

**COME BACK NEW SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. THE COME BACK NEW SWEEPSTAKES (“SWEEPSTAKES”) IS INTENDED FOR PLAY IN THE 50 UNITED STATES, DISTRICT OF COLUMBIA, CANADA (EXCLUDING QUEBEC) AND THE UNITED KINGDOM ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE 50 UNITED STATES, CANADA (EXCLUDING QUEBEC) OR THE UNITED KINGDOM AT THE TIME OF ENTRY. OPEN TO LEGAL RESIDENT OF 50 UNITED STATES, D.C., CANADA (EXCLUDING QUEBEC), AND THE UNITED KINGDOM WHO ARE 21 YEARS OF AGE OR OLDER. THE SWEEPSTAKES IS GOVERNED BY THESE OFFICIAL RULES. BY PARTICIPATING IN THE SWEEPSTAKES, YOU ACKNOWLEDGE AND AGREE TO BE BOUND BY ALL OF THE TERMS AND CONDITIONS STATED HEREIN.

Eligibility: The Sweepstakes is open to all residents of the 50 United States and the District of Columbia, Canada (excluding Quebec), and the United Kingdom who are 21 years of age or older as of date of entry. Void in Quebec and where prohibited by law. All employees of Princess Cruise Lines, Ltd. (“Sponsor”), PrizeLogic, their advertising and promotion agencies, and each of their respective parent companies, divisions, affiliates, subsidiaries, or agents (collectively, “Sweepstakes Entities”) and their immediate families (defined as spouse, child, sibling, parent, or grandparent) or household members (whether or not related) are not eligible. Sponsor reserves the right to verify eligibility qualifications of winner.

This Sweepstakes is subject to all applicable federal, state, provincial, and local laws.

Promotional Period: The Sweepstakes begins on January 25, 2018 at 12:00:00 pm Pacific Time (“PT”) and ends on February 28, 2018 at 11:59:59 pm PT (the “Promotion Period”). The Promotion Period consists of five (5) entry periods (“Entry Period”) as follows:

Entry Period Number	Entry Period Start Date/Time	Entry Period End Date/Time
1	January 25, 2018 at 12:00:00 pm PT	January 31, 2018 at 11:59:59 pm PT
2	February 1, 2018 at 12:00:00 am PT	February 7, 2018 at 11:59:59 pm PT
3	February 8, 2018 at 12:00:00 am PT	February 14, 2018 at 11:59:59 pm PT
4	February 15, 2018 at 12:00:00 am PT	February 21, 2018 at 11:59:59 pm PT
5	February 22, 2018 at 12:00:00 am PT	February 28, 2018 at 11:59:59 pm PT

All entries must be received by end time/date to be valid.

How to Enter: To receive one (1) initial entry into the Sweepstakes, during the Promotion Period, eligible entrants (“Entrants”) can visit <https://cbnsweeps.prizelogic.com/> (“Website”) and register by providing their name, date of birth, mailing address, and other information requested by Sponsor (“Initial Entry”). Individuals who do not follow all of the instructions, provide the required information in their registration form, and/or abide by these Official Rules or other instructions of Sponsor may be disqualified.

Limit: One (1) regular entry per person/e-mail address during the entire Promotion Period.

Additional Sweepstakes Entries: Once entrants obtain the Initial Entry for completing the entry method as described above, during the Promotion Period, Entrants may receive up to four (4) total additional entries per Entry Period as follows:

- *Re-visit the Sweepstakes Website:* In each Entry Period following the Entry Period that Entrant obtained his/her Initial Entry, the Entrant may revisit the Sweepstakes Website and enter their email to receive one (1) additional entry. Limit: One (1) additional entry via this method per person/email address during each Entry Period, for a total of four (4) possible additional entries via this method during the entire Promotion Period. For the avoidance of doubt, additional entry by revisiting the Sweepstakes Website is only available in the Entry Periods subsequent to the Entry Period in which the Entrant initially entered (for example: if Entrant received his/her Initial Entry in Entry Period 2, the “Re-Visit the Website” additional entry method is only available in Entry Period 3, 4, and 5.
- *Facebook:* Each Entry Period, Entrant may earn one (1) additional Sweepstakes entry for each eligible person that successfully registers for the Sweepstakes using the Entrant’s share on Facebook. To share this Sweepstakes on Facebook, select “share” functionality on the Website. *You must keep the prepopulated #SweepsEntry in your post/share. If you remove or otherwise edit or revise “#SweepsEntry,” you may be disqualified from this Sweepstakes and your prize (if any) shall be forfeited.* You will **only** receive an additional entry for each person that successfully registers for the Sweepstakes via your post. Limit: One (1) additional entry via this method per person/social media account during each Entry Period, for a total of five (5) possible additional entries via this method during the entire Promotion Period. You can only receive a maximum of one (1) additional entry per Entry Period via this method regardless of how many times you share during the Entry Period and how many people enter the Sweepstakes via the Facebook share. Post/share must comply with the Content (as defined herein) requirements set forth herein to be valid. If post/share does not comply with such requirements, correlated entries may be void, in Sponsor’s sole discretion.
- *Twitter:* Each Entry Period, Entrant may earn one (1) additional Sweepstakes entry for each eligible person that successfully registers for the Sweepstakes using the Entrant’s share on Twitter. To share this Sweepstakes on Twitter, select “share” functionality on the Website. *You must keep the prepopulated #SweepsEntry in your post. If you remove or otherwise edit or revise “#SweepsEntry,” you may be disqualified from this Sweepstakes and your prize (if any) shall be forfeited.* You will **only** receive an additional entry for each person that successfully registers for the Sweepstakes via your post. Limit: One (1) additional entry via this method per person/social media account during each Entry Period, for a total of five (5) possible additional entries via this method during the entire Promotion Period. You can only receive a maximum of one (1) additional entry per Entry Period via this method regardless of how many times you share during the Entry Period and how many people enter the Sweepstakes via the Twitter share. Post/share must comply with the Content (as defined herein) requirements set forth herein to be valid. If post/share does not comply with such requirements, correlated entries may be void, in Sponsor’s sole discretion.
- *Play Game:* Each Entry Period, visit the Website and play the match game. Once you complete the game, you will receive one (1) extra entry into the Sweepstakes. Although answers/score will not be judged, you must complete the game to receive the additional entry. Limit: One (1) additional entry via this method per person during each Sweepstakes Entry Period, for a total of five (5) possible additional entries via this method during the entire Promotion Period.
- *Watch the Sweepstakes Video:* Visit the Website and watch the entire Sweepstakes video. Once you complete the video, you will receive one (1) extra entry into the Sweepstakes. Limit: One (1) additional entry via this method per person during each Sweepstakes Entry Period, for a total of five (5) possible additional entries via this method during the entire Promotion Period.

Sponsor is not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the sweepstakes or by any technical or human error which may occur in the processing of the entries. Sponsor reserves the right, in its sole discretion to cancel or suspend this Sweepstakes should fraud, virus, bugs or other causes beyond the control of Sponsor corrupt the administration, security or proper play of the game. With respect to computer entries, sponsor is not responsible for computer system, phone line, hardware, software or program malfunctions, or other errors, failures or delays in computer transmissions or network connections that are human or technical in nature. Should multiple users of the same e-mail account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said e-mail account at the time of entry will be considered the entrant. "Authorized account holder" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address.

As used herein, "Content" refers to all information, materials or content you submit in connection with the Sweepstakes (including, but not limited to, hashtags, writings, descriptions, post language). Content will not be judged.

Entrants represent and warrant that their Content is the original work of such entrant, it has not been copied from others, it has not previously won awards, it does not violate the rights of any other person or entity, and publication of the Content via various media including Web posting will not infringe on the rights of any third party. Any Entrants indemnify and hold harmless, Releasees from any claims to the contrary.

By submitting Content, you agree that your Content is gratuitous and made without restriction, and will not place Sponsor under any obligation, that Sponsor is free to use or otherwise disclose the ideas contained in the Content on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your Content, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor, or developed by its employees, or obtained from sources other than you.

All Content submitted by you must conform to the additional submission requirements set forth herein:

- Content cannot be sexually explicit or suggestive, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity;
- Content cannot promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
- Content cannot be obscene or offensive, endorse any form of hate or hate group;
- Content cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies;
- Content cannot infringe trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind (other than products contained in your entry), or contain any personal identification other than entrants;
- Content cannot infringe copyrighted materials owned by others;
- Content cannot communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; and
- Content cannot depict, and cannot itself, be in violation of any law.

Please see the privacy policy located at www.princess.com/legal/legal_privacy/index.jsp for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes. If you are selected as a winner, your information may also be included in a publicly-available winner's list. Online entrants must have a valid e-mail address. Automated entries are prohibited, and any use of automated devices will cause disqualification. Sponsor reserves the right at its sole discretion, to disqualify any individual (and all of his or her entries) who tampers with the entry process. Participants may not register with multiple email addresses nor may entrants use any other device or artifice to register multiple times or as multiple registrants. Any Entrant who attempts to enter with multiple email addresses under multiple identities or uses any device or artifice to register/play multiple times will be disqualified and forfeits any and all prizes won, in Sponsor's discretion.

Winner Selection: One winner will be selected on or about March 3, 2018 at 24303 Town Center Drive, Santa Clarita, California 91355 from among all eligible entries received. Judges' decisions are final in all matter relating to this sweepstakes. Odds of winning a prize depend on the number of eligible entries received. Before being declared a winner, a potential Canadian winner must first correctly answer, without assistance of any kind, whether mechanical or otherwise, a timed mathematical skill-testing question. The skill-testing question will be administered by mail or email or phone.

Potential winners will be notified by e-mail on or about March 3, 2018. Sponsor is not responsible for any change in an entrant's email address. Sponsor's decisions on all matters relating to this Sweepstakes are final and binding in all respects pertaining to this Sweepstakes. Winner is subject to verification, including verification of age. If a potential winner is found not to be eligible or not in compliance with these Official Rules, if attempted notification or any prize is returned as undeliverable, if any required documents are not returned within the required number of days, if a winner cannot be verified, or if a winner is otherwise unable or unwilling to accept and claim the prize as stated, then winner may be disqualified and the prize may be forfeited in Sponsor's sole discretion. Winner may also be required to complete, sign and return an Affidavit/Declaration of Eligibility/Liability Release, and, where lawful, a Publicity Release within seven (7) days of attempted notification or prize may be forfeited.

Prize (1): One (1) winner will receive one (1) \$2,500 USD Princess Cruises gift card. Gift card is subject to terms, conditions, and restrictions as set by Princess Cruises including those set at princess.com/giftcardterms. Any potential winners from Canada or the UK will receive a gift card in the amount of conversion from \$2,500USD. Approximate Retail Value ("ARV"): \$2,500 U.S./\$3194.65 CDN/€2129.02.

ARV is as of date of printing of these Official Rules. The difference in value of prize as stated herein and value at time of prize notification, if any, will not be awarded. Limit: one (1) prize per person/household. Prizes are non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winners will be solely responsible for all federal, state, provincial and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used. Any Winners from the United States may receive IRS Form 1099 for the ARV of prize. Canadian Winners may be subject to withholding taxes and Canadian residents are responsible for the reporting and payment of any income tax. Prize values are based on conversion rates as of 11/21/17 and may vary. The difference, if any, shall not be awarded. As a condition of accepting the prize, Winners agree to furnish any requested information needed for tax reporting. Please allow 4-6 weeks for shipment of prize after confirmation. Gift cards will not be substituted or replaced if destroyed, lost, misplaced, mutilated, or stolen. Prize will be awarded only to an address within the United States, DC, Canada (excluding Quebec), or the United Kingdom.

As a condition of accepting the prize, the winner agrees to furnish any requested information needed for tax reporting. By participating in this Sweepstakes, Entrants understand and agree (and agree to confirm in writing): (a) to abide to these Official Rules which are final and binding and the decisions of Sponsor with respect to all aspects of the Sweepstakes, which are final, (b) to accept the prize as awarded, with substitution, and to release and hold harmless Sponsor, its parent, subsidiary and affiliated companies, the Sweepstakes Entities, advertising and promoting agencies, any other party associated with the development or administration of this Sweepstakes, and all of their respective officers, directors, employees, representatives and agents (collectively, "Releasees") from and against any and all liability whatsoever, including without limitation legal claims, costs, injuries, losses or damages, demands or actions of any kind (including without limitation personal injuries, death, damages, loss or destruction of property rights of publicity or privacy, defamation, or portrayal in a false light) in connection with this Sweepstakes or with the announcement, acceptance, ownership, or use or misuse of prize (including but not limited to any travel related thereto) and/or use of the Entry, or other errors in these terms and conditions and (c) except where legally prohibited, by accepting the prize, the winner agrees to the use of his/her name, photograph, likeness, voice, image and biographical information and statements for advertising, trade, publicity and promotional purposes without additional compensation, in perpetuity, in all media now known or hereafter discovered, worldwide and on the Internet and World Wide Web, without notice, review or approval by the Sponsor and those acting under Sponsor's authority. Releasees are not responsible for loss, damage, or claims resulting from the Sweepstakes. Participants or winners will be disqualified for any attempt to tamper with any aspect of the Sweepstakes, or circumvent these Official Rules. Sponsor reserves the right to remedy any such action, disruption, or circumvention in a manner, determined solely by Sponsor that is fair and equitable to Sweepstakes participants. Sponsor reserves the right, in its sole discretion, to void, modify, terminate or suspend this Sweepstakes (or any portion thereof) should fraud or any unauthorized human intervention or other causes beyond the reasonable control of Sponsor corrupt or impair the administration, security, fairness or proper play of the Sweepstakes. Laws in the Entrant's country of residence may give Entrant the right to file claims before the courts of that country and may provide that some laws of that country are also applicable to this Sweepstakes. However, if any provision of the Official Rules or the application of any such provision to any person or circumstance shall be declared to be invalid, unenforceable or void, such decision shall not have the effect of invalidating or voiding the remainder of the Official Rules, it being the intent and agreement of the parties that the Official Rules shall be deemed amended by modifying such provision to the extent necessary to render it valid, legal and enforceable while preserving its intent or, if such modification is not possible, by substituting therefore another provision that is valid, legal and enforceable so as to give effect to Sponsor's intent. If and to the extent that English law applies to this Sweepstakes, or to any dispute arising in connection with this Sweepstakes, nothing in these Official Rules shall in any way limit or exclude liability for or in connection with (a) fraud, or (b) death or personal injury caused by negligence.

Disputes: As a condition of participating, participants agree (and agree to confirm in writing), to the extent permitted by law: (a) to release Releasees from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession, and/or use or misuse of any prize or any item redeemed therewith, (b) that under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all 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 (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the participant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than the State of California. By entering, participants

consent to the jurisdiction and venue of the federal, state and local courts located in Los Angeles County, California.

Name of Winner. For winner's first name and surname initial, city & state/province/territory, send a self-addressed stamped envelope to: Come Back New Sweepstakes Official Winners, 24305 Town Center Drive, Santa Clarita, CA 91355. Requests must be received no later than April 2, 2018. Canadian and UK residents may omit return postage.

Sponsor: Princess Cruises, Ltd., 24305 Town Center Drive, Santa Clarita, CA 91355