

**Official Promotional Rules for the Nebraska Lottery
Blake Shelton Social Media Giveaway**

1. Overview:

- 1.1 Promotional Times and Dates: This promotion runs from 8:59 a.m. CT on January 22, 2016, until 11:59 p.m. CT on January 31, 2016. One drawing will be held on February 1, 2016, to select the winners.

2. Prizes: There will be two (2) winners for this promotion. The prizes are as follows:

- Grand Prize - Two (2) tickets to the Blake Shelton concert at the Pinnacle Bank Area in Lincoln on February 25, 2016, \$150 in Nebraska Lottery Scratch tickets, and \$50 in Nebraska Pick 5 coupons.
- Second Prize - \$150 in Nebraska Lottery Scratch tickets and \$50 in Nebraska Pick 5 coupons.

3. Eligibility and Entry:

- 3.1 The Nebraska Lottery's Blake Shelton Social Media giveaway is only open to individuals 19 years of age or older and is free to eligible participants.
- 3.2 To participate, an individual must be a current member of Facebook. Entry steps are as follows:
- (a) To enter, participants will be required to provide name, phone number, and email address. By completing the required information, a contestant will gain one entry in the contest.
 - (b) Entrant refers a friend: A box will appear giving each entrant a unique URL that the entrant can share with friends. For each friend who enters the giveaway, the referring individual will receive one bonus entry, limited to ten (10) bonus entries. Upon verification, the entrant can receive up to ten (10) entries, depending on the number of clicks on the URL provided. Users can also gain one (1) bonus entry by tweeting about the promotion using the Tweet button on the entry form. In total, an entrant can receive up to twelve (12) entries.
- 3.3 Entries must be received no later than 11:59 p.m. CT on January 31 to be eligible. Following the drawing, the winners will be notified and have their information including, but not limited to, name and address, verified. Upon verification of information, the Nebraska Lottery will commence prize fulfillment.
- 3.4 The Nebraska Lottery must be able to contact winners by, at the option of the Nebraska Lottery, the phone number or email address provided at the time of entry. After winner selection, the Nebraska Lottery will contact the winners and mail the winners a claim form. The name and other information provided on the claim form must match

information provided at the time of entry. Proof of identification will be required at the discretion of the Nebraska Lottery to include, but is not limited to, a photocopy of a valid driver's license or other state issued identification, valid military identification, or valid passport. If any of these criteria are not met, the prize cannot be claimed and another winner will be chosen.

- 3.5 Free entry is available on the Nebraska Lottery's Facebook page at <https://www.facebook.com/nebraskalottery.com>. To enter, participants must provide ALL required information. Required information includes name, phone number, email address, and valid Facebook account.

4. Prize Selection:

- 4.1 A drawing will be held February 1, 2016. Only entries that have been submitted through the Nebraska Lottery Facebook page by 11:59 p.m. CT on January 31, 2016, will be eligible to win. The winners will be notified by telephone or email when they will be asked to provide their mailing addresses for prize fulfillment. The Nebraska Lottery will use the email and other information provided at the time of entry.
- 4.2 The prizes are not exchangeable or otherwise transferable. Cash will NOT be awarded in lieu of a merchandise prize. Federal, state, or local taxes on any prize are the sole responsibility of the winner unless otherwise indicated in the prize section of the rules.
- 4.3 All applicable federal, state, or local laws apply.
- 4.4 Prizes will be mailed to the winners at the addresses provided when contacted by the Nebraska Lottery by email or phone. With prior approval from the Nebraska Lottery, the contest winners may pick up their prizes at the Nebraska Lottery office located at 1800 "O" Street, Suite 101, Lincoln, Nebraska.
- 4.5 If a prize is returned to the Nebraska Lottery, the Lottery may declare the prize forfeited by the winner, and the winner will have no further right to the prize.
- 4.6 The winner's entry and acceptance of a prize constitutes permission to use the winner's name, photograph, or likeness for purposes of advertising, publicity, or promotion on behalf of the Nebraska Lottery. The name of the winner and town/city/state will be posted on the Nebraska Lottery Twitter, Instagram, or Facebook page following winner notification.
- 4.7 Odds: Odds of winning depend on the number of entries received.

5. General Contest Terms:

- 5.1 Only entries submitted by legally eligible players through facebook.com/nebraskalottery.com and containing complete and valid information are eligible for this promotion contest. This promotion is operated using Woobox software. Woobox is a

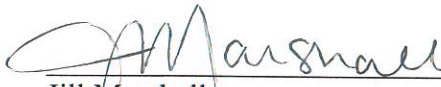
third-party promotions module. The Nebraska Lottery is not responsible for errors caused by Twitter, Instagram, Facebook, Woobox, or other third-party software or hardware. Upon entry, an entrant agrees to Woobox's Terms and Conditions, which can be found at <http://woobox.com/terms/>.

- 5.2 Entries which are lost, late, illegible, incomplete, misdirected, or incompletely received, including by reason of technical malfunction, network congestion, or system incompatibility, are ineligible.
- 5.3 Information provided to the Nebraska Lottery will be kept confidential, except as provided in 5.4, below, and will be used solely by or on behalf of the Nebraska Lottery, and will not be shared with or sold to outside parties without prior approval.
- 5.4 The drawing will be conducted by a computer random number generator program at Nebraska Lottery headquarters in Lincoln, Nebraska. The Nebraska Lottery will notify the contest winners. The identity of contest winners is public information pursuant to Lottery regulations and may be posted on the Lottery website and publicized by other means including, but not limited to, news releases and articles in the Nebraska Lottery players digest and retailer newsletter.
- 5.5 Prizes awarded in this and any other promotional contest conducted by the Nebraska Lottery are taxable income and may be reported for tax purposes. Winners of prizes over \$500 in value will be checked for outstanding tax and child support liabilities to credit prize awards in accordance with state law. Prizes over \$5,000 in value will automatically have state and federal income tax of 5 percent and 25 percent, respectively, withheld in accordance with state and federal law.
- 5.6 Prizes won in this contest are not transferable and, unless otherwise stated in the contest rules, may not be assigned except by judicial order. The Nebraska Lottery will substitute a prize of equal or greater value if the advertised prize cannot be awarded due to unavailability for any reason. In such event, certain conditions and restrictions may apply.
- 5.7 The Nebraska Lottery is not responsible for any travel, lodging, meals, or other expense related to claiming any prize. Non-cash prizes may not be exchanged or redeemed for cash value. Prizes consisting of lottery tickets will be mailed to Nebraska addresses only. Out-of-state winners may pick up lottery ticket prizes at a Nebraska Lottery claim center location by arrangement.
- 5.8 Participants must be 19 years of age or older to enter this contest. Employees of the Nebraska Lottery and its contractors, subcontractors, and their immediate family members residing in their same households are ineligible.
- 5.9 Nebraska Lottery MVP Club membership entitles one to receive information concerning Nebraska Lottery products and promotions according to the member's stated preferences. MVP Club members may modify their member profiles at any time by following the

directions on the MVP Club member login page on the Nebraska Lottery website at nelottery.com.

- 5.10 A valid claim form must be submitted and received by the Lottery. The Lottery is not responsible for lost, stolen, mis-delivered, damaged, illegible, or incompletely received tickets or claim forms.
- 5.11 Contest rules, drawing dates, deadlines, and procedures are subject to change without notice as may be deemed necessary or appropriate by the Nebraska Lottery in its sole discretion. By entering this contest, all participants agree to be bound by Nebraska state law and the rules and regulations of the Nebraska Lottery.

The foregoing promotion rules are effective this 21st day of January, 2016.


Jill Marshall
Acting Lottery Director