

**UCLA HEALTH / LAKERS - INSTAGRAM FAN PHOTO SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. INTERNET ACCESS REQUIRED TO SUBMIT A PHOTO.

A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCE OF WINNING. VOID WHERE PROHIBITED.

THE UCLA HEALTH / LAKERS – INSTAGRAM FAN PHOTO SWEEPSTAKES (SOMETIMES REFERRED TO HEREIN AS THE “SWEEPSTAKES” OR AS THE “PROMOTION”) IS OPEN ONLY TO PERSONS WHO ARE AT LEAST 18 YEARS OLD AS THE DATE OF ENTRY AND WHO ARE LEGAL RESIDENTS OF THE UNITED STATES AND CURRENTLY RESIDING IN ONE OF THE FOLLOWING CALIFORNIA COUNTIES: LOS ANGELES, SAN BERNARDINO, ORANGE, VENTURA OR RIVERSIDE.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW. ODDS OF WINNING DEPEND UPON NUMBER OF ELIGIBLE ENTRIES RECEIVED DURING EACH ENTRY PERIOD.

The Sweepstakes is sponsored by UCLA Health (“Sponsor”), and is administered by The Los Angeles Lakers, Inc. (“Administrator”).

1. **SWEEPSTAKES PERIODS:** The Promotion comprises one (1) sweepstakes (“Sweepstakes”) and begins on April 7, 2019 at 5:30 AM Pacific Time (PT) and ends on April 9, 2019 at 11:59:59 PM PT (the “Entry Period”). The Administrator’s computer is the official Entry Period clock.
2. **ELIGIBILITY:** The Promotion is open only to persons who are 18 years of age as of the date of entry and who are legal residents of the United States and who currently reside in one of the following California counties: Los Angeles, San Bernardino, Orange, Ventura or Riverside (“Eligible Entrants” or individually an “Eligible Entrant”). Employees of the Sponsor, Administrator, the NBA and its Member Teams and NBA Properties, Inc. (individually and collectively, the “Promotion Entities”) and each of their respective parent companies, subsidiaries, and affiliates, and each of their directors, managers officers, governors, members, owners, employees, agents, promotion and advertising agencies, immediate family members and persons living in the same household are ineligible. The Promotion is subject to all applicable federal, state and local laws. Entrant participation in the Promotion constitutes his/her full and unconditional agreement to these Official Rules and Sponsor’s and Administrator’s decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. By participating in the Promotion, you understand you are providing your information to Sponsor and Administrator.
3. **HOW TO ENTER THE SWEEPSTAKES:** During the Entry Period, in order to enter Eligible Entrants must upload a photo to Instagram (“Website”) and include the hash tag #TeamUCLALakers in your caption before sharing (the “Submission”). Wireless phone charges and data rates may apply and are the sole responsibility of Entrants. Your picture or video must be a “selfie” (as defined below) image of you watching or getting ready to watch the Lakers play. Proof of delivery or receipt of Submission will not be deemed by Sponsor as proof of Submission into this Sweepstakes. All Sweepstakes Entries submitted become solely the property of Sponsor and Administrator will not be returned. All Sweepstakes Entries must be submitted by 11:59:59 PM PT on April 9, 2019 to be entered into the Sweepstakes. The person registering for the Sweepstakes and uploading the Submission will be deemed the Entrant (“Entrant”).

“Selfie” is defined for purposes of this Sweepstakes as a photo of you (without any third-party members) taken by you. Entrant does not need to be holding the camera or mobile device to qualify as a selfie, and Entrant may use a remote device, but the photo must be taken by the Entrant.

If you are not a registered member of Instagram, please visit <http://www.instagram.com> to register for a free account. Registration for and use of Instagram, as well as accompanying applications, are subject to Instagram’s terms and conditions and neither Sponsor nor Administrator have any responsibility with respect to such registration or use.

All Entries by mail must conform to these Official Rules to be considered to be an Eligible Entry, which includes, but is not limited to, the Guidelines and Restrictions set forth in Section 4 below. Limit one (1) Entry per person.

- 4. ENTRY GUIDELINES AND CONTENT RESTRICTIONS:** Each Photo Entry submitted as provided in Section 3 above:
- a. Must include the hashtag “#TeamUCLALakers”
 - b. Must submit an image that:
 - i. Complies with all other Entry Guidelines and Requirements;
 - ii. Does not contain any identifiable person other than the Entrant; and
 - iii. Uses the photo theme set forth in Section 3 of these Official Rules.
 - c. Must not include personally-identifiable information of any person other than Entrant. Should the Entrant include personally identifiable information about him/herself in his/her Photo, Entrant acknowledges and agrees that such information will be disclosed publicly and Entrant is solely responsible for any consequences thereof;
 - d. Must be the original work of the Entrant;
 - e. Must not have been submitted previously in a promotion or sweepstakes of any kind and has not been exhibited or distributed previously in any media;
 - f. Must not contain material that violates or infringes another person’s or entity’s rights, including but not limited to privacy, publicity or intellectual property rights, including copyright or trademark infringement;
 - g. Must not disparage Sponsor, Administrator, the Promotion Entities, or any other person or entity, including, but not limited to, any party affiliated with the promotion and administration of this Sweepstakes;
 - h. Must not in any way contain any third party logos, insignia, brand names or trademarks other than those of Sponsor and Administrator;
 - i. Must not contain third-party images, sculptures, or artwork that are not the original work of the Entrant;
 - j. Must not contain material that is inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous;
 - k. Entries may not contain any offensive or vulgar language nor depict any pornographic or illegal act;
 - l. Must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age;
 - m. Must not contain material that is unlawful, in violation of, or contrary to the laws or regulations of the United States or the local jurisdiction where the Entry is created.

5. **GENERAL SUBMISSION TERMS:** By submitting a Photo Entry, Entrant hereby grants permission for the Photo to be posted at UCLA Health’s social media properties (the “Page”) or other websites determined by Sponsor and Administrator, in their sole discretion. Entrant agrees that Promotion Entities are not responsible for any unauthorized use of Photos by third parties. By entering the Sweepstakes, Entrant agrees that the Entry conforms to these Official Rules, including but not limited to the Guidelines and Restrictions as defined in Section 4 of these Official Rules applicable to Photo Entries, and that Administrator may remove the Entry and disqualify Entrant at any time from the Sweepstakes if Administrator believes in its sole and absolute discretion that the Entry fails to conform to the Guidelines and Restrictions or Official Rules. By posting a Photo and the Hashtag, Entrant agrees that his/her social media username may be used to identify him/her when the Photo is posted to the Page or other websites and promotional materials.

EACH ENTRANT REPRESENTS, UNDERSTANDS, ACKNOWLEDGES AND AGREES THAT HE/SHE WILL NOT BE PAID FOR OR RECEIVE ANY FORM OF COMPENSATION OR ROYALTY OTHER THAN THE PRIZE STATED HEREIN IF ENTRANT IS SELECTED AS THE WINNER OF THIS SWEEPSTAKES IN EXCHANGE FOR GRANTING SPONSOR, ADMINISTRATOR AND THE OTHER PROMOTION ENTITIES THESE RIGHTS OR FOR ANY SUBSEQUENT USE OF SUCH ENTRY BY SPONSOR, ADMINISTRATOR OR ANY OF THE OTHER PROMOTION ENTITIES. By posting a Photo and the Hashtag, Entrant consents to give Sponsor, Administrator and the other Promotion Entities a royalty free irrevocable, perpetual, non-exclusive license to use, reproduce, modify, copyright, publish create derivative works from and display such Photo in whole or in part, on a worldwide basis and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes without any compensation or notice, in perpetuity, to the extent permitted by law. Without limiting the foregoing, if requested by Administrator or Sponsor, Entrant must sign any documentation that may be required for Sponsor, Administrator, any of the other Promotion Entities or their designees and licensees to make use of the non-exclusive rights Entrant is granting to use the Photo.

Entrant acknowledges and agrees that: (i) all copyrights and trademarks (the “Property”) that are in the name of and/or owned by Promotion Entities shall be and remain the sole and complete property of such Promotion Entities, and by entering into the Sweepstakes Entrant irrevocably assigns, transfers and sets over to Administrator and Sponsor all copyrights, trademarks and other rights therein and thereto; (ii) Entrant shall not at any time acquire or claim any right, title or interest of any nature whatsoever in such Property by virtue of Entrant’s use thereof in connection with the Sweepstakes; and (iii) any right, title or interest in or relating to the Property which comes into existence during the Sweepstakes as a result of Entrant’s use of the Property shall immediately and automatically vest in Promotion Entities. Entrant agrees never to contest or assist others in contesting Sponsor’s ownership of the Property.

Although all Entries will be reviewed by the Administrator before being judged, posted or published, the posting or publication of an Entry does not mean the Entry has been deemed to be in compliance with these Official Rules. Entries that do not comply with these Official Rules or that otherwise contain prohibited or inappropriate content as determined by Administrator, in Administrator’s sole discretion, will be disqualified and, if posted on any websites related to this Sweepstakes, removed there from.

NOTE: If any Entrant no longer wants to participate in the Sweepstakes, he/she can send a message to Administrator requesting that a Photo submitted by such Entrant be taken down from the Website

Page. The message must contain the Entrant's username in order for the Photo to be taken down from the Website Page.

6. **PRIZE:** One (1) prize consisting of two (2) courtside seat tickets to attend the Lakers' 2019-2020 NBA regular season home game at the STAPLES Center ,on a mutually agreed upon date following the release of the 2019-2020 NBA regular season schedule, will be awarded to the winner of this Sweepstakes. Approximate Retail Value ("ARV") - \$[REDACTED].
7. Winner and their guest attending the game will be required to sign and return an Affidavit of Eligibility, Liability Release and (where legal) Publicity Release. Neither Sponsor nor Administrator will replace any lost, mutilated or stolen prize or any portion thereof. All other expenses not specifically mentioned herein, including, but not limited to, transportation to and from game, parking, food, beverage, etc. are solely the responsibility of the prize Winner and their guest. No alternate dates are available and no substitutions of all or any portion of any prize will be awarded; provided, however, that Administrator shall have the right to substitute another prize or portion thereof of equal or greater value in Administrator's sole discretion for all or any portion of any prize. Any guest of Winner who is a minor (under the age of 18) must be accompanied by their parent or legal guardian at all times. No responsibility is assumed by Sponsors for canceled, delayed, suspended or rescheduled event. Sponsor reserves the right to reassign seating at the game.
8. **RANDOM DRAWINGS:** Prize Winner will be selected in a random drawing to be conducted by the Administrator on or about April __, 2019 from all Eligible Entries received by the Administrator by the sweepstakes deadlines specified in these Official Rules. All decisions of the Administrator shall be final. Odds of winning depend on the total number of Eligible Entries received. Subject to the right of Administrator to substitute a prize or portion thereof with a prize of equal or greater value as provided in these Official Rules, all prizes will be awarded.
9. **HOW TO CLAIM PRIZE, AFFIDAVITS AND RELEASES:** The potential winner will be contacted by direct messaging to their account on Instagram used to submit their Entry. If a potential winner is found to be ineligible or not in compliance with these Official Rules, declines to accept the Prize, Administrator is unable to contact the potential winner within three (3) days, or in the event that the Prize confirmation or Prize is returned undeliverable, the Prize will be forfeited, and, in the Administrator's sole discretion, the Prize may be awarded to an alternate potential winner. Administrator reserves the right to conduct background check(s) on any potential winner, and such potential winner must cooperate with Administrator as a condition of being awarded the Prize. In addition, before being declared a Winner, the potential winner may be required to execute and return an Affidavit of Eligibility/Liability and Publicity Release within three (3) days from the date of attempted notification. Failure to return any of the documents referenced herein may result in forfeiture of the Prize, and in Administrator's sole discretion, the Prize may be awarded to an alternate potential winner. The right to receive the Prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Administrator who reserves the right to substitute prize of equal or greater value in case of force majeure or in the event that the Prize is unavailable. Federal, state and local income taxes imposed on the Prize are the sole responsibility of the winner.
10. **RELEASE:** Promotion Entities are not responsible for illegible, lost, late, incomplete, stolen, misdirected entries or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt or

jumbled transmissions, service provider/Internet/web site/use net accessibility, availability, or traffic congestion, or any technical, mechanical, or typographical or other error, or unauthorized human intervention, or the incorrect or inaccurate capture of registration information, or the failure to capture, or loss of, any such information. Promotion Entities are not responsible for any incorrect or inaccurate information, whether caused by any Page or website users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Promotion and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Page or any website(s). Promotion Entities are not responsible for any injury or damage, whether personal or property, to Entrant's or to any person's computer related to or resulting from participating in this Promotion. If, for any reason, the Promotion is not capable of running as planned, Administrator reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of winner(s), in a manner it deems fair and reasonable, including the selection of winners via random drawing from among eligible entries received prior to such cancellation, termination, modification or suspension. **PROMOTION ENTITIES MAKE NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NONINFRINGEMENT AS REGARDS TO ANY PRIZE OR ANY COMPONENTS OF THE PRIZES. VOID WHERE PROHIBITED, AS SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OF EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES. AN ENTRANT MUST CHECK LOCAL LAWS TO LEARN IF ANY OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY.** Further, Promotion Entities are not responsible for, and shall be indemnified by Prize Winners against any claims, injuries, losses or damages of any kind resulting from acceptance, use, misuse, possession, or loss of a prize. If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable.

By entering the Promotion, each Entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and decisions of Sponsor and Administrator, which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action, or proceeding against any of the Promotion Entities in connection with the Promotion; and (iv) to forever and irrevocably agree to release, defend, indemnify, and hold harmless each of the Promotion Entities from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Promotion, including but not limited to any Promotion-related activity or element thereof, and the Entrant's entry, participation or inability to participate in the Promotion, (b) the violation of any third party privacy, personal, publicity or proprietary rights, (c) typographical or printing errors in these Official Rules or any Promotion materials, (d) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability, or due to reasons beyond Sponsor's control, including but not limited to 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 such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual 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 any of the Promotion Entities' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement, cancellation, or modification of the Promotion, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of the entry (including, without limitation, the information or any parts thereof), (i) any technical malfunctions or unavailability of the Websites or any telephone network, computer system, computer online system, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Promotion Entities or by an Entrant, (j) interruption or inability to access the Promotion, the Page or any other Promotion-related web pages, or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to Entrant's (or any third person's) computer and/or its contents related to or resulting from any part of the Promotion, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any wrongful, negligent, or unauthorized act or omission on the part of any of the Promotion Entities, (n) lost, late, stolen, misdirected, damaged or destroyed prize (or any element thereof), or (o) the negligence or willful misconduct by Entrant.

11. **ODDS OF WINNING:** Odds of winning the Prize depend upon the number of Eligible Entries received during the Sweepstakes Entry Period.

NAME OF WINNER: For the name of the Winner, send a self-addressed stamped envelope to the UCLA Health / Lakers Instagram Sweepstakes Winners' List, C/O The Los Angeles Lakers, Inc., 2275 E. Mariposa Avenue, El Segundo, CA 9025, Attention: Corporate Partnerships. Requests must be received by April 30, 2019.

12. **ACCEPTANCE OF THESE RULES:** Except where prohibited, by entering the Sweepstakes, Entrants accept and agree to these Official Rules and the decision of the Sponsor and the Administrator, which shall be final. In addition, by submitting an entry or accepting the prize, the Winner hereby gives the Promotional Entities and their respective agents and assignees full permission and authority to use, publish and display the Winner's name, voice and photograph or other likeness for advertising or other related purposes, in any media now known or hereafter devised, throughout the world, in perpetuity, without additional compensation. No cash substitutions for the prize or any portion thereof will be permitted and the prize is non-refundable and non-transferable except at the sole discretion of the Sponsor. The delay or failure of the Sponsor or the Administrator to enforce any particular provision of these Official Rules shall not constitute a waiver of that or any other provision. Federal, state and local taxes are the sole responsibility of the Winner.

13. **CAUTION:** Any attempt to deliberately damage or undermine the legitimate operation of the Sweepstakes or intercept or interfere with the Promotion may be a violation of criminal and civil laws and the Promotion Entities reserve the right to seek damages and pursue any and all remedies available, to the fullest extent of the law. UCLA Health, the NBA and its Member Teams, including The Los Angeles Lakers, Inc., NBA Properties, Inc., and each of their respective parent companies, subsidiaries and affiliates, and each of their respective owners, directors, officers, governors, employees, agents, representatives, or promotion and advertising agencies are not responsible for, and shall be indemnified and held harmless by the prize winners against any claims, injuries, losses, or damages of any kind resulting from acceptance, use, misuse, possession, or loss of the prize or any portion thereof.

