

## The "#Ismile4U Instagram & Twitter Photo Contest" Official Rules

1. This Contest is sponsored by 1st Family Dental, Inc. which has its principal place of business at 4901 N Kedzie Avenue, Chicago IL, 60625 (1st Family Dental, Inc. and its agents, employees, officers, directors, and related entities are known hereinafter as "Sponsor"). For any questions or inquires, please contact the Sponsor at 855-251-0766 or email at [email@1fd.org](mailto:email@1fd.org).

2. The Contest is open to individuals of any age at the time of entry. Entrants under the age of 18 should have the permission of a parent/guardian before submitting photos. Entrants must be legal residents of the United States; and the prize must be claimed by a parent or guardian over the age of 18. All federal, state, local and municipal laws and regulations apply. The Contest is void where prohibited.

3. One weekly prize winner will be selected and one final grand prize winner at the end of the Contest period. Prizes and contest period are subject to change. Updated information about the contest can be found here: <http://1stfamilydental.com/hope/>.

4. No purchase is necessary to enter or to win the Contest and a purchase will not increase your chances or odds of winning with an entry. Your chances or odds of winning depend on the number of eligible entries received and the total number of winners selected which may be between four (4) to six (6) individuals.

5. RULES FOR ENTERING A PHOTO: 1. Parents – book and complete your child’s dental checkup and cleaning appointment between now and August 31. Each child will receive an #Ismile4U bracelet. 2. Follow 1st Family Dental on Twitter or Instagram at @1stFD. 3. Kids – with your parent’s permission, snap a photo with your bracelet, and use the hashtag #Ismile4U. Entrants can include a message of hope for the kids at St. Jude. 4. A new winner will be selected each week and a grand prize winner at the end of the contest period. Prizes will be announced weekly on Instagram and Twitter! There’s no limit to the number of photos an entrant may submit.

6. By entering the Contest, you agree (a) to these Official Rules; (b) to unconditionally release and hold harmless the Sponsor from any liability whatsoever for any claims, costs, losses, injuries, death or damages of any kind arising out of or related to the Contest and/or the prize and/or any services associated with the prize; (c) to waive any right to any form of class action and/or to receive any punitive, incidental, or consequential damages, or attorneys' fees - all of which applies to any and all issues arising out of or related to the Contest and/or the prize and/or the services associated with the prize; and (c) to receive email(s) from the Sponsor. You may opt-out from receiving further emails from the Sponsor by following the directions in an email sent by the Sponsor. The Sponsor reserves the right to disqualify entrants that are determined, in the Sponsor's reasonable discretion, to be interfering with or abusing the Contest or engaging in any misrepresentation. The Sponsor is not liable for any errors or malfunctions related to the Contest and reserves the right to modify, suspend, or terminate the Contest where reasonably necessary due to unforeseen circumstances.

7. The sponsor will select the winner(s) on March 19, 2014, in a random drawing of the entries received. The Sponsor will announce and notify the winner(s) by email and/or phone, and/or by other appropriate means as determined by the Sponsor, within fifteen (15) days of the drawing. Each winner agrees that the Sponsor may use for marketing purposes the winner's name, biographical information, city of residence, and likeness as represented in a picture, photograph, or video with voice in connection with the prize and/or services associated with the prize.

8. The receipt of the prize is subject to the winner(s) responding to the notification within five (5) days; providing a signed and notarized Affidavit of Eligibility, Waiver of Liability, License Agreement, and any other requested documents within five (5) days of receipt of such; and being available to receive the services associated with the prize on the day(s) and time(s) reasonably scheduled by the Sponsor.

9. The Sponsor will provide the winner(s) with a voucher, certificate, or other document giving the prize to the winner(s) not later than thirty (30) days after announcing the winner(s). Notwithstanding anything to the contrary, the prize and/or all services associated with the prize will be forfeited by a winner if not claimed and completed within one (1) year of the announcement of the winner(s).

10. The winner(s) will be solely responsible for reporting and payment of any taxes on the prize as well as any expenses incurred in connection with accepting the prize and/or services associated with the prize. Such expenses may include travel costs to the dental office to receive the services associated with the prize.

11. The validity, interpretation, and enforcement of these Official Rules shall be governed by the laws of the State of Illinois, without giving effect to its conflict of law principles, and with the state courts located in Cook County, Illinois, as the venue. In case any provision herein is invalid or unenforceable, such provision shall not affect the validity or enforceability of any other provision.