

Samsung Galaxy Store - Your Phone, Your Way Official Rules

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

1. Eligibility: The Samsung Galaxy Store - Your Phone, Your Way Program is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old and Samsung Rewards members at the time of entry. Employees of Samsung Electronics America, Inc., HelloWorld, Inc., 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. The Promotion 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 Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: Samsung Electronics America, Inc., 85 Challenger Rd., Ridgefield Park, NJ 07660.
Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on December 20, 2019 at 12:00 a.m. Eastern Time ("ET"), ends on March 20, 2020 at 11:59 p.m. ET (the "Promotion Period") and includes three (3) "Monthly Sweepstakes Periods" as set forth in the chart below. Administrator's servers are the official time-keeping device for this Promotion.

Monthly Entry Period	Starts at 12:00 a.m. ET	Ends at 11:59 p.m. ET	Mail-In Entry Receipt Date	Approximate Drawing date
1	December 20, 2019	January 14, 2020	January 21, 2020	February 3, 2020
2	January 15, 2020	February 14, 2020	February 21, 2020	March 3, 2020
3	February 15, 2020	March 20, 2020	March 27, 2020	April 8, 2020

4. How to Enter: During the Promotion Period, visit <https://samsung.promo.eprize.com/yourphoneyourway/> ("Promotion Site") and complete and submit the registration form including your name and email address associated with your Samsung Account. If you have not yet enrolled in the Samsung Rewards program, you will be directed to enroll. The Samsung Rewards program is free, but subject to its Terms & Conditions.

By completing the registration form you automatically will receive one (1) entry into the applicable Monthly Entry Period Sweepstakes, one (1) entry into the Grand Prize drawings and you will advance to the Instant Win Game page and receive one (1) Instant Win Game play for that calendar day. Once on the Instant Win Game page, the Instant Win Game results will be displayed. You may be offered one (1) extra Instant Win Game play. *This play must be used immediately, or you will forfeit it.* Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each entrant may return to the Promotion Site one (1) time each calendar day during the Promotion Period to receive additional Sweepstakes entries and one (1) Instant Win game play.

Earn Bonus Entries into the Sweepstakes:

Complete Poll Questions: Each “Week” (Dates provided below; each starting at 12:00 a.m. ET through end date at 11:59 p.m. ET), Sponsor will offer a “poll question.” By responding to the poll question during the Week, you will receive one (1) bonus Sweepstakes entry into the applicable Monthly Entry Period drawing and one (1) bonus Sweepstakes entry into the Grand prize drawings. The dates for each Week when each Poll Question will be available are as follows:

Monthly Entry Period 1	Poll 1: 12/20/19 -12/26/19
	Poll 2: 12/27/19 -1/2/20
	Poll 3: 1/3/20 -1/9/20
	Poll 4: 1/10/20 - 1/16/20
Monthly Entry Period 2	Poll 5: 1/17/20 -1/23/20
	Poll 6: 1/24/20 -1/30/20
	Poll 7: 1/31/20 - 2/6/20
	Poll 8: 2/7/20 -2/14/20
Monthly Entry Period 3	Poll 9: 2/15/20 -2/20/20
	Poll 10: 2/21/20 -2/27/20
	Poll 11: 2/28/20 -3/5/20
	Poll 12: 3/6/20 -3/12/20
	Poll 13: 3/13/20 -3/20/20

Poll Entry Limits: Entrants may earn up to four (4) bonus Sweepstakes entries into the Month 1 and Month 2 Entry Period drawings and up to five (5) bonus Sweepstakes entries into the Month 3 Entry Period drawing for completing the applicable Poll Questions. You may receive up to thirteen (13) entries into the Grand Prize drawing if you complete all Poll Questions

Purchase Samsung Phone Content: Follow the links and instructions to view the special collection of:

- (a) Samsung Galaxy Themes & wallpapers: There are up to 200 options available. The collection is viewable at <http://galaxy.store/thmsweep>. During the Promotion Period, the price of each Theme or Wallpaper may vary; some Themes/Wallpapers may be available to download at no cost;
- (b) Samsung Watch Faces: There are up to 50 options available for purchase. The costs of each watch face may vary during the Promotion Period. The collection is viewable at <http://galaxy.store/wtchswEEP>;
- (c) Samsung Games: There are up to 10 options available. Each game may be downloaded to your Samsung device at no cost. The collection is viewable at <http://galaxy.store/gamesweep>;

Note: Samsung Phone Content available to you may vary based on the Samsung device you are using.

For each one (1) purchase and/or free download of any of the available Samsung Phone Content from any of the available special collections during the Promotion Period (regardless of whether they are purchased in a single transaction or in multiple transactions) and you will receive one (1) bonus Sweepstakes Entry into the applicable Monthly Entry Period drawing associated with the date of the purchase and one (1) entry into the Grand Prize drawing. Limit: You may receive up to twenty-five (25) bonus entries through purchase each Monthly Entry Period and up to seventy-five (75) entries into the Grand Prize drawing.

Alternatively, you can earn bonus entries without purchase of Samsung Phone Content:

Mail-In Requests: Hand print your name, Samsung account email address, mailing address, day and evening phone numbers, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Samsung Galaxy Store Holiday Program," c/o HelloWorld, Inc., P.O. Box 5010, Department 843136, Kalamazoo, MI 49003-5010. **Include the Monthly Entry Period for which you are entering on the front of the envelope. (For example: Month 1).** Your envelope must be post marked by the end date of the Monthly Entry Period for which you are entering and be received by the date stated above in Section 3 ("Qualified Mail in Entry). You will receive one (1) entry into the applicable Monthly Entry Period drawing for your Qualified Mail in Entry and one (1) entry into the Grand Prize drawings. Limit: Entrants may only include one mail-in request per valid envelope. You may mail in up to twenty-five (25) Qualified Mail-in Entries for each Monthly Entry Period. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Purchase/Mail Entry Limit: Entrants may earn up to twenty-five (25) bonus Sweepstakes entries by any combination of purchase or mail for each Monthly Entry Period and up to seventy-five (75) bonus Sweepstakes entries into the Grand Prize drawing by any combination of purchase or mail.

Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant 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 or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. 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/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Monthly Entry Period winners, from all applicable eligible entries on or around the dates listed above in Section 3. Administrator will select the potential winners from the Grand Prize drawings on or around April 8, 2020.

6. Instant Win Game: There are 6,069 random, computer-generated winning times, one randomly associated with each Instant Win Game prize listed below in Section 9. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

7. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

8. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes and Instant Win Game winners will be notified by email. Each potential winners (parent/legal guardian if winner is a minor in his/her state of residence) of a prize valued at \$600 or more will be required to sign and return a Declaration of Compliance, Liability 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 winners of all other prizes (except for the Samsung Reward Points prize) will be required to provide their full name and home mailing address for prize fulfillment purposes within three (3) days of the date notice is sent to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide the requested information within the required time period, or prize is returned as undeliverable, potential winner forfeits the prize and is disqualified. In the event that a potential winner of any prize (other than the Samsung Reward Points Prize) is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

9. Prizes:

Sweepstakes Prizes:

Grand Prize Drawings:

ONE (1) GRAND PRIZE: A prize package including one (1) Galaxy Note10 device (unlocked, 256 GB), two (2) Samsung Galaxy Tab A, 8.0, two (2) pairs of Galaxy Buds, and two (2) Samsung wireless charger pads. Approximate Retail Value ("ARV"): \$1,559.93

ONE (1) FIRST PRIZE: A prize package including one (1) Galaxy Note10 (unlocked, 256 GB), one (1) Galaxy Watch Active2, and Year's Supply of "Themes" from the Galaxy Store, awarded as 40,000 Samsung Reward Points. Approximate value of the prize* is \$1,349.98

Odds of winning these Sweepstakes prizes depend on the number of eligible entries received during the Promotion Period.

Monthly Entry Period Drawings:

THREE (3) MONTHLY GRAND PRIZES (1 awarded each Monthly Entry Period): 500,000 Samsung Reward Points and a Year's Supply of "Themes" from the Galaxy Store, awarded as 40,000 Samsung Reward Points. Approximate value of prize package* is \$2,700.

THREE (3) MONTHLY FIRST PRIZES (1 awarded each Monthly Entry Period): Samsung Galaxy Watch Active2 and a Year's Supply of "Themes" from the Galaxy Store, awarded as 40,000 Samsung Reward Points. Approximate value of prize package* is \$449.99

Odds of winning these Sweepstakes prizes depend on the number of eligible entries received during each applicable Monthly Entry Period.

*Samsung Rewards Points **Prizes have no value outside of the Samsung Rewards Program.** Use and expiration and all terms and conditions governed by the Samsung Rewards Program Terms and Conditions.

Instant Win Game Prizes:

THREE (3) WATCH PRIZES: A Samsung Galaxy Watch Active2. ARV: \$249.99.

THREE (3) TABLET PRIZES: A Samsung Galaxy Tab A, 8.0. ARV: \$149.99.

THREE (3) EAR BUD PRIZES: Samsung Galaxy Buds. ARV: \$129.99.

THREE (3) CHARGER PAD PRIZES: Samsung Wireless Charger Duo Pad. ARV: \$99.

THREE (3) PORTABLE CHARGER PRIZES: Samsung Wireless Charger Portable Battery. ARV: \$59.99.

THREE (3) CHARGER PAD PRIZES: Samsung Wireless Charger Pad. ARV: \$49.99.

THREE (3) CAR CHARGER PRIZES: Samsung Fast Charge Vehicle Charger. ARV: \$29.99.
FORTY-EIGHT (48) FANDANGO CARD PRIZES: A \$25 Fandango Card** (terms & conditions apply). ARV: \$25.

THREE THOUSAND (3,000) SAMSUNG REWARD POINT PRIZES: 1,000 Samsung Reward Point prizes. Valued* at approximately \$5.

THREE THOUSAND (3,000) EXTRA INSTANT WIN GAME PLAY: Users will be offered a second Instant Win Game play. This play must be used immediately and has no monetary/retail value.

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays.

*Samsung Rewards Points ***Prizes have no value outside of the Samsung Rewards Program.*** Use and expiration and all terms and conditions governed by the Samsung Rewards Program Terms and Conditions.

All details, features, and colors of prizes will be determined by Sponsor. 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 a prize 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.

Prize Limits: Each person may win one (1) monthly Sweepstakes prize, (1) Grand Sweepstakes prize, one (1) Instant Win Game prize (that has value) and one (1) Extra Instant Win Game play during the Promotion Period.

TOTAL ARV OF ALL PRIZES: \$30,866.70

10. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, HelloWorld, Inc., their parent, subsidiary, affiliate, and related companies, and each of its and their respective officers, directors, employees, and agents (collectively the "Released Parties") from and against any losses, damages, rights, claim, or cause of action of any kind arising, in whole or in part, directly or indirectly, out of participation in the Promotion or resulting directly or indirectly, from acceptance, possession, use, or misuse of any prize awarded in connection with the Promotion, including without limitation personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

11. 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 state for promotional purposes in any media, worldwide, without further payment or consideration.

12. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, 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 or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. 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 Instant Win Game 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 or the Instant Win Game 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.

13. 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 of any prize or while traveling to or from any prize-related activity. 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, 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.

IN NO EVENT SHALL THE RELEASED PARTIES BE LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, EXEMPLARY, PUNITIVE DAMAGES OR LOST PROFITS, EVEN IF ANY OR ALL OF THE FOREGOING OR ANY OF THEIR AUTHORIZED REPRESENTATIVES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THIS MEANS THAT PARTICIPANT HEREBY WAIVES ANY AND ALL RIGHTS TO ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, EXEMPLARY, PUNITIVE DAMAGES OR LOST PROFITS FROM SAMSUNG AND ITS LICENSORS. NOTWITHSTANDING ANYTHING TO THE CONTRARY CONTAINED HEREIN, SPONSOR'S CUMULATIVE LIABILITY TO PARTICIPANT ARISING FROM ANY CAUSE OF ACTION WILL AT ALL TIMES BE LIMITED TO THE LESSER OF (A) YOUR ACTUAL LOSS; OR (B) \$1,000. THE FOREGOING DISCLAIMERS, EXCLUSIONS AND LIMITATIONS SHALL APPLY TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, EVEN IF ANY REMEDY FAILS ITS ESSENTIAL PURPOSE.

14. Disputes: Except where prohibited, participant agrees that any and all disputes, claims and causes of action arising out of or connected with this Promotion shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court in New York or an appropriate New York State Court. All issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, or the rights and obligations of the participant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of New York without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

15. Entrant's Personal Information: Information collected from entrants is subject to the following privacy policies: [Administrator's Privacy Policy](#); [Sponsor's Privacy Policy](#); and [Samsung Pay Privacy Notice](#).

16. Winner List: For a winner list, visit <http://bit.ly/36qmlsH>. The winner list will be posted after winner confirmation is complete.

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