable by Sponsor and its agents. If you post or Tweet using your wireless phone, message and data rates may apply. Please consult your wireless-service provider regarding its pricing plans.

For All Photos: Your photo must be your original work. If you include the names or likenesses of other individuals who are not UFC rostered athletes or otherwise involved in a UFC event, you must have their permission to be included and to grant the rights set forth in Section 5. If

requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Your photo may not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights, disparage Sponsor, or any other person or party, or contain material that is unlawful in any way. Unless photo includes images of a UFC event, Submissions must not contain brand names or trademarks other than those owned by Sponsor, rostered UFC athletes which entrant has a limited license to use to incorporate in his/her Submission. Sponsor reserves the right to remove from the gallery and disqualify any entry where it finds photo that is unlawful, or in violation of these Official Rules, all in its sole discretion. Released Parties (as defined in Section 8, below) are not responsible for lost, late, unreceived, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions or failure to receive Submissions due to limitation of third-party social network platforms all of which will be void.

- (a) Receive one (1) entry into the applicable drawing for watching one (1) short video;
- (b) Receive one (1) entry into the applicable drawing by responding to one (1) survey question;

There will be a total of eleven (11) videos and twelve (12) survey questions offered periodically during the Promotion Period as described in the below chart and entrant may receive entries for completing these tasks at any time during the Promotion Period, once the video or survey question is available on the Promotional Site.

Approximate Date for Video and Survey Questions
19 April 2018
3 May 2018
17 May 2018
31 May 2018
14 June 2018
28 June 2018
12 July 2018
26 July 2018
9 August 2018
23 August 2018
6 September 2018
20 September 2018 (only new Survey question offered)

Limit: You may receive up to eleven (11) entries for watching videos and up to twelve (12) entries for responding to survey questions.

Limit: You may receive up to twenty-five (25) entries during the Promotion Period by completing all of the activities described. Multiple entrants are not permitted to share the same email address or Social Account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, Social Accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. 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 entrant. 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. Each potential winner may be required to show proof of being an authorized account holder.

5. Sponsor's Use of Submissions: Tweeting/Posting or uploading a photo constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such photos in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed,

including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the photo.

6. Grand Prize Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period for each country, on October 1, 2018. The potential winners will be notified by email or the Social Account used to submit a photo. Each potential winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. Potential winner from Canada must also correctly answer a skills-testing question to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period (as applicable), fail to correctly answer the skills-testing question, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded.

7. Prizes: TWENTY-FIVE (25) GRAND PRIZES awarded as follows: There will be twenty (20) prizes awarded to residents of the United States; there will be two (2) prizes awarded to residents of the United Kingdom and there will be one (1) prize awarded to eligible residents of Canada, Ireland and Mexico.

Each winner will receive a trip for two (2) to Denver, Colorado to attend a UFC Fight event on 10 November 2018. Trip package includes round trip, coach-class air transportation for winner and guest from a major airport near winner's home (determined by Sponsor in its sole discretion) to Denver, CO; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); ground transportation to and from destination airport and hotel; \$500 USD spending money (fulfilled as a check to winners in the United States and Canada and fulfilled through PayPal for winners in Ireland and Mexico); two (2) tickets to UFC 25th Anniversary Fight Night; and travel agent services. Winners must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Travel companion must be eighteen (18) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her place of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Winner and travel companions are solely responsible for obtaining valid passports and any other documents necessary for international travel. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Approximate Retail Value: For winners from the US and Canada: \$3,400USD or approximately \$4,270CAD and for winners from Ireland, Mexico and the United Kingdom: £3500, €3950, or 90,825 MXN. Actual value may vary based on airfare fluctuations, distance between departure and destination and currency conversion rates. Winner will not receive difference between actual and approximate retail value.

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 a prize (or a component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received for residents of each applicable country during the Promotion Period.

8. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Twitter, Inc., Instagram LLC, Endeavor LLC, Twitter, Inc., Instagram LLC, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, 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 Sweepstakes or receipt or use or misuse of any prize.

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

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole 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 offered herein. 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 Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes 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.

11. 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 Sweepstakes; (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 Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) 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 Sweepstakes or receipt or use or misuse of any prize. 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 Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes 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 by a random drawing among all legitimate, un-awarded, eligible prize claims.

12. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes 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 however this does not affect or limit in any manner, the mandatory rules of your home jurisdiction, which continue to apply; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, 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 Sweepstakes, 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. Again, this neither affects nor limit in any manner, the mandatory rules of your home jurisdiction, which continue to apply.

13. Entrant's Personal Information: By participating in the Promotion, entrants authorizes the transfer of their personal data to Sponsor and Administrator for the purposes of administration of the Promotion. All information submitted to the Sponsor as part of this Promotion will be treated in accordance with the Sponsor's privacy policy, available at <http://www.ufc.com/privacyPolicy> and Administrator's privacy policy available at <http://www.helloworld.com/privacy-policy>. In respect of entrants which are EU residents, each of the Sponsor and the Administrator rely on the legal basis of consent under the General Data Protection Regulation for such processing. Personal information will be used to by Administrator to contact potential winners and fulfill the prizes. Entrants have the right to access, withdraw, have made portable, and correct their personal data. Entrants may request such action by sending a message to privacy@HelloWorld.com, which handles such queries for itself and for Sponsor. The data controller is the Sponsor. The data recipients are the Administrator and the Sponsor. The personal data of the entrant will be stored by Administrator on servers located within the United States. The U.S. government maintains access rights and that personal data may be subject to subsequent processing without comprehensive legal restraints (i.e., the Sponsor and/or the Administrator may be required, under U.S. law, to share my personal data with third parties, such as U.S. governmental authorities).

14. Severability: If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal or unenforceable by a court, arbitration panel or other tribunal of competent jurisdiction, then (a) the validity, legality and enforceability of such provision as applied to any other particular facts or circumstances, and the other provisions of these Official Rules, shall not in any way be affected or impaired thereby; and (b) such provision shall be enforced to the maximum extent possible. In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity or subject, it shall be construed by limiting and reducing it, so as to be enforceable to the extent compatible with applicable law.

15. Winner List: For a winner list, visit <http://bit.ly/2pU0Bqa>. The winner list will be posted after winner confirmation is complete.

16. Unsubscribe: To opt out of future marketing messages from Sponsor, click [here](#).

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