

**The Glove Box Sweepstakes Sponsored by Esurance
Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE IN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

BY ENTERING THIS SWEEPSTAKES, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE SPONSOR (DEFINED BELOW) FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

ELIGIBILITY:

This Sweepstakes, sponsored by Esurance Insurance Services, Inc. (“Sponsor”), is open only to legal residents of any one (1) of the fifty (50) United States or the District of Columbia who are at least eighteen (18) years of age on the date of entry (the “Sweepstakes”). Employees, officers, directors, members, managers, agents, and representatives and family members of such individuals (or people living in the same household whether related or not) of Sponsor or its corporate partners, parent companies, divisions, subsidiaries, affiliates, successors in interest, advertising, promotion, and public relations agencies (collectively, with Sponsor, the “Sweepstakes Entities”) are not eligible. For the purposes of this Sweepstakes, family members are defined as spouse, partner, mother, father, legal guardian, in-laws, grandmother, grandfather, brother, sister, children, and grandchildren. Participation in this Sweepstakes constitutes entrant’s full and unconditional agreement to and acceptance of these Official Rules and the decisions of Sponsor.

TO ENTER:

Glove Box Sweepstakes

The Sweepstakes begins at 10:00 a.m. Central Time (“CT”) ends at 10:00 p.m. CT on each day of March 7, 2014, through March 16, 2014 (“Sweepstakes Period”).

To enter the Sweepstakes either: (1) visit the Esurance kiosk on-site at the Austin Convention Center at South by Southwest any day during the Sweepstakes Period and register for an Esurance Access Badge, then tap the Access Badge on the Esurance Glove Box registration screen, or (2) mail a self-addressed stamped envelope with your name and email to The Esurance Glove Box Sweepstakes, 650 Davis Street, San Francisco, CA 94111 during the Sweepstakes Period. Limit one (1) entry per person, per day.

Roaming Glove Box Sweepstakes

The Sweepstakes begins at 10:00 a.m. Central Time (“CT”) on March 7, 2014, and ends at 10:00 p.m. CT on March 16, 2014 (“Sweepstakes Period”).

To enter the Sweepstakes either: (1) find an Esurance associate roaming around South by Southwest on-site at the Austin Convention Center any day during the Sweepstakes Period register for an Esurance access badge and tap your access badge on the Esurance associate’s tablet, or (2) mail a self-addressed

stamped envelope with your name and email to The Esurance Glove Box Sweepstakes, 650 Davis Street, San Francisco, CA 94111 during the Sweepstakes Period. Limit one (1) entry per person, per day.

As a condition of entering the Sweepstakes, each entrant gives consent for Sponsor and its representative to obtain and deliver his or her name, address, and other information to third parties for the purpose of administering this Sweepstakes and complying with applicable laws, regulations, and rules. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sponsor, including the interpretation of these Official Rules, which will be final and binding in all respects.

ODDS AND WINNER SELECTION/NOTIFICATION:

Odds of winning will depend upon the total number of eligible entries received.

Sponsor shall select or cause to be selected approximately twenty one (21) potential instant winners per day at random during the Sweepstakes Period for the Glove Box Sweepstakes and approximately twenty four (24) potential instant winners at random during the Sweepstakes Period for the Roaming Glove Box Sweepstakes, chosen by an instant win, randomization method from all Entries received during the applicable Entry Period.

Prize elements for the Glove Box Sweepstakes will be available at the Esurance kiosk for on-site entrants, or mailed to winner's address if winner is selected from mail in to in one (1) of the fifty (50) United States or the District of Columbia in Sponsor's sole discretion, and prize elements for the Roaming Glove Box Sweepstakes will be emailed to the winner immediately upon instant win. As a condition of entering the Sweepstakes, each winner agrees (if requested by Sponsor) to complete, sign, have notarized (if applicable), and return an affidavit of eligibility/declaration and liability/publicity release (unless prohibited by law), without alteration, within the time frame specified and if required by Sponsor in its sole discretion, or prize may be forfeited. In the event of noncompliance with these requirements, the prize may be forfeited in Sponsor's sole discretion. The affidavit of eligibility and liability/publicity release (unless prohibited by law) are subject to verification by Sponsor. Sponsor reserves the right to modify the notification procedures in connection with the selection of any alternate potential winner, if any.

PRIZES, QUANTITY AND APPROXIMATE RETAIL VALUE ("ARV"):

Potential winners, subject to verification, will receive one of the following prizes of corresponding ARV:

Glove Box Sweepstakes			Roaming Glove Box Sweepstakes		
Prize	ARV	Quantity	Prize	ARV	Quantity
Mophie® – Juice Pack Plus	\$120	35	eGift Card	\$25	240
Go Pro® Hero3	\$200	35			
Pebble Smart Watch™	\$150	35			
Xbox One	\$500	10			
Apple iPad® Mini 2	\$400	25			
Harman Kardon® CL	\$200	35			

Total ARV of all Prizes: \$56,000.00

All prize details not specified in these Official Rules will be determined in Sponsor's sole discretion. Sponsor is not responsible for and winner will not receive the difference, if any, between the actual value of the prize at the time of award and the stated ARV in these Official Rules or in any Sweepstakes-related correspondence or materials. Ticket portions of the prize are subject to the terms and conditions of the issuer. Prize, if legitimately claimed, will be awarded. All federal, state, and local taxes are the sole responsibility of each winner. Sponsor is not responsible for and will not replace any lost, mutilated, or stolen prize, or any prize that is undeliverable or does not reach a winner because of incorrect or changed contact information. If winner does not accept or use the entire prize, the unaccepted or unused part of the prize will be forfeited and Sponsor will have no further obligation with respect to that prize or portion of the prize. Sponsor is not responsible for any inability of any winner to accept or use any prize (or portion thereof) for any reason. No transfers, prize substitutions, or cash redemptions will be made, except at Sponsor's sole discretion. If, for any reason, any prize related event including but not limited to the South by Southwest events is delayed, cancelled or postponed, Sponsor reserves the right, but is not obligated, to cancel or modify the Sweepstakes in its sole discretion and may award a substitute prize of equal or greater value. Sponsor shall not be responsible for any cancellations, delays, diversions, or substitutions, or any act or omissions whatsoever by the South by Southwest venue or any other persons providing any of these services and accommodations necessitated by same. No more than the stated prizes will be awarded.

LIMITATION OF LIABILITY:

EACH ENTRANT AGREES TO RELEASE, HOLD HARMLESS AND INDEMNIFY THE SWEEPSTAKES ENTITIES AND THE RESPECTIVE OFFICERS, DIRECTORS, MEMBERS, MANAGERS, EMPLOYEES, REPRESENTATIVES, AND AGENTS OF EACH (COLLECTIVELY "RELEASED PARTIES") FOR ANY LIABILITY WHATSOEVER FOR INJURIES OR DAMAGES OF ANY KIND SUSTAINED IN CONNECTION WITH THE ACCEPTANCE, POSSESSION, USE, MISUSE OR AWARDED OF THE PRIZE, WHILE PREPARING FOR, PARTICIPATING IN, AND/OR TRAVELING TO OR FROM ANY PRIZE-OR SWEEPSTAKES-RELATED ACTIVITY INCLUDING, WITHOUT LIMITATION, ANY INJURY, DAMAGE, DEATH, LOSS, OR ACCIDENT TO PERSON OR PROPERTY. EACH WINNER AGREES THAT THE PRIZE IS PROVIDED AS-IS WITHOUT ANY WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, WHETHER NOW KNOWN OR HEREINAFTER ENACTED, RELATIVE TO THE USE OR ENJOYMENT OF THE PRIZE, INCLUDING, WITHOUT LIMITATION, ITS QUALITY, MERCHANTABILITY, OR FITNESS FOR A PARTICULAR PURPOSE.

EACH ENTRANT UNDERSTANDS AND AGREES THAT ALL RIGHTS UNDER SECTION 1542 OF THE CIVIL CODE OF CALIFORNIA AND ANY SIMILAR LAW OF ANY STATE OR TERRITORY OF THE UNITED STATES OR PARTICIPATING ELIGIBLE COUNTRY ARE HEREBY EXPRESSLY WAIVED BY HIM/HER AGAINST THE SPONSOR AND RELEASED PARTIES. SECTION 1542 READS AS FOLLOWS:

“CERTAIN CLAIMS NOT AFFECTED BY A GENERAL RELEASE. A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR.”

ADDITIONAL DISCLAIMERS:

Released Parties are not responsible and/or liable for any of the following, whether caused by a Released Party, the entrant, or by human error: entries that are submitted by illegitimate means (such as, without limitation, by an automated computer program) or entries in excess of the stated limit; any lost, late, incomplete, illegible, garbled, mutilated, or misdirected entries, email, mail, or Sweepstakes-related correspondence or materials or postage-due mail; any error, omission, interruption, defect, or delay in transmission or communication; viruses or technical or mechanical malfunctions; interrupted or unavailable cable or satellite systems; errors, typos, or misprints in these Official Rules, in any Sweepstakes-related advertisements or other materials; failures of electronic equipment, computer hardware or software; lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled, or delayed electronic communications or entry information. Released Parties are not responsible, and may disqualify an entrant, if his or her email address, telephone, or other contact information does not work or is changed without entrant giving prior written notice to Sponsor.

Without limiting any other provision in these Official Rules, Released Parties are not responsible or liable to any entrant or winner or any person claiming through such entrant or winner for failure to supply the prize or any part thereof in the event that any of the Sweepstakes activities or Released Parties' operations or activities are affected, as determined by Sponsor in its sole discretion, including, without limitation, by reason of any acts of God, any action, regulation, order, or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order, or request proves to be invalid), equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, war (declared or undeclared), fire, flood, epidemic, 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 law, rule, regulation, order, or other action adopted or taken by any governmental, federal, state, or local government authority, or any other cause, whether or not specifically mentioned above.

GENERAL RULES:

By entering the Sweepstakes, (except where prohibited by law) each entrant grants the Sweepstakes Entities, the irrevocable, sublicensable, absolute right and permission to use, publish, post, or display his or her name, photograph, likeness, voice, prize information, biographical information, for advertising, trade, promotional, and publicity purposes without further obligation or compensation of any kind to him or her, anywhere, in any medium now known or hereafter discovered or devised (including, without limitation, on the Internet), worldwide, without any limitation of time and without notice, review, or approval and each entrant releases all Released Parties from any and all liability related thereto. Nothing contained in these Official Rules obligates the Sponsor to make use of any of the rights granted herein and winner waives any right to inspect or approve any such use. Sponsor's decisions will be final in all matters relating to this Sweepstakes, including interpretation of these Official Rules and awarding of the prize. All participants, as a condition of entry, agree to be bound by these Official Rules and the decisions of Sponsor. Failure to comply with these Official Rules may result in disqualification from this Sweepstakes. Participants further agree to not damage or cause interruption of the Sweepstakes and/or

prevent others from participating in the Sweepstakes. Sponsor's failure to or decision not to enforce any provision in these Official Rules will not constitute a waiver of that or any other provision. In the event there is an alleged or actual ambiguity, discrepancy, or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials and/or these Official Rules (including any alleged discrepancy or inconsistency in these Official Rules), it will be resolved in Sponsor's sole discretion. Entrants waive any right to claim ambiguity in the Sweepstakes or these Official Rules. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules will otherwise remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

DISPUTES/GOVERNING LAW:

Except where prohibited, as a condition of participating in this Sweepstakes, each entrant agrees that any and all disputes that cannot be resolved between the entrant and any Sweepstakes Entity, claims, and causes of action arising out of or connected with this Sweepstakes, or the prize awarded, or the determination of the winner must be resolved individually, without resort to any form of class action. Further, in any such dispute, under no circumstances will an entrant be permitted or entitled to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (if any), not to exceed ten U.S. dollars (\$10 USD), and entrant further waives all rights to have damages multiplied or increased.

This Sweepstakes and any dispute arising under or related thereto (whether for breach of contract, tortious conduct, or otherwise) will be governed by the laws of the State of California, without reference to its conflicts of law principles. Any legal actions, suits, or proceedings related to this Sweepstakes (whether for breach of contract, tortious conduct, or otherwise) will be brought exclusively in the state or federal courts located in San Francisco County, California, and each entrant accepts and submits to the personal jurisdiction of these California courts with respect to any legal actions, suits or proceedings arising out of or related to this Sweepstakes.

WINNER'S LIST/OFFICIAL RULES:

To find out the names of the winners as of the date your request is received, send a legal-size, self-addressed, stamped envelope to: The Glove Box Sweepstakes c/o Esurance, 650 Davis Street, San Francisco, California, 94111. Requests must be received no later than three (3) months following the end of the Sweepstakes Period. For a copy of these Official Rules, print out these pages or send a legal-size, self-addressed, stamped envelope prior to the end of the Sweepstakes Period to: The Glove Box Sweepstakes, c/o Esurance, 650 Davis Street, San Francisco, California, 94111. Only one (1) request of either type per outer envelope, mailed separately, will be fulfilled. Vermont residents may omit return postage with Official Rules requests.

THE SPONSOR OF THIS SWEEPSTAKES IS:

Esurance Insurance Services, Inc., 650 Davis St, San Francisco, CA 94111.