

ALWAYS ON CHARITY CHALLENGE OFFICIAL RULES

**NO PURCHASE OR TEXT MESSAGE NECESSARY TO ENTER OR WIN.
VOID WHERE PROHIBITED**

INTERNET ACCESS IS REQUIRED FOR PARTICIPATION

1. Eligibility: Always On Charity Challenge (the "Sweepstakes") is open only to legal residents of the 50 United States (or the District of Columbia) who are 18 years of age or older at the time of entry. Employees and contractors of Six Continents Hotels, Inc. and its respective parent companies, subsidiaries, affiliates, agents and those prize providers and agencies that are involved in the development or execution of this Sweepstakes or any of its materials, and the immediate family (spouse, parents, siblings, and children) and household members of each such person whether related or not, are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

If applicable, this Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with Twitter or Facebook. By entering, you understand that you are providing your information to the Sponsor and not Twitter or Facebook. You must comply with all Twitter and Facebook terms of use while participating in this Sweepstakes.

2. Sponsor: The Sweepstakes is sponsored by Six Continents Hotels, Inc., 3 Ravinia Drive NE #100, Atlanta, GA 30346. **Administrator:** Wasserman Media Group, LLC, 10960 Wilshire Blvd. Suite 2200, Los Angeles, CA 90024.

3. Agreement to Official Rules: By participating in the Sweepstakes, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and Administrator, which are final and binding in all matters related to the Sweepstakes.

4. Promotion Period: The entry period for the Sweepstakes begins at 12:00 a.m. Eastern Time ("ET"), May 11, 2015 and ends at 5:00 p.m. ET, May 24, 2015 (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Sweepstakes.

5. How to Retweet: Fans will enter the Sweepstakes by using one of nine preselected Twitter and Facebook hashtags, representing which of the participating PGA TOUR Professionals is their favorite by using #LastNameAlwaysOnSweeps. Hashtag must be present in order for the entry to qualify for the sweepstakes. The winning entrants will be randomly selected from the subset of those entrants who used the player's hashtag who received the greatest number of tweets during the Promotion Period.

Limit: One (1) entry per day per person during the Promotion Period, regardless of method of Entry. Multiple participants are not permitted to share the same email

address, account, or device. Any attempt by any participant to obtain more than the stated number or entries by using multiple/different email addresses, Twitter and Facebook accounts, devices, identities, registrations or logins, or any other methods will void that participant's entries and that participant may be disqualified. Any use of robotic, repetitive, automatic, programmed or similar methods or agents (including, but not limited to, sweepstakes entry services) will void all entries for that entrant. In the event of a dispute as to any entry, the authorized account holder of the email address or device used to participate will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Otherwise, the "authorized account holder" of a device is the natural person in whose name the device has been issued and the services are billed. Potential winners may be required to show proof of being authorized account holders.

6. ALL POTENTIAL SWEEPSTAKES WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF ENTRANT'S ENTRY IS DRAWN, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS.

7. Winner Determination: Potential winners must comply with all terms and conditions of these Official Rules and the Twitter and Facebook terms of use. Winning is contingent upon fulfilling all requirements. Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners on or around Sunday, May 24, 2015 from all eligible entries received for the applicable prize. The potential winners will be notified by email, mail or phone and will be required to follow the instructions to claim the prize within one week or forfeit the prize. Except where prohibited, each potential winner of a prize valued at \$600 or more also will be required to sign and return to Administrator, within 5 days of the date notice or attempted notice is sent, a Declaration of Compliance, Liability and Publicity Release ("Declaration") in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If any potential winner cannot be contacted, fails to update contact information, fails to sign and return the Declaration (when applicable) within the required time period, is disqualified or forfeits the prize for any reason, or if a prize is returned as undeliverable, he/she forfeits the prize. If the alternate potential winners are disqualified, the applicable prize will not be awarded. Non-travel prizes will be fulfilled approximately 8 to 10 weeks after the conclusion of the Sweepstakes.

8. Prizes:

NINE (9) WINNERS WILL EACH RECEIVE 90,000 IHG REWARDS CLUB POINTS, AVERAGE RETAIL VALUE OF \$450.00. (TOTAL AVR OF ALL PRIZES \$4,050.00)

IF WINNER DOES NOT HAVE AN IHG REWARDS CLUB ACCOUNT, HE/SHE WILL NEED TO VISIT IHGREWARDSCLUB.COM AND ENROLL IN ORDER TO OBTAIN THE PRIZE. ENROLLMENT IN IHG REWARDS CLUB IS FREE. IHG REWARDS CLUB MEMBERSHIP TERMS AND CONDITIONS APPLY.

The odds of winning a Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

For All Prizes: No substitution, exchange or transfer of prize by any winner. Sponsor reserves the right to substitute any prize for one of equal or greater value. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Limit: one prize per person.

9. Publicity: Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor and its designees to use entrant's name, prize information, likeness, city and state of residence for promotional purposes in any media without further consideration.

10. General Conditions: In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, technical failures, regularly-scheduled maintenance, software virus or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment, then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Sweepstakes and award the prizes in a random drawing from among all eligible entries received up to the time of impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

11. Release and Limitations of Liability: Except where prohibited, by participating in the Sweepstakes, entrants agree to release and hold harmless Sponsor, Administrator and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of each of them (the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, printers or telephone, cellular, or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of registrations; (e) late, lost, or undeliverable mail; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt, use or misuse of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry, if it is possible. If the Sweepstakes has been discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize

offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth herein to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

12. Disputes: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Southern District of Georgia (or the appropriate Georgia State Court located in Dekalb County, Georgia; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Sweepstakes, but in no event attorneys' fees. 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 Georgia, without giving effect to any choice of law or conflict of law rules (whether of the State of Georgia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Georgia.

13. Winner List: For a list of major prize winners, visit alwaysoncharitychallenge.com or request in writing to InterContinental Hotels Group, 3 Ravinia Drive NE #100, Atlanta, GA 30346 between Monday, May 25, 2015 and Sunday, May 31, 2015. The winner list will be available/posted after winner confirmation is complete.

ALWAYS ON CHARITY CHALLENGE

Abbreviated Rules

ABBREVIATED RULES for Print

NO PURCHASE NECESSARY. OPEN TO LEGAL RESIDENTS OF OF THE 50 U.S. (OR D.C.), 18 YEARS OR OLDER. VOID WHERE PROHIBITED. Sweepstakes ends Sunday, May 24, 2015 at 5:00 p.m. ET. For Official Rules, prize descriptions, odds disclosures, (available beginning May 18, 2015), and complete details, visit alwaysoncharitychallenge.com. Sponsor: InterContinental Hotels Group, 3 Ravinia Drive NE #100, Atlanta, GA 30346.

Abbreviated rules for online Ads – Banner

NO PURCHASE NECESSARY. Ends Sunday, May 24, 2015 at 5:00 p.m. ET. For rules and complete details, (available beginning May 18, 2015), visit alwaysoncharitychallenge.com

Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE NECESSARY. Legal residents of of the 50 U.S. (or D.C.), 18 years or older. Ends Sunday, May 24, 2015 at 5:00 p.m. ET. For rules and complete details, including (available beginning May 18), visit alwaysoncharitychallenge.com. Void where prohibited.