

**Vestir Desde El Corazon (“Dress From The Heart”) Contest
CONTEST RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. AN INTERNET CONNECTION IS
REQUIRED TO ENTER.**

THE Vestir Desde El Corazon (“Dress From The Heart”) Contest (“CONTEST”) IS OPEN TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA, EIGHTEEN (18) YEARS OF AGE OR OLDER WHOSE ENTRIES MEET THE ADDITIONAL ELIGIBILITY REQUIREMENTS SET FORTH BELOW. AN INDIVIDUAL AT LEAST EIGHTEEN (18) YEARS OF AGE, BUT CONSIDERED A MINOR IN HIS OR HER JURISDICTION OF RESIDENCE (“MINOR”) SHOULD GET HIS/HER PARENT’S OR LEGAL GUARDIAN’S PERMISSION PRIOR TO ENTERING.

Contest is in no way sponsored, endorsed or administered by, or associated with, Instagram™. You understand that if selected as a prize winner you will be providing your information to Sponsor and not to Instagram. Any questions, comments or complaints regarding this Contest should be addressed to Sponsor and not to Instagram.

Contest Overview; Contest Entities; Requirements.

The Contest promoting the motion picture “Miss Bala” (the “**Picture**”) is sponsored by Columbia TriStar Marketing Group, Inc., 10202 W. Washington Blvd., Culver City, CA 90232 (the “**Sponsor**”) and consists of a skill-based competition. The Contest is subject to these official rules (the “**Rules**”). Entrants (as defined below) meeting the age and residency requirements set forth above who are interested in participating in the Contest, must submit a design for their own ORIGINAL red dress and description of “What inspired your design of the red dress?” (collectively a “**Red Dress Design**”), as detailed below. At the end of the Entry Period (defined below), a judging panel (as detailed below) will judge the entries based on the Judging Criteria (as defined below) to determine the five (5) “**Semi-Finalists**” who receive the five (5) highest scores. As detailed below, the Semi-Finalists will be notified via Instagram Direct Message/email/telephone and will be required to verify eligibility in order to be eligible to continue in the Contest. A separate judging panel will then review the up to five (5) eligible Semi-Finalists’ Red Dress Designs and using the Judging Criteria determine the one (1) Grand Prize Winner (defined below) in the Contest. A prize won by an Entrant considered a minor (“**Minor**”) in his/her legal jurisdiction of residency will be awarded in the name of the winning Minor’s parent or legal guardian.

The Entry Period of the Contest begins at 12:01 a.m. Pacific Time (“**PT**”) on December 19, 2018 and ends at 11:59 p.m. PT on January 11, 2019 (“**Entry Period**”). The Entry Period and Judging Period (detailed below) may collectively be referred to herein as the “**Contest Period**”.

PARTICIPATION IN THE CONTEST BY ENTRANTS IS SUBJECT AT ALL TIMES TO COMPLIANCE WITH THESE RULES AND WITH ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS (COLLECTIVELY, THE “**APPLICABLE LAWS**”).

Employees, officers, and directors of Sponsor, West Coast Marketing, a division of The Susquehanna Hat Company (the “**Contest Administrator**”), participating social media influencers retained by Sponsor and each of the foregoing entities’ affiliates (collectively, the “**Contest Entities**”), as well as members of their immediate families (spouses, children, siblings, parents, grandparents, grandchildren) or households (whether or not related), are not eligible to participate in the Contest. **SEE BELOW FOR ADDITIONAL ELIGIBILITY REQUIREMENTS.**

CONTEST IS VOID IN PUERTO RICO, ALL US TERRITORIES AND POSSESSIONS, OVERSEAS MILITARY INSTALLATIONS AND WHERE PROHIBITED OR RESTRICTED BY LAW.

ONLY AN ELIGIBLE ENTRANT MAY PARTICIPATE IN THE CONTEST AND/OR WIN THE PRIZE. SPONSOR EXPRESSLY RESERVES FOR ITSELF THE RIGHT TO DETERMINE THE ISSUE OF ELIGIBILITY AND/OR THE RIGHT OF ANY ENTRANT TO REDEEM OR OTHERWISE BENEFIT FROM ANY PRIZE AT ANY TIME (INCLUDING, WITHOUT LIMITATION, AFTER AN ENTRANT WAS EARLIER DEEMED ELIGIBLE). NOTWITHSTANDING ANY OTHER PROVISION OF THESE RULES, IF AT ANY STAGE OF THE CONTEST, SPONSOR DETERMINES THAT NOT ENOUGH, OR NO ELIGIBLE ENTRANTS EXIST FROM WHICH TO SELECT THE WINNER AND/OR FOR THE AWARDING OF ANY PRIZING, THEN SPONSOR MAY IN ITS SOLE AND EXCLUSIVE DISCRETION DETERMINE THAT NOT ENOUGH, OR NO ELIGIBLE, ENTRANTS EXIST AND THEN MAY EITHER SUSPEND THE CONTEST OR MODIFY IT (OR ANY PARTS THEREOF) IN ANY EQUITABLE MANNER THAT SPONSOR DEEMS APPROPRIATE IN ITS SOLE AND EXCLUSIVE DISCRETION, INCLUDING, WITHOUT LIMITATION, BY NOT AWARDING THE PRIZING SET FORTH IN THESE RULES OR IMPLEMENTING A NEW STAGE OF THE CONTEST WHERE SPONSOR MAY SEEK NEW ENTRANTS AND FROM WHOSE POOL SPONSOR MAY SELECT A NEW POTENTIAL WINNER.

HOW TO ENTER: There are two (2) ways to enter the Contest during the Entry Period; by visiting the Entry Site (defined below), completing the online entry form and uploading your Red Dress Design OR by submitting your Red Dress Design via Instagram posting with details of both methods of entry specified below.

Details of the two (2) methods of entry are as follows:

HOW TO ENTER VIA THE ENTRY SITE: Interested eligible individuals may enter the Contest online during the Entry Period as follows:

Connect to the website at DressFromTheHeart.com (the “**Entry Site**”)

AND

As directed, provide your first and last name, street address, (no post office boxes) city, state, zip code, telephone number, date of birth and email address (“**Contact Information**”).

AND

As directed, upload your Red Dress Design and description of “What inspired your design of the red dress?”, confirm that you are eligible and have read and agree to the Rules. By completing the foregoing to its conclusion, you will receive one (1) online entry (“**Online Entry**”) in the Contest.

HOW TO ENTER VIA INSTAGRAM: Interested eligible individuals may enter the Contest via Instagram during the Entry Period as follows:

1. Take a photograph of your Red Dress Design (with a photograph satisfying the criteria set forth herein to be referred to as a **“Photo”**).

AND

2. Post your Photo on Instagram with a description of “What inspired your design of the red dress?”.

AND

3. Include the two (2) hashtags #MissBala and #DressFromTheHeartContest.

By successfully completing the foregoing and subject to the entry limitations stated below, you will receive one (1) social media entry (**“Social Media Entry”**) in the Contest.

NOTE: all social media sharing must be made public in order for successful entry in the Contest to take place and for the entry to be eligible for judging as detailed herein.

Online Entry and Social Media Entry may be referred to hereafter individually as an **“Entry”** and in the plural as **“Entries”** with each such eligible individual submitting an Entry herein referred to as an **“Entrant”**.

You may enter as often as you like, but each separate Red Dress Design submitted in Entry must be unique and submitted individually.

I. Additional Entry Requirements:

1. Entrants agree to and understand that Entries may be made available to the public, including without limitation, posting on the Internet and social media. Whether or not Entries are published on the Internet, Sponsor does not covenant or guarantee any confidentiality with respect to any Entries.
2. Each Entry must be an original creation of the submitting Entrant which is under no restriction, contractual or otherwise, that will prevent Sponsor’s use of the Entry and each Entry must be free of any and all liens, encumbrances and claims of third parties. Entrant acknowledges, agrees and warrants that nothing in the Entry infringes on any copyrights, confidential information, trade secrets or trademarks belonging to any person or entity other than the Entrant absent a suitable license, clearance or permission agreement (proof of which is required upon submission), or violates any person’s rights of privacy or publicity and that all necessary releases and permissions have been secured. Entrant agrees to indemnify and hold harmless each of Contest Entities, and each of their owners, officers, directors, employees, and affiliated organizations, and their respective officers, directors, shareholders and employees, from and against any and all claims, demands, damages, costs, liabilities and causes of action of whatsoever nature that are based upon or arise out of any breach by Entrant of these Rules or the warranties and representations made by Entrant in this paragraph. Modifying, enhancing or altering a third party’s preexisting work does not qualify as Entrant’s original creation.
3. By submitting an Entry, the Entrant agrees, for zero compensation and solely for

promotional consideration, to grant to Sponsor all intellectual property rights in the Entry and each of its constituent parts, which rights include, without limitation, the Sponsor's right to publish, make available to the public and/or reproduce the Entry through any media available at any time during, or after the Contest Period on any related websites, social media channels, in any promotional materials, whether related or unrelated to the Contest, and at any other location, whether physical or online, that Sponsor, in its sole discretion, deems appropriate and necessary for the operation and promotion of this Contest and/or the Picture. In addition, Entrant warrants that any so called "moral rights" in the Entry have been waived and Entrant acknowledges and agrees that Sponsor may use any ideas from any Entry or other submitted materials, whether or not Entrant has been awarded a prize in connection with any such Entry or other materials. Entrant agrees to release, defend, indemnify and hold harmless each of Contest Entities, and each of their owners, employees, directors, officers, shareholders, members, agents, subcontractors and licensees from all claims, demands and causes of action of any nature whatsoever which Entrant or Entrant's heirs, representatives, executors, administrators, or any other persons acting on Entrant's behalf or on behalf of Entrant's estate, have or may have by reason of: (i) Sponsor's exercise of any rights granted by Entrant in this paragraph; (ii) claims based on violation of any right of publicity or rights of personality, infringement of copyright or trademark, libel, slander, defamation, invasion of privacy, loss of earnings or potential earnings in connection with Sponsor's use of the Entry and any portion thereof, or the likeness of any natural person therein.

4. Entrants are responsible for securing necessary permissions, talent and location releases, and licenses for any visual and audio material contained in the Entries.
5. Sponsor is not responsible for any expenses incurred in the production of and uploading of the Entry by Entrant.

II. Creative Requirements

1. Red Dress Design should be based on current standard dress-making techniques. It should not be something that would be either impossible or impractical to produce (such as too "avant garde" or abstract):
2. For direct uploads, the maximum file size of Entry must not exceed 50MB and Entry must be provided in one of the following formats: .jpeg .png or GIF
3. The resolution for the Entry: minimum 72 DPI
4. Entry must be entirely Entrant's original work; must not have been purchased; must not have won any award.

III. Entry Content Restrictions: Entries must not contain material that:

1. Contains or depicts someone smoking or intoxicated;
2. Violates or infringes another's rights, including without limitation, privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
3. Contains material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age;
4. Contains any unacceptable clothing or adornments, or displays any commercial/corporate advertising other than that of Sponsor (including but not limited to corporate logos, brand names, trademarks, slogans, political, personal and religious statements);

5. Contains indecent or unsafe behavior or situations, profanities or obscenities, including but not limited to nudity, or pornography, or is otherwise inappropriate, indecent, profane, obscene, hateful, tortuous, slanderous or libelous;
6. References persons or organizations without their written permission;
7. Disparages any persons or organizations;
8. Includes threats to any person, place, business or group or displays firearms or any other weapons;
9. Is unlawful, in violation of or contrary to any applicable federal, state, or local laws and regulations.

IV. TERMS OF SUBMISSION:

Prior to submitting your Red Dress Design, please read and agree to the following Terms of Submission. By submitting the Red Dress Design, Entrant represents and warrants that: (i) Entrant is 18 years of age or older; (ii) the Red Dress Design Entrant is submitting was originally created by Entrant; (iii) all submissions will comply with the Entry Requirements; (iv) Entrant has read and agreed to the Rules, Sponsor's Privacy Policy and Sponsor's Terms of Use; and (v) to the extent Entrant has any rights in the Red Dress Design, Entrant represents and warrants that Entrant owns, or has obtained in writing, all necessary right, title and interest in and to the Red Dress Design. Entrant hereby irrevocably grants to Sponsor the royalty free, sublicenseable, worldwide and perpetual right to copy, display, distribute, edit, reproduce, use and otherwise exploit the Red Dress Design by any means, including the right to use the Red Dress Design for commercial purposes such as in advertising and marketing materials. Entrant understands and agrees that Sponsor may not be able to provide credit or attribution to Entrant in connection with use of the Red Dress Design submitted by Entrant and that Entrant will not receive compensation for any display or other use of the Red Dress Design submitted by Entrant. Entrant further acknowledges and agrees that all Red Dress Design review, approval, and posting will be in Sponsor's sole discretion. Entrant will indemnify, defend and hold harmless Contest Entities and their partners, affiliates and subsidiaries, and any third party that displays or uses the Red Dress Design submitted by Entrant, from any claim, suit, liability, judgment, damage or cost (including reasonable attorneys' fees and costs) related to any content submitted by Entrant.

Failure of any Entry to comply with the above "Entry Requirements", "Entry Content Restrictions" and "Terms of Submission" as determined by Sponsor, in its sole discretion, may result in disqualification of Entrant. Without limitation, Sponsor reserves the right in its sole discretion to disqualify any Entry that, in its sole opinion, refers, depicts or in any way reflects negatively upon the Sponsor, the Contest or any other person or entity, does not comply with these Rules or if Sponsor receives notification about any potential infringements or breaches of law or any other reason set forth herein. All Entries shall become the exclusive property of Sponsor and will not be returned. Entries must be suitable for presentation in a public forum, in sole determination of Sponsor.

The Sponsor's database clock will be the official timekeeper for this Contest. All federal, state, and local rules and regulations apply.

For purposes of this Contest, an Entry is "received" online when the Sponsor's server records the Entry information. Proof of sending (such as an automated computer receipt confirming Entry or "thanks for entering" message) does not constitute proof of actual receipt of an Entry for purposes of this Contest. Illegible and/or incomplete Entries and Entries submitted by Entrants who do not meet the eligibility requirements (including all

requirements with respect to age and residence) are void. Those who do not follow all of the instructions or abide by these Rules or other instructions of Sponsor may be disqualified.

PRIVACY INFORMATION: You understand that any personally identifiable information supplied by prize winner shall be used only in a manner consistent with these Rules, and with Sponsor's Online Privacy Policy, which can be found at <http://www.sonypictures.com/corp/privacy.html>.

JUDGING: Each of the submitted Entries will be judged according to the Judging Criteria and be completed on/about January 13, 2019. The five (5) eligible Entrants whose Red Dress Design obtains the highest scores (in the opinion of the judging panel) subject to the terms herein, shall be declared potential Semi-Finalists and be eligible to advance in the Contest. For the resolution of ties, see the **Resolution of Ties** section below. If a potential Semi-Finalist is deemed ineligible or subject to disqualification for any other reason in accordance with these Rules, such Entrant will be disqualified and (time permitting as determined by Sponsor) the eligible Red Dress Design, if any, that garnered the next highest score (in the opinion of the judging panel) will be declared the new potential Semi-Finalist. The new Entrant selectee, if any, will need to meet all eligibility requirements and otherwise be in compliance with these Rules in order for such Entrant to be declared a potential Semi-Finalist. Should the pool of Entrants be deemed ineligible or otherwise not in compliance with these Rules, Sponsor may at its own discretion decide there are no Semi-Finalists or Grand Prize Winner. Sponsor's decisions in all matters relating to this Contest will be final and binding.

Judging Criteria.

As stated above, each eligible Red Dress Design will be judged (by the judging panel) in accordance with the following equally weighted judging criteria (the "**Judging Criteria**"):

#1 Originality	0-25 points
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#2 Creativity	0-25 points
#3 Ability of Red Dress Design to be produced as a dress utilizing current standard dress- making materials and techniques widely available	0-25 points
#4 Impact of the provided description of “What inspired your design of the red dress?”	0-25 points

JUDGES’ SCORING WILL BE AVERAGED AMONG PARTICIPATING JUDGES. NO ENTRANT RECEIVING A TOTAL AVERAGE SCORE OF LESS THAN 80 POINTS WILL BE ELIGIBLE TO WIN THE CONTEST.

Resolution of Ties.

In the event of a tie, the tied Red Dress Design that received the higher total score from all judges in the “Originality” category will be declared the applicable Semi-Finalist. In the event of a remaining tie, the tied Red Dress Design that received the higher total score from all judges in the “Creativity” category will be declared the potential Semi-Finalist. In the event of a remaining tie, the tied Red Dress Design that received the higher total score from all judges in the “Ability of Red Dress Design to be produced” category will be declared the potential Semi-Finalist. In the event of a remaining tie, the tied Red Dress Design that received the higher total score from all judges in the “Impact of the description” category will be declared the potential Semi-Finalist. If needed, the judges will re-score the tied Red Dress Designs in all four (4) categories until the relevant tie is broken.

Semi-Finalist Notification.

The Entrants declared to be the prospective Semi-Finalists will be reasonably notified by Sponsor via Instagram Direct, email and/or phone (depending on method of Entry) within one (1) day of the end of judging. Prospective Semi-Finalists will be required to respond to notification within one (1) day providing complete personal information (as required by Sponsor) and verifying eligibility per the details contained within these Rules.

If a potential Semi-Finalist does not respond to the notification as detailed herein and/or if a potential Semi-Finalist is found not to meet the eligibility requirements or is otherwise found not to be in compliance with these Rules, or if any notification is returned as undeliverable for any reason, the potential Semi-Finalist may at Sponsor’s sole discretion be disqualified and, as determined by Sponsor in its sole and exclusive discretion, the Entrant associated with the Red Dress Design that received the next highest score (as

described above) may be deemed a potential Semi-Finalist. If the new potential alternate is found not to meet all the eligibility requirements set forth in these Rules, Sponsor may, in its sole and exclusive discretion, continue this process and seek to select one (1) or more new alternates from the pool of Entrants. Any new selectee, if any, will have to meet all eligibility requirements and otherwise be in compliance with these Rules in order to be declared a potential Semi-Finalist.

Semi-Finalist Judging Criteria.

Each eligible Semi-Finalist's Red Dress Design will be re-judged by a panel of judges selected by Sponsor in accordance with the Judging Criteria specified above. The one (1) Semi-Finalist with the highest total score at the conclusion of this Semi-Finalist judging will be deemed the Grand Prize Winner ("**Grand Prize Winner**").

Notification of Grand Prize Winner.

The Entrant declared to be the potential Grand Prize Winner will be contacted by telephone or email on or about January 14, 2019. Potential Grand Prize Winner will be required to execute and return a notarized Affidavit of Eligibility/Release of Liability and (except where prohibited) Publicity Release form ("**Affidavit and Release**") within three (3) days of issuance. In addition, to be able to redeem the prize, the potential Grand Prize Winner will need to complete and send back to the Contest Administrator his or her completed IRS W-9. Grand Prize Winner's Travel Companion (as defined below) is required to be eighteen (18) years of age or older. Grand Prize Winner's Travel Companion (or Grand Prize Winner if Travel Companion is the Minor child or legal ward of Grand Prize Winner) will also be required to execute and return a notarized Release of Liability form within this same three (3) day deadline.

If potential Grand Prize Winner is considered to be a Minor, his/her Travel Companion must be his/her parent or legal guardian that executed the Affidavit on the potential Grand Prize Winner's behalf. A prepaid overnight delivery air bill will be included in the package to facilitate the return of the executed/notarized Affidavit and Release, the completed W-9 form, Travel Companion Release of Liability and any other requisite documentation requested by Sponsor ("**Documentation**"). Failure to return the Documentation correctly completed and executed, within the required time period may (at Sponsor's sole discretion) result in forfeiture of the prize. If, at the time of attempted notification, the potential Grand Prize Winner cannot be reached within a reasonable period (as determined by Sponsor) and after a few reasonable attempts, and/or if the potential Grand Prize Winner is found not to meet the eligibility requirements or is otherwise found not to be in compliance with these Rules, or if any notification is returned as undeliverable for any reason, the potential Grand Prize Winner may at Sponsor's sole discretion be disqualified and, time permitting, as determined by Sponsor in its sole and exclusive discretion, the Semi-Finalist that received the next highest total score in the final judging (as described above) will be deemed the potential Grand Prize Winner. If the new potential Grand Prize Winner is found not to meet all the eligibility requirements set forth in these Rules, Sponsor may, in its sole and exclusive discretion, determine that there is no Grand Prize Winner in the Contest or, time permitted, as determined by Sponsor in its sole and exclusive discretion, continue this process and seek to select a new potential Grand Prize Winner from the remaining Semi-Finalists. Any new potential Grand Prize Winner, if any, will have to meet all eligibility requirements and otherwise be in compliance with these Rules in order to be declared the Grand Prize Winner.

PRIZES: **Grand Prize:** There is one (1) "**Grand Prize**" available to be awarded in the Contest. The Grand Prize consists of the following: A trip ("**Trip**") during dates determined

by Sponsor for the Grand Prize Winner and one (1) eligible travel companion (“**Travel Companion**”) to Los Angeles, CA (“**LA**”). The Trip includes the following: (i) round-trip (“**R/T**”) economy class air transportation for two (2) from the major U.S. gateway airport within the Eligibility Area nearest the Grand Prize Winner's residence (as determined by Sponsor) to LA, (ii) R/T ground transfers between airport and Hotel (defined below) and (if deemed necessary by Sponsor) between Hotel and Premiere (defined below) location in LA, (iii) two (2) consecutive nights' accommodations for two (2) in one (1) single standard guest room (double occupancy, room and tax only) at a LA-area hotel (“**Hotel**”) selected at the sole discretion of Sponsor, (iv) admission for two (2) to premiere of Picture (“**Premiere**”) if held, (v) the Grand Prize Winner's Red Dress Design to be created and partially tailored (the “**Dress**”) by a professional designer (selected at the sole discretion of Sponsor and subject to time constraints determined at sole discretion of Sponsor), (vi) the displaying of the Dress at the Premiere (if possible as determined at sole discretion of Sponsor), and (vii) a check in the amount of \$200 for the winner to have the final tailoring done on the Dress at a location in/near the Grand Prize Winner's hometown (as determined by Grand Prize Winner). NOTE: Sponsor will not be responsible for the final completion of the Dress. The approximate retail value (“**ARV**”) of the Grand Prize is approximately \$4,500. The actual value of Grand Prize may vary depending on city of departure, date and times of travel, airfare fluctuations, Hotel charges and transfer charges at the time of travel booking. Therefore, the actual value of the Grand Prize awarded may be lower or higher at the time it is fulfilled. Any difference between actual value and stated ARV will not be awarded. If the Grand Prize Winner elects to travel with no Travel Companion, no additional prize element will be substituted. All specific elements of the Grand Prize are at the sole discretion of the Sponsor or its designee(s).

All travel is subject to the following restrictions and conditions: Grand Prize Winner and Travel Companion will be responsible for all expenses not specifically described above as included in the Grand Prize, including but not limited to in-room entertainment, ground transportation to and from Grand Prize Winner's residence and airport, insurance, gratuities, meals, concessions, excursions, baggage fees, and any other fees, costs, expenses and purchases. All travel arrangements are to be booked through and administered by Sponsor or its designee. All air carrier(s), Hotel, ground transportation companies, and any other details of travel are determined at the sole discretion of the Sponsor or its designee. Grand Prize Winner will be required to travel during specific dates determined by Sponsor or Grand Prize will be forfeited in its entirety and at Sponsor's sole discretion, awarded to an alternate in a subsequent random drawing.

Sponsor is not responsible if Grand Prize Winner or Travel Companion is denied access to the aircraft, Hotel or Premiere. In such case, Grand Prize Winner and/or Travel Companion will be solely responsible for any expenses incurred and the Grand Prize may be forfeited, in whole or in part. Grand Prize Winner must comply with all Hotel check-in requirements including, without limitation, the presentation of a major credit card.

The prize restrictions/conditions stated herein are not all-inclusive, and the Grand Prize described above may be subject to additional restrictions/conditions, which may be stated in the Required Documents and/or other documents. In the event the Grand Prize Winner and/or his or her Travel Companion engage(s) in behavior that, as determined by Sponsor or any of the Contest Entities in their sole discretion, is obnoxious, threatening, dangerous or illegal or is intended to annoy, abuse, threaten, or harass any other person, or is intended or may cause property damage or loss, Sponsor reserves the right to immediately terminate the Trip or any part thereof early, in whole or in part, and to send the Grand Prize Winner and/or his or her Travel Companion home with no further compensation.

Grand Prize Winner and his/her Travel Companion will be required to travel on identical itineraries including the same departure date, destination and return date. Grand Prize Winner and Travel Companion will be required to provide valid government issued photo ID (as required by airline, airport and TSA authorities) at time of and for completion of travel. If Grand Prize Winner lives within one hundred fifty (150) miles of the Hotel (as determined by Sponsor), air transportation will not be provided, and no additional prize element substituted. No changes will be made to travel details once any element(s) of the travel arrangements have been booked. No frequent flier miles will be earned on any element of prize travel. Prize conditions may be added or modified by Sponsor. Contest Entities are not responsible for any changes of any element of Grand Prize travel and Contest Entities are not liable for any expenses incurred as a consequence of flight cancellation or flight delays. Sponsor will not replace any lost or stolen tickets, travel vouchers, gift cards or certificates. Grand Prize Winner must have/present at least one major credit card (accepted by Hotel) in good standing in order to check into Hotel.

No stopovers are permitted on tickets issued as a prize; if a stopover occurs, the prize will terminate, and full fare will be charged from the stopover point for the remaining Trip segments, including the return. Once Trip arrangements have been confirmed, no changes will be allowed except by Sponsor in its sole discretion. An unclaimed and/or unused Grand Prize travel package will remain the property of Sponsor or its designee. Travel is subject to capacity controls, availability, blackout dates and certain other restrictions, which may include a Saturday night stay, all of which are subject to change.

An unclaimed and/or unused prize will remain the property of Sponsor or its designee.

NOTE: It is possible that Grand Prize Winner and his/her Travel Companion will be photographed or taped before, during or after the Premiere and Sponsor reserves the right to use such recorded stills and/or film/video footage (collectively, the “**Footage**”) to promote the Contest, Picture or Sponsor. There will be no compensation paid in connection with the possible use of the Footage as set forth above. The photographing of the Grand Prize Winner or Travel Companion before, during or after the Premiere is not guaranteed, and even if the Footage is shot, there is no guarantee (or obligation on the part of Sponsor that the Footage will be used to promote the Contest, Picture or any other of the Sponsor’s products or services.

Semi-Finalist Prizes: There are five (5) Semi-Finalist Prizes (each a “**Semi-Finalist Prize**”) available to be awarded in the Contest. Each Semi-Finalist Prize consists of a \$50 Fandango gift card. Gift cards are subject to all conditions of redemption available at Fandango.com and will not be replaced by Sponsor if lost, stolen, damaged or destroyed.

The total ARV of all prizes available to be awarded in the Contest is \$4,750.

Grand Prize and Semi-Finalist Prizes may be referred to hereafter individually as a “**Prize**” and collectively as “**Prizes**”.

Awarding of a Prize is subject to the applicable Prize winner’s acceptance of all requisite conditions within these Rules and Prize winner’s ability and agreement to grant the rights set forth in these Rules and the Affidavit. A Prize won by a Minor will be awarded in the name of such Minor’s parent or legal guardian. Acceptance of a Prize constitutes permission (except where prohibited) granted to Sponsor to use the Prize winner’s name, likeness, picture, voice, biographical information, statements and submitted Red Dress Design for publicity, advertising, trade and promotional purposes in connection with the Contest or the Picture in any and all media and manner and by any and all means now known or hereafter devised in perpetuity worldwide without additional compensation or limitation of any kind, and without the need to get any further consent.

Prizes will be awarded as detailed above but may subsequently be rescinded by Sponsor at any time if Sponsor determines that a Prize winner who was awarded his or her Prize did not meet the eligibility requirements set forth in these Rules or was otherwise not in compliance with these Rules. Sponsor reserves the right to disqualify any potential Prize winner and/or not award the Prize to a winner if it is discovered that such winner has been charged with (and currently pending final resolution) or convicted of any criminal offense (felony or misdemeanor) or is found to have committed any act which might tend to bring Prize winner, Sponsor, the Picture or its promotional campaign, or any advertising campaign of the Sponsor, or any other individual or entity into public disrepute, contempt, scandal, or ridicule, or which might tend to reflect unfavorably on Sponsor, the Picture or its promotional campaign, as determined by Sponsor in its sole and exclusive discretion. No transfer or substitution for a Prize (or Prize components) allowed, except at Sponsor's sole discretion. No cash equivalent for a Prize allowed other than as contemplated herein. All federal, state, and/or other taxes, if any are sole responsibility of the winners. Winners may receive an IRS Form 1099 for the year in which the Prize is awarded.

General Contest Conditions; Sponsor's Right to Modify or Suspend Contest or Any Parts Thereof.

By participating, each Entrant agrees to be bound by these (i) Rules and (ii) all Applicable Laws. The submitted Red Dress Design shall remain the property of Sponsor and shall not be returned. All materials generated in connection with the administration or judging of the Contest (including, without limitation, score sheets and other judging materials) shall be deemed Sponsor's sole and exclusive proprietary and confidential information. Grand Prize Winner's Red Dress Design (if posted or when produced by Sponsor), may differ from the materials actually submitted by the Grand Prize Winner due to technical errors, compatibility problems, or editing/modification by Sponsor, and Sponsor shall have no liability related thereto. Any Entrant that Sponsor finds to be: (i) tampering with the operation of the Contest through any means; (ii) acting in violation of the Rules or any of the Applicable Laws; or (iii) acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, harass, harm, mislead, or defraud any other individual or entity; will be ineligible to win or benefit from a Prize and Sponsor will seek all remedies available to it, including, if appropriate, filing appropriate complaints with legal authorities. IF, FOR ANY REASON, THE CONTEST OR ANY OTHER COMPONENT PARTS THEREOF ARE NOT CAPABLE OF RUNNING AS ORIGINALLY PLANNED, SPONSOR, IN ITS SOLE AND EXCLUSIVE DISCRETION, RESERVES THE RIGHT TO CANCEL, SUSPEND OR MODIFY THE CONTEST (INCLUDING, WITHOUT LIMITATION, ANY COMPONENT PARTS THEREOF, OR THESE RULES (IN WHOLE OR IN PART), AND/OR ANY OF THE PRIZING TO BE AWARDED HEREUNDER) IN A MANNER THAT IS FAIR AND EQUITABLE AS DETERMINED BY SPONSOR IN ITS SOLE AND EXCLUSIVE DISCRETION. Contest Entities shall not be liable to a Prize winner or any other person for failure to supply a Prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond Sponsor's control (each a "**Force Majeure**" event or occurrence).

Grant of Rights.

By participating in the Contest, each Entrant hereby grants and agrees to grant to Sponsor and its affiliates, and to their respective successors, licensees, assignees and other

authorized designees, a perpetual, fully-paid, royalty-free, transferable, fully sublicenseable, worldwide, irrevocable, non-exclusive right and license to reproduce, transcode, edit, modify, alter, combine with others, create derivative works from, transmit, disseminate, distribute, make available, exhibit, perform, publish and otherwise exploit the Entrant's Red Dress Design (s) in any media, manner, technology or content delivery mechanism now known or hereinafter devised for the following purposes: (A) in connection with the Contest, its administration, judging, promotion, advertising or publicity, (B) otherwise in connection with the promotion, advertising, publicity or other exploitation of the Picture (including, without limitation its theatrical and/or home entertainment release), (C) to make the Entrant's Red Dress Design(s) comply with contractual requirements with talent and/or other artists associated with the Picture, and/or with MPAA Advertising Guidelines, and/or with any applicable regulatory framework, censorship or ratings requirements, and/or with any national, religious, political or other community-based sensibilities, and/or (D) as otherwise desired by Sponsor in its sole discretion not in connection with the Contest, each of the foregoing without the necessity of obtaining further consent or making any payments. Each Entrant expressly acknowledges and agrees that because Sponsor retains the right to use the winning Red Dress Design to advertise and promote the Picture, the winning Red Dress Design may be subject to certain changes, modifications and alterations made by or on behalf of Sponsor, including through the addition of names, titles, and/or other information, through sizing, cutting, editing, digital modification or alteration and/or through any changes necessary to conform to censorship, and/or national, political and religious sensibilities. In connection with any such changes, modifications and/or other alterations, each Entrant acknowledges and agrees that no such changes, modifications or alterations shall be deemed a violation of the moral rights of, or prejudicial to the honor or reputation, of such Entrant. Important Note: there is no guarantee that any Semi-Finalist Red Dress Design or Grand Prize Red Dress Design will be included in any advertising or promotional campaign.

DISCLAIMERS AND LIMITATION OF LIABILITY; DISCLAIMER OF WARRANTIES.

BY PARTICIPATING IN THE CONTEST, EACH ENTRANT AGREES: (I) TO BE BOUND BY THESE RULES AND ALL APPLICABLE LAWS; (II) TO WAIVE ANY RIGHTS TO CLAIM AMBIGUITY WITH RESPECT TO THESE RULES AND ANY PROMOTIONAL MATERIALS RELATED TO THE CONTEST; (III) WAIVE ALL OF HIS/HER RIGHTS TO BRING ANY CLAIM, ACTION, OR PROCEEDING AGAINST ANY OF THE CONTEST ENTITIES; AND (IV) TO RELEASE EACH OF THE CONTEST ENTITIES AND EACH OF THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES OR OTHER AUTHORIZED DESIGNEES FROM ANY LIABILITY (INCLUDING, BUT NOT LIMITED TO, LIABILITY FOR ANY PROPERTY LOSS, DAMAGE, PERSONAL INJURY, BODILY INJURY, DEATH, LOSS, EXPENSE, ACCIDENT, DELAY, INCONVENIENCE OR IRREGULARITY) THAT MAY ARISE IN CONNECTION WITH, AS APPLICABLE: (A) ENTRANT'S PARTICIPATION OR INABILITY TO PARTICIPATE IN THE CONTEST; (B) AMBIGUOUS JUDGING CRITERIA; (C) TYPOGRAPHICAL ERRORS IN THE RULES OR ANY OFFLINE, ONLINE, OR WIRELESS CONTEST-RELATED PROMOTIONAL MATERIAL; (D) ACCEPTANCE OR POSSESSION, DEFECTS IN, USE, MISUSE OR INABILITY TO USE ANY PRIZE (OR ANY COMPONENT THEREOF); (E) ANY CHANGE IN PRIZING AS PERMITTED HEREUNDER OR OTHERWISE DUE TO REASONS BEYOND ANY OF THE CONTEST ENTITIES' CONTROL; (F) HUMAN ERROR; (G) INCORRECT OR INACCURATE TRANSCRIPTION, RECEIPT, TRANSMISSION, CODING, TRANSCODING, OR COMPUTING OF ANY MATERIALS; (H) ANY TECHNICAL MALFUNCTIONS OR UNAVAILABILITY OF ANY WEB SITE, MOBILE APPLICATION OR NETWORK, TELEPHONE NETWORK, COMPUTER ONLINE SYSTEM, COMPUTER DATING MECHANISM, COMPUTER EQUIPMENT, SOFTWARE, INTERNET OR WIRELESS SERVICE PROVIDER, U.S. MAIL SERVICE, PRIVATE MAIL SERVICE OR COURIER UTILIZED BY ANY OF THE CONTEST ENTITIES OR BY AN

ENTRANT; (I) INTERRUPTION OR INABILITY TO ACCESS THE CONTEST SITE, FTP SITE OR ANY OTHER PARTICIPATING WEB SITES, ANY CONTEST-RELATED WEB PAGES, OR ANY ONLINE SERVICE VIA THE INTERNET, OR WIRELESS SERVICE DUE TO HARDWARE OR SOFTWARE COMPATIBILITY OR OTHER PROBLEMS; (J) ANY LOST/DELAYED DATA TRANSMISSIONS, OMISSIONS, INTERRUPTIONS, DEFECTS, AND/OR ANY OTHER ERRORS OR MALFUNCTIONS; (K) ANY WRONGFUL, NEGLIGENT, OR UNAUTHORIZED ACT OR OMISSION ON THE PART OF ANY OTHER ENTRANT OR INDIVIDUAL PURPORTING TO ACT ON BEHALF OF ANY SUCH ENTRANT, AND/OR ANY OF THE CONTEST ENTITIES AND/OR ANY OF THEIR AGENTS, EMPLOYEES OR AUTHORIZED DESIGNEES; (L) ANY WRONGFUL, NEGLIGENT, OR UNAUTHORIZED ACT OR OMISSION ON THE PART OF ANY OTHER PERSON OR ENTITY NOT AN EMPLOYEE OF ANY OF THE CONTEST ENTITIES; OR (M) ANY OTHER CAUSE, CONDITION OR EVENT WHATSOEVER BEYOND THE CONTROL OF ANY ONE OR MORE OF THE CONTEST ENTITIES. THE GRAND PRIZE WINNER HEREBY ACKNOWLEDGES THAT THE CONTEST ENTITIES HAVE NEITHER MADE NOR ARE IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO ANY PRIZE OR COMPONENT THEREOF.

Indemnification.

Each Entrant shall indemnify, defend and hold harmless each of the Contest Entities, and their respective employees, agents, officers, directors and shareholders (collectively, the “**Indemnified Parties**”) from and against any and all third party claims, demands, causes of action, proceedings, expenses, and/or liabilities resulting or arising from or in connection with : (i) Sponsor’s and/or any of its affiliates’ or their respective licensees’ and/or authorized designees’ exercise of any of their rights granted hereunder, and/or their use, as permitted hereunder, of the Entrant’s Red Dress Design (s); (ii) the Entrant’s participation in the Contest ; (iii) the Entrant’s failure to comply with any one or more of the Rules or any Applicable Laws; and/or (iv) Entrant’s submission of his or her Red Dress Design (s) or photograph of the Red Dress Design shot/taken by someone other than the Entrant without the Entrant’s having obtained, from the person(s) who took the image(s) of the Red Dress Design (s), permission to use such Red Dress Design (s) in connection with the Contest as set forth herein and to grant Sponsor, its affiliates and their licensees and authorized designees the right to use such Red Dress Design (s) and/or photograph as set forth in the Grant of Rights section of the Rules.

ARBITRATION.

BY SUBMITTING AN ENTRY, ENTRANTS AGREE THAT ANY CONTROVERSY OR CLAIM ARISING OUT OF OR RELATING TO THESE RULES, THEIR ENFORCEMENT, ARBITRABILITY OR INTERPRETATION, OR OTHERWISE ARISING OUT OF OR RELATING TO ANY ENTRANT’S PARTICIPATION IN THIS CONTEST SHALL BE SUBMITTED TO FINAL AND BINDING ARBITRATION, TO BE HELD IN LOS ANGELES, CALIFORNIA, BEFORE A SINGLE ARBITRATOR, IN ACCORDANCE WITH CALIFORNIA CODE OF CIVIL PROCEDURE §§ 1280 ET SEQ. THE ARBITRATOR SHALL BE SELECTED BY MUTUAL AGREEMENT OF THE PARTIES OR, IF THE PARTIES CANNOT AGREE, THEN BY SELECTING AN ARBITRATOR FROM A LIST OF ARBITRATORS SUPPLIED BY JAMS (JUDICIAL ARBITRATION AND MEDIATION SERVICES). IF THE PARTIES STILL CANNOT AGREE ON AN ARBITRATOR, THE ARBITRATOR SHALL BE APPOINTED BY JAMS. THE ARBITRATION SHALL BE A CONFIDENTIAL PROCEEDING, CLOSED TO THE GENERAL PUBLIC. THE ARBITRATOR SHALL ISSUE A WRITTEN OPINION STATING THE ESSENTIAL FINDINGS AND CONCLUSIONS UPON WHICH THE ARBITRATOR’S AWARD IS BASED. THE PARTIES WILL SHARE EQUALLY IN PAYMENT OF THE ARBITRATOR’S

FEES AND ARBITRATION EXPENSES AND ANY OTHER COSTS UNIQUE TO THE ARBITRATION HEARING (RECOGNIZING THAT EACH SIDE BEARS ITS OWN DEPOSITION, WITNESS, EXPERT AND ATTORNEYS' FEES AND OTHER EXPENSES TO THE SAME EXTENT AS IF THE MATTER WERE BEING HEARD IN COURT), NOTWITHSTANDING THE FOREGOING, THE ARBITRATOR MAY REQUIRE THAT SUCH FEES BE BORNE IN SUCH OTHER MANNER AS THE ARBITRATOR DETERMINES IS REQUIRED IN ORDER FOR THIS ARBITRATION CLAUSE TO BE ENFORCEABLE UNDER APPLICABLE LAW.

Governing Law.

The internal substantive laws (as distinguished from the choice of law rules) of the State of California and the United States of America applicable to contracts made and performed entirely in California shall govern the validity and interpretation of these Rules and all other causes of action (whether sounding in contract or in tort) arising out of or relating to the Contest or these Rules.

No Injunctive Relief: EACH ENTRANT UNDERSTANDS AND AGREES THAT HE/SHE SHALL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, DISTRIBUTION OR EXPLOITATION OF THE CONTEST OR THE PICTURE, OR ANY OTHER MOVIE, PRODUCTION OR PROJECT OF SPONSOR OR ANY OF ITS AFFILIATES.

Rules/Winners List.

For a copy of these Rules or the Winners List, send a self-addressed, stamped envelope to: Vestir Desde El Corazon ("Dress From The Heart") Contest –Rules <OR> Winners List (*please specify which*), c/o West Coast Marketing, 22287 Mulholland Highway, #396, Calabasas, CA 91302. All requests must be received by **February 15, 2019**. The Rules will be made available on the Entry Site throughout the Entry Period.

Contest Administrator.

West Coast Marketing, a division of The Susquehanna Hat Company, 22287 Mulholland Highway, #396, Calabasas, CA 91302. Administrator is not the supplier or guarantor of any prize.

Sponsor.

Columbia TriStar Marketing Group, Inc., 10202 W. Washington Blvd., Culver City, CA 90232

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ABBREVIATED RULES

NO PURCHASE NECESSARY TO ENTER. INTERNET CONNECTION REQUIRED TO ENTER. Entry in the Contest begins at 12:01 a.m. PT on 12/19/18 and ends at 11:59 p.m. PT on 1/11/19. Open only to legal residents of 50 U.S. & DC 18+. **Anticipated Grand Prize travel: 1/29/19-1/31/19.** Subject to Official Rules. See Official Rules at

DressFromTheHeart.com/Rules for complete details. Void where prohibited.
Sponsor: Columbia TriStar Marketing Group, Inc.