

DIPSON THEATRES FREE MOVIES FOR A YEAR CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. VOID WHERE PROHIBITED BY LAW.

1. **Contest Entry Period.** The Contest Entry Period begins at 12:00:01 A.M. [EST] on May 17, 2017 and ends at 11:59:59 P.M. [EST] on August 31, 2017.

2. **Eligibility.** The [DIPSON THEATRES MOVIES FOR A YEAR CONTEST] (“Contest”) is open only to legal U.S. residents who are at least 18 years of age at the time of entry. Employees of Dipson Theatres (“Sponsor”) are not eligible to enter or win.

3. **How to Enter.** During the Contest Entry Period, an eligible person may enter as follows, with a limit of one entry per day per person, regardless of the entry method.

- **ONLINE ENTRY - NO PURCHASE NECESSARY.** An eligible person may enter the Contest online by following Dipson Theatres on Facebook, Twitter and/or Instagram. Take a photo of yourself at any Dipson Theatres location. Post the photo on Facebook, Twitter and/or Instagram and tag the photo with @dipsontheatres and the hashtag, #dipsonphotocontest in the photo’s caption. Entrant must follow Dipson Theatres on the social media channel they post their photo on.

Only complete and valid entries will be eligible. By entering the Contest, each entrant warrants that he or she has read and agrees to abide and be bound by these Official Rules and that he or she is not prohibited from participating in the Contest. Eligible entrants agree that Sponsor shall retain full authority, in its sole discretion, to interpret and administer these Official Rules, and entrants agree to be bound by all decisions and interpretations made in good faith by the Sponsor, or its designee.

All photo entries become property of Sponsor and may be posted on Dipson Theatres social media channels, or Dipson Theatres promotional materials. Entries that are late, incomplete, illegible, misdirected, lost, damaged, delayed, stolen, inappropriate or otherwise not in compliance with these Official Rules are void. Entries made by any other individual or any entity, and/or originating at any other website or e-mail address, including, without limitation, commercial Contest subscription notification and/or entering

service sites, will be declared invalid and disqualified for this Contest. Promotion Entities are not responsible for technical failures of any kind, including, but not limited to, electronic malfunctioning of any telephone network, computer hardware or software; any failed, incomplete, garbled or delayed computer transmissions or any combination thereof; or for any error, human, technical or otherwise. Sponsor reserves the right, in its sole discretion, to disqualify any fraudulent entries or any individual it finds tampering with the operation or entry process of the Contest or acting in violation of these Official Rules. If, for any reason, an entry is determined by Sponsor to have been erroneously deleted, lost or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Contest, if feasible; if not feasible for any reason, Sponsor shall not have any liability to entrant in conjunction with same.

4. \$50 Gift Card Winner Selection. Following the schedule below, Sponsor will randomly select one entry, from all eligible entries received throughout the Contest Monthly Entry Period, to receive a \$50 Dipson Theatres Gift Card. Decisions of the Sponsor will be final and binding on all matters relating to this Contest. If a potential winner does not respond within five business days of the first notification attempt, is found to be ineligible, does not comply with these Official Rules or declines to accept any prize, the potential winner may be disqualified in Sponsor's sole discretion, and in such case Sponsor may select an alternate winner based on a random drawing.

- May 17-31, 2017, Winner Announced on June 1, 2017
- June 1-30, Winner Announced on July 1, 2017
- July 1-31, Winner Announced on August 1, 2017
- August 1-31, Winner Announced on September 1, 2017

5. Grand Prize Winner Selection. On or about September 1, 2017, Sponsor will randomly select one entry, from all eligible entries received throughout the Contest Entry Period, to receive One DIPSON Season Pass good for one movie per week over the course of one year (subject to sell-out and other conditions set forth in Section 6 below) for the winner and one guest. Decisions of the Sponsor will be final and binding on all matters relating to this Contest. If a potential winner does not respond within five business days of the first notification attempt, is found to be ineligible, does not comply with

these Official Rules or declines to accept any prize, the potential winner may be disqualified in Sponsor's sole discretion, and in such case Sponsor may select an alternate winner based on a random drawing.

6. Prize(s). Four \$50.00 Dipson Theatres Gift Card (one winner per month during the contest). Grand Prize: One DIPSON Season Pass good for one movie per week (subject to sell-out conditions) for the winner and one guest. The pass and benefits therein are non-transferrable once assigned a recipient name and may not be used in exchange for goods or services or for resale. THIS PASS IS NOT TRANSFERABLE AND MUST BE PRESENTED WITH PHOTO I.D. This pass is valid seven days a week for all features. Pass may only be used once each week. Exclusions: If the movie is expected to reach sellout conditions (when capacity is expected to exceed 80% of seats sold at showtime) tickets will not be issued. Tickets may not be issued more than 2 hours before showtime. Premium experience surcharges apply for 3-D and D-Box viewings. Terms and Conditions are subject to change.

Prizes are not transferable. No substitution or cash redemption of any Prize, or any portion thereof, is allowed, except at the sole discretion of the Sponsor. Sponsor reserves the right to substitute any Prize with another prize of equal or greater value. Sponsor is not responsible for any inability of any winner to accept or use any Prize (or portion thereof) for any reason. No more than the stated Prize(s) will be awarded. Monthly prize winners are eligible for the grand prize. Winner is solely responsible for all unspecified costs and expenses associated with Prize acceptance and use. Prizes are awarded "as is" with no warranty, representation or guarantee of any kind by Sponsor. Transfer of Prize is not permitted without the permission of Sponsor which may be granted or withheld in its sole discretion and without liability of any kind.

7. Odds of Winning. Odds of winning each Prize depend upon the total number of eligible entries received during the Contest Entry Period.

8. Claiming the Prize. Each potential winner will be notified on the social media channel they posted their photo on and followed up via e-mail or phone when provided. In the event that Sponsor cannot contact a potential winner of any Prize despite reasonable (in its sole discretion) attempts, Sponsor may, in its sole discretion, randomly select a new, alternate potential winner from the remaining eligible entries received. Return of any Prize or prize notification as undeliverable (including, if applicable, due to failure to

include the potential winner's current email address or mailing address) will result in disqualification and an alternate potential winner may be selected in Sponsor's sole discretion. Except where prohibited by law, each winner also grants Sponsor and its designees the right to use the winner's first name, hometown, images and likenesses for advertising, publicity and promotion purposes, including print, broadcast and on-line announcements, without further compensation than the said prize and at no expense to the winner, and Sponsor shall not be obligated to make any such use.

10. General. Each entrant agrees to, accepts and shall abide by these Official Rules and agrees that any disputes shall be resolved by Sponsor, in its sole discretion. Sponsor reserves the right to cancel/terminate, modify, amend or suspend the Contest if in Sponsor's sole determination it believes that the integrity of the Contest has been, or could be, compromised or that the Contest is not capable of running as planned or fairly, including without limitation due to tampering, unauthorized intervention, fraud, or force majeure or any other causes beyond Sponsor's control. Contest void where prohibited or restricted. If any provision of this Contest shall be deemed to violate any federal, state or municipal law, it shall be amended to conform to such law and all other provisions shall remain in full force and effect. Sponsor is not responsible for any typographical or other errors in the printing of these Official Rules, administration of this Contest or in the announcement of any winner(s) or Prize(s). In the event this Contest is cancelled for any reason, Sponsor reserves the right to conduct a random drawing to award the prizes from among all eligible, non-suspect, entries received prior to the time of the action or event warranting such cancellation. Sponsor reserves all rights associated with this Contest, its prizes and any changes made to the contest rules.

12. Release. By participating, each entrant agrees to hold harmless the Promotion Entities, their respective employees, officers, directors, shareholders, representatives, agents, successors and assigns, from any liability whatsoever, and waive and release such parties from any and all causes of action, for any claims, costs, injuries, losses, or damages of any kind (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional) arising out of or in connection with the event or acceptance, possession, or use/misuse of any prize, participation in any

promotion-related activity, or participation in the promotion, whether under a theory of contract, torts (including, without limitation, negligence), warranty, or any other theory or cause of action.

13. **Privacy.** Information submitted in connection with the Contest will be treated in accordance with these Official Rules and Sponsor's Privacy Policy (as may be amended from time to time), currently located at www.Dipsontheatres.com/privacy-policy; provided, that in the event of any conflict between these Official Rules and such Privacy Policy, the terms and conditions of these Official Rules shall prevail only with respect to the conduct of this Contest.

14. **Sponsor.** This Contest is sponsored by Dipson Theatres, 388 Evans Street, Williamsville, NY 14221. Sponsor will provide list of winners upon request. To obtain a list of the Contest winners or a copy of these Official Rules, send an email to info@dipsontheatres.com, and include Movies For a Year Contest Winners List in the subject line.