

Universal Orlando Resort Dive into Summer Sweepstakes

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.

1. DESCRIPTION: The "Universal Orlando Resort Dive into Summer" Sweepstakes (the "**Sweepstakes**") begins at 7:00 am Eastern Time ("**ET**") on Monday, April 24, 2017 and ends at 11:59:59 am ET on Friday, May 5, 2017 ("**Sweepstakes Period**"). The Sponsor of this Sweepstakes is Universal City Development Partners, Ltd. d/b/a Universal Orlando Resort, 1000 Universal Studios Plaza, Orlando, FL 32819 ("**Sponsor**"). The administrator of this Sweepstakes is Creative Zing Promotion Group ("**Administrator**"), 189 South Orange Avenue, Suite 1130A, Orlando, FL 32801. The Sponsor and Administrator shall collectively be referred to as the "**Sweepstakes Entities**".

NBCUniversal Media, LLC and The TODAY Show are not sponsors of the Sweepstakes and are not associated with the administration of the Sweepstakes in any way.

2. ELIGIBILITY: Sweepstakes is open only to permanent, legal U.S. residents physically residing in the forty-eight (48) contiguous United States or the District of Columbia who are at least eighteen (18) years of age and the age of majority in his/her state of primary residence at the time of entry (each, an "**Entrant**" and collectively, "**Entrants**"). **ENTRANT, IF SELECTED AS A WINNER, MUST BE AVAILABLE FOR TRAVEL ON DATES SELECTED BY THE SPONSOR, WHICH ARE CURRENTLY CONTEMPLATED AS MAY 23-26, 2017.** Entrant must be the rightful owner (or have authorized use) of the email address identified on the entry form. In the event of a dispute over the identity of an Entrant, the Entrant will be deemed the authorized account holder of the email address associated with the entry, as long as such individual is otherwise eligible and in compliance with these Official Rules. "**Authorized Account Holder**" is defined as the natural person in whose name the email account was opened. In the event a dispute regarding the identity of an Entrant cannot be resolved to Sponsor's satisfaction, the affected entry may be deemed ineligible and an alternate potential winner will be selected. Officers, directors, and employees of Sweepstakes Entities and each of their respective parent companies, affiliates, divisions, subsidiaries, agents, representatives and promotion and advertising agencies are not eligible to participate in the Sweepstakes. Immediate family and household members of such individuals are also not eligible to enter or win. For purposes of the Sweepstakes, "**Household Members**" shall mean those people who share the same residence at least three months a year and "**Immediate Family Members**" shall mean parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, domestic partners or spouses, regardless of where they reside. Void in Alaska, Hawaii and where prohibited or restricted by law.

3. HOW TO ENTER: During the Sweepstakes Period, eligible Entrants must visit the Sweepstakes page located at www.DiveIntoSummerSweepstakes.com (the "**Sweepstakes Homepage**"). Entrants must follow the on-screen instructions to completely and accurately provide all of the requested registration information including first name, last name, email address, daytime phone number and date of birth. Entrants will also be required to affirmatively indicate that they have read and agree to these Official Rules. Once the form is completed, Entrant must click the "Enter" button to receive one (1) entry into the Sweepstakes.

Limit one (1) entry per person/email address, per day. Entries must be received by Friday, May 5, 2017 at 11:59:59 am ET. If entries exceed the entry limitations, the Entrant may be disqualified, at the Sponsor's sole discretion. Entries generated by a script, macro or other automated means will be disqualified. Entrants must accurately provide all of the requested information to be eligible to win. Incomplete, unreadable, or unintelligible entries will be disqualified. All information provided by Entrants becomes the property of Sponsor. ELIGIBLE ENTRANTS MUST SUBMIT THE REQUESTED ENTRY INFORMATION IN ACCORDANCE WITH THESE OFFICIAL RULES. NO OTHER METHOD OF SUBMISSION WILL BE ACCEPTED. Participation in the Sweepstakes constitutes Entrant's understanding of, full and unconditional agreement to, and acceptance of these Official Rules. Sponsor reserves the right to disqualify any Entrant that Sponsor determines to be in violation of any term contained in these Official Rules. Sponsor's decision not to enforce a specific provision of these Official Rules does not constitute a waiver of that provision or of the Official Rules generally.

4. WINNER SELECTION AND NOTIFICATION: One (1) potential winner ("**Winner**") will be selected in a random drawing conducted by the Administrator from all eligible entries received on or about May 5, 2017. The potential Winner will be notified by email and/or telephone, at the Administrator's sole discretion, on May 5, 2017. The potential Winner will be required to respond (as directed by the Administrator and/or Sponsor) to acknowledge the notification within twenty-four (24) hours (or a shorter time if required by exigencies) of first attempted notification. **TIME WILL BE OF THE ESSENCE IN AWARDING THIS PRIZE.** Potential Winner will be required to verify

address and complete, sign, have notarized, and return within forty-eight (48) hours (or a shorter time if required by exigencies) an affidavit of eligibility, a liability release, and, unless prohibited by law, a publicity release and other legal documents as may be required by Sponsor in its sole discretion (collectively, the "**Prize Claim Documents**"). Failure to respond to the notification or return the Prize Claim Documents within the specified time period may result in forfeiture of the prize and selection of an alternate potential winner from the remaining eligible entries. A prize will not be awarded/fulfilled until all such properly executed documents are returned. Administrator, in its sole discretion, will attempt to contact up to three (3) potential winners of the prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. Administrator reserves the right to disqualify anyone not fully complying with the Official Rules.

5. ODDS: Odds of winning depend on the number of eligible entries received during the Sweepstakes Period.

6. PRIZE: There is one (1) prize ("**Prize**") available. The Prize winner ("**Winner**") will receive a four (4) day, three (3) night trip ("**Trip**") for Winner and up to three (3) travel companions ("**Guests**") to Universal Orlando Resort™ in Orlando, Florida to attend the grand opening of Universal's Volcano Bay™ water theme park and be a part of TODAY's live studio audience (the "**Taping**").

Guests must be at least eighteen (18) years of age, unless the Winner or one of the other allotted Guests is the parent or legal guardian of the minor Guest. Each Guest (or if the Guest is a minor, his/her parent or legal guardian) will be required to verify eligibility and to execute a Guest Release, as directed by the Administrator. Failure to return the executed Guest Release within the specified time period may result in forfeiture of participation for the Guest. If Winner is between the ages of eighteen (18) and twenty-one (21), he/she must be accompanied by an adult of at least twenty-one (21) years of age in order to check into the on-site hotel.

Trip will include: round trip economy class air transportation for Winner and up to three (3) Guests from a major commercial airport near Winner's home (as determined by Sponsor in its sole discretion) to Orlando, FL; three (3) nights standard hotel accommodations (one room, quadruple occupancy, room and tax only) at Universal's Cabana Bay Beach Resort or at another on-site hotel (as determined by Sponsor in its sole discretion); non-exclusive ground transportation to and from airport and hotel in Orlando, FL; 3-Day Park-to-Park theme park tickets for admission to Universal Studios Florida, Universal's Islands of Adventure, and Universal's Volcano Bay water theme park for the Winner and up to three (3) Guests; admission to one (1) Blue Man Group Show (exact date and time to be determined by Sponsor in its sole discretion) for Winner and up to three (3) Guests; and the opportunity for the Winner and up to three (3) Guests to attend the Universal's Volcano Bay water theme park Grand Opening Event ("**Grand Opening Event**") currently set to take place on May 25, 2017 and to be a part of The TODAY Show's Taping. If Winner is a Florida resident, air transportation may be substituted with another method of transportation by Sponsor in its sole discretion, with no further obligation to the Winner. The Fair Market Value ("**FMV**") of Trip is Three Thousand Seven Hundred Eighty-Six Dollars and 46/100 (\$3,786.46).

Winner and Guests must be able to travel May 23-26, 2017 (or on such other dates as designated by Sponsor in order to coincide with the Grand Opening Event and Taping). If Winner is unable to travel during this time period, Prize will be forfeited and no further or alternative compensation will be provided. Reservations are subject to availability. Travel dates are subject to Sponsor approval. FMV of Prize may vary depending upon the points of departure, ground transportation, and/or airline fare fluctuations; any difference between stated FMV and final FMV of Prize will not be awarded. If Winner elects to partake in any or all portions of his/her Prize with no Guest or fewer than three (3) Guests, the Prize will be awarded to Winner and each participating Guest and any remainder of the Prize will be forfeited and shall not be subject to further or alternative compensation. All elements of the Prize must be redeemed at the same time, and no changes will be permitted after confirmation of any redemption. Specific travel dates and arrangements are subject to air travel, holiday, blackout dates, and other prize and travel restrictions. Prize consists only of the elements expressly set forth above; no other elements or expenses (including, without limitation, insurance, meals, unspecified ground transportation, phone calls, gratuities, incidentals, souvenirs, gasoline, etc.) are included in the Prize and all such expenses are the sole responsibility of Winner. Winner is responsible for any air travel taxes and/or expenses, including applicable departure taxes or fees, inspection charges, baggage fees, and security charges. Winner and Guests must travel together on the same itinerary, including the same departure date, destination and return date and are responsible for obtaining, at their own expense, any necessary travel documentation (i.e. valid photo identification, visas, passports, etc.) prior to travel. All federal, state, local and other tax liabilities, including but not limited to sales and use taxes, excise taxes, income and U.S. withholding taxes, fees and like amounts in connection with a Winner's award, acceptance or use of a prize arising from this Sweepstakes will be the sole responsibility of Winner. For any Prize with an ARV of six hundred dollars (\$600) or greater, Winner will receive an Internal Revenue Service Form 1099 for the FMV of Prize for the year in which Prize was won.

Once issued, tickets are nontransferable and may not be reissued once travel has commenced. Once travel commences, no unscheduled stopovers are permitted; if an unscheduled stopover occurs, full fare will be charged from stopover point for the remaining segments, including return, of the Trip. Sponsor is not liable for any expenses incurred as a consequence of flight cancellation/delay. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. All travel and lodging will be at the risk of Winner and Guest. Open tickets may not be issued and stopovers are not permitted. Travel arrangements must be made through Sponsor's representatives. All Prize elements must be redeemed at the same time. All details of Prize will be determined by Sponsor in its sole discretion. Sponsor reserves the right to substitute a similar prize (or prize element) of comparable or greater value at their sole discretion. Date and/or time of events and/or Taping are subject to change and to cancellation.

Trip Conduct: Winner and Guests shall conduct themselves with due regard to the public conventions and morals. The Winner and Guests shall not, while a guest of the Sweepstakes Entities during the Trip, commit an offense involving moral turpitude under local laws or ordinances. The Winner and Guests shall not commit any act that will tend to degrade the Sweepstakes Entities in society or bring the Sweepstakes Entities into public hatred, public disrepute, contempt, scorn, or ridicule or that will tend to shock, insult or offend the community or public morals or decency or prejudice the Sweepstakes Entities. In the event the Winner or Guests engage in the above or behavior that (as determined by Sweepstakes Entities in their sole discretion) is obnoxious or threatening, illegal, or that is intended to annoy, abuse, threaten, or harass any other person, the Sweepstakes Entities reserve the right to terminate the Trip early and send the Winner and Guests home with no further compensation.

7. CONDITIONS OF PARTICIPATION/RELEASES: Sponsor, in its sole discretion, may designate the Administrator to handle winner determination, notification and fulfillment tasks on Sponsor's behalf. Sweepstakes is void where prohibited or restricted by law. All federal, state and local laws and regulations apply. By participating, each Entrant agrees to be bound by these Official Rules and the decisions of the Sweepstakes Entities, which shall be final in all respects. By entering the Sweepstakes, each Entrant agrees for Entrant and for Entrant's heirs, executors, and administrators (a) to release and hold harmless NBCUniversal Media, LLC, The TODAY Show, each located at 30 Rockefeller Center, New York, NY 10112, Sweepstakes Entities and their respective officers, directors, and employees and each of their respective parent companies, affiliates, divisions, subsidiaries, agents, representatives and promotion and advertising agencies (collectively, "**Released Parties**") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such Entrant's participation in the Sweepstakes and/or his/her acceptance, possession, use, or misuse of Prize or any portion thereof (including any travel related thereto); (b) to indemnify Released Parties from any and all liability resulting or arising from the Sweepstakes and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Prize, including express warranties provided exclusively by Prize supplier that are sent along with Prize; (c) if selected as a Winner, to the posting of such Entrant's name on the Website and the use by Sweepstakes Entities of such name, voice, image, and/or likeness for publicity, promotional, and advertising purposes in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Sweepstakes itself, and to be bound by all decisions of the Sponsor, which are binding and final. Failure to comply with these conditions may result in disqualification from the Sweepstakes at Sponsor's sole discretion.

8. ADDITIONAL TERMS: Sponsor reserves the right to permanently disqualify from any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Sweepstakes or the operation thereof is unlawful and subject to legal action by Sponsor, who may seek damages to the fullest extent permitted by law. The failure of Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of Sponsor (excepting compliance with applicable codes and regulations), or other "force majeure" event will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to Entrants' or to any other person's computer relating to or resulting from entering or downloading materials or software in connection with the Sweepstakes. Released Parties are not responsible for telecommunications, network, electronic, technical, or computer failures of any kind; for inaccurate transcription of entry information; for errors in any promotional or marketing materials or in these Official Rules; for any human or electronic error; or for Entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, or returned. Sponsor reserves the right to cancel, modify, or suspend the Sweepstakes or any element thereof (including,

without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, any pre-emption/interruption/cancellation of the Taping, promos, or elements of the Sweepstakes, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules). In the event of cancellation, modification, or suspension, Sponsor reserves the right to select Winners in a random drawing from among all eligible, non-suspect entries received prior to the time of the event warranting such cancellation, modification, or suspension. Notice of such cancellation, modification, or suspension will be posted on the Website. Sponsor may prohibit any Entrant or potential Entrant from participating in the Sweepstakes, if such Entrant or potential Entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other Entrant, Sponsor, or Sponsor's agents or representatives; or behaves in any other disruptive manner (as determined by Sponsor in their sole discretion). Sponsor reserves the right to modify these rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

9. DISPUTES: The Sweepstakes is subject solely to the applicable federal, state and local laws of the United States; provided, however, that, except where prohibited, Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate Federal or state courts located in the County of Orange, State of Florida; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (c) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, and any and all rights to have damages multiplied or otherwise increased, other than for actual out-of-pocket expenses. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Florida without giving effect to any choice of law or conflict of law rules (whether of the State of Florida or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Florida. Any waiver by Sponsor of any obligation owed by an Entrant hereunder does not constitute a general waiver of any obligations owed by other Entrants.

10. PRIVACY POLICY: Any personal information supplied by you to Sponsor will be subject to Sponsor's privacy policy posted at www.nbcuniversal.com/privacy/. By entering the Sweepstakes, you grant Sponsor permission to share your email address and any other personal information with the other Sweepstakes Entities for the purpose of administration and prize fulfillment.

11. WINNER LIST/OFFICIAL RULES: For the Winner's name or a copy of these Official Rules, send your request along with a stamped, self-addressed envelope to "Universal Orlando Dive into Summer" Winner/Rules, 189 South Orange Ave, Suite 1130A, Orlando, FL 32801. Requests must be received by May 31, 2017.