

**The Garage 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. MUST BE PRESENT TO WIN.

THE SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, SXSW, LLC OR THE NON-SPONSORS (AS DEFINED BELOW).

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:

The Garage Sweepstakes (the “Sweepstakes”) consists of ten (10) consecutive daily garage prize giveaways. The Sweepstakes is sponsored by Esurance Insurance Services, Inc. (“Sponsor”) and 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 twenty-one (21) years of age on the date of entry. Employees, officers, directors, members, managers, agents, and representatives and family members of such individuals or individuals living in the same household (whether related or not) of Sponsor, SXSW, LLC, the 2017 South by Southwest (SXSW®) Music and Media Conference at the Austin Convention Center in Austin, Texas (the “SXSW® Conference”) or their respective corporate partners, parent companies, divisions, subsidiaries, affiliates, successors in interest, or 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, parents, siblings, legal guardian, in-laws, grandparents, 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.

SWEEPSTAKES PERIOD:

The Sweepstakes begins at 1 p.m. Central Time (“CT”) on March 9, 2017 and ends at 6 p.m. CT on March 18, 2017 (the “Sweepstakes Period”).

For the daily garage prizes (each, a “Garage Prize”), there are ten (10) consecutive daily entry periods (each a “Garage Prize Entry Period”):

Entry Period	Start Date	End Date	Start Time (all times are CT)	End Time (all times are CT)
1	March 9, 2017	March 9, 2017	1 p.m.	6 p.m.
2	March 10, 2017	March 10, 2017	9 a.m.	6 p.m.
3	March 11, 2017	March 11, 2017	9 a.m.	6 p.m.
4	March 12, 2017	March 12, 2017	9 a.m.	6 p.m.
5	March 13, 2017	March 13, 2017	9 a.m.	6 p.m.
6	March 14, 2017	March 14, 2017	9 a.m.	6 p.m.
7	March 15, 2017	March 15, 2017	9 a.m.	6 p.m.
8	March 16, 2017	March 16, 2017	9 a.m.	6 p.m.

9	March 17, 2017	March 17, 2017	9 a.m.	6 p.m.
10	March 18, 2017	March 18, 2017	9 a.m.	6 p.m.

HOW TO ENTER:

To enter for a chance to win a Garage Prize, a) visit the Esurance kiosk on-site at the Austin Convention Center at the SXSW® Conference any day during the Sweepstakes Period, b) register for an Esurance Access Badge, and then c) scan the Access Badge on the Esurance Garage instant win screen during a Garage Prize Entry Period. Entrants may only register for one (1) Esurance Access Badge, but may scan such Esurance Access Badge once each day during the Sweepstakes Period. In other words, limit one (1) entry per person per Garage Prize Entry Period.

ODDS AND WINNER SELECTION/NOTIFICATION:

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

Sponsor shall identify, via an “instant-win” randomization method, approximately twenty (20) Garage Prize winners per day, at certain (undisclosed but Sponsor-selected) intervals during each Garage Prize Entry Period.

Must be present to win. Garage Prizes will be available at the Esurance kiosk for winners. 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, and any required tax documents (e.g., Form 1099) 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. If a winner fails to comply with these Official Rules or fails to sign and return the affidavit of eligibility/declaration, the liability/publicity release and/or any required tax documents within the time periods specified by Sponsor, the prize will be forfeited in Sponsor’s sole discretion and an alternate winner may be selected (time permitting) based on the original method of winner selection in Sponsor’s sole discretion. Sponsor may only look to one (1) alternate winner, at which point the prize may be deemed unclaimed and Sponsor will have no further obligation with respect to the prize. Sponsor reserves the right to modify the notification procedures in connection with the selection of any alternate potential winner. If legitimately claimed in compliance with these Official Rules, the prize will be awarded. Upon prize forfeiture, no compensation will be given and Sponsor will have no responsibility or liability to that participant.

PRIZES, QUANTITY AND APPROXIMATE RETAIL VALUE (“ARV”):

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

<u>Prize</u>	<u>ARV</u>	<u>Quantity</u>	<u>Total Cost</u>
GoPro hero5 Black	\$399.00	7	\$2,793.00
PlayStation 4 Pro	\$399.00	7	\$2,793.00
Amazon Echo	\$179.99	16	\$2,879.84
Apple TV	\$149.99	31	\$4,649.69

Bose SoundSport Wireless Headphones	\$149.00	30	\$4,470.00
FitBit Charge 2	\$129.95	29	\$3,768.55
UE Boom2 Phantom	\$169.99	29	\$4,929.71
Polaroid Zip mobile printer	\$119.00	51	\$6,069.00
Total:			\$32,352.79

ADDITIONAL GARAGE PRIZE DETAILS:

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. Prizes, 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 SXSW® Conference 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 to 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 SXSW® Conference 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, THE NON-SPONSORS, AND THEIR 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 PRIZES, 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. RELEASED PARTIES ASSUME ABSOLUTELY NO RESPONSIBILITY FOR DAMAGES, LOSSES, OR INJURY RESULTING FROM THE PRIZE OR ITS OPERATION.

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 OR 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.

LICENSES AND APPROVALS:

By entering the Sweepstakes, each entrant grants the Sweepstakes Entities an irrevocable, perpetual, non-exclusive worldwide license to publish, post, display, copy, distribute, transmit, edit, use alone, together or with other works, and otherwise exploit such entrant's name, voice, persona, likeness, image, home address, prize information, any quotes attributable to such entrant, biographical data and any other indicia of persona in any manner whatsoever throughout the world, including on the Internet, and at any time or times, in connection with advertising and/or publicity purposes in connection with the Sweepstakes including but not limited to participation in awarding of the prize in any and all forms of media, now known or hereafter discovered, without additional compensation, review or approval rights, notification or permission, except where prohibited by law, and each entrant releases all Released Parties from any and all liability related thereto. The license and rights granted by each entrant may include, without limitation, on-location or

studio-based on-air camera appearances, and any photographs, videos or other materials such entrant provides to the Sponsor. Nothing contained in these Official Rules obligates the Sweepstakes Entities to make use of any of the rights granted herein and each winner waives any right to inspect or approve any such use. EACH ENTRANT FURTHER ACKNOWLEDGES THAT IF SUCH ENTRANT IS CHOSEN AS A WINNER, HIS OR HER IDENTIFYING INFORMATION, INCLUDING BUT NOT LIMITED TO HIS OR HER NAME, MAY BE DISCLOSED TO THIRD PARTIES INCLUDING, WITHOUT LIMITATION, BEING PLACED ON A WINNERS LIST AS WELL AS USED IN ANY AND ALL MEDIA AT THE DISCRETION OF THE SPONSOR AS A PART OF PARTICIPATING IN THIS SWEEPSTAKES.

GENERAL RULES:

Information submitted in connection with the Sweepstakes will be treated in accordance with these Official Rules and Sponsor's Privacy Policy (as may be amended from time to time), currently located at <https://www.esurance.com/legal/privacy-policy>; provided, that in the event of any conflict between these Official Rules and such Privacy Policy, the terms and conditions of these Official Rules shall prevail. Sponsor's decisions will be final in all matters relating to this Sweepstakes, including interpretation of these Official Rules and awarding of the prizes. All entrants, 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. Entrants further agree to not damage or cause interruption of the Sweepstakes and/or prevent others from participating in the Sweepstakes. Sponsor reserves the right, in its sole discretion, to void entries of any entrants who Sponsor believes have attempted to tamper with or impair the administration, security, fairness or proper play of the Sweepstakes. Sponsor's failure to, or decision not to, enforce any provision in these Official Rules will not constitute a waiver of such provision or any other provision in these Official Rules. 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. If Sponsor determines at any time in its sole discretion that a winner or potential winner is disqualified, ineligible, or in violation of these Official Rules, or engaging in behavior that Sponsor deems obnoxious, inappropriate, threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right in its sole discretion to select an alternate winner, even if the disqualified potential winner's name or other information or content may have been shown or announced on the Website or elsewhere. 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. If the Sweepstakes is not capable of running as planned for any reason, Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Sweepstakes and award the prize from eligible entries received prior to cancellation, modification, or suspension or as otherwise deemed fair and appropriate by Sponsor.

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(s) 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 entrant 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 Garage 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 Garage 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.

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

The following companies are not sponsors of the Sweepstakes ("Non-Sponsors"): Sony Corporation, Amazon.com, Inc., Bose Corporation, Fitbit, Inc., Logitech Inc., Polaroid Corporation, Apple Inc., GoPro, Inc., and each of their respective affiliates.

All trademarks used herein are the property of their respective owners.