

#*VacationYou* Sweepstakes

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR TO WIN.

VOID OUTSIDE NY, NJ, ME, NH, VT, MA, RI, CT AND WHERE PROHIBITED.

1.Description: The #*VacationYou* Sweepstakes (“Sweepstakes”) begins at 12:00:01 a.m. Eastern Time (“ET”) on May 1, 2014 and ends at 11:59:59 p.m. ET on August 31, 2014 (“Sweepstakes Period”). The Sweepstakes consists of four (4) monthly sweepstakes (“Monthly Sweepstakes”) for a chance to win a Massachusetts Vacation (see Prizes/Odds of Winning below for more details). Non-winning entries will be retained for subsequent Monthly Sweepstakes drawings (defined in section 5 below). Each Monthly Sweepstakes start at 12:00:01 A.M. ET the first day of each month and end at 11:59:59 P.M. ET the last day of the month. (“Monthly Entry Period(s)”). The website’s computer is the official clock for all purposes of this Sweepstakes and all times refer to Eastern Time.

2.Eligibility: The Sweepstakes is only open to permanent legal U.S. residents physically located and residing in the states of NY, NJ, ME, NH, VT, MA, RI and CT, who are 18 years of age or older as of the date of entry into the Sweepstakes and who have access to an iOS or Android device, as well as to the Internet, at all times during the Sweepstakes Period and subsequent Drawing and Notification periods (as defined below). Entrants must also have either a valid Social Security number and/or valid U.S. personal tax identification number. Employees of the Massachusetts Office of Travel and Tourism, the sponsor of the Sweepstakes (“Sponsor”), and any of their affiliated entities, Sweepstakes administrator, their advertising or promotion agencies, those involved in the production, development, implementation or handling of the Sweepstakes, any agents acting for, or on behalf of the above entities, their respective parent companies, officers, directors, subsidiaries, franchisees, licensees, vendors, web and hosting providers, service providers, prize suppliers, any other person or entity associated with the Sweepstakes (collectively “Sweepstakes Entities”) and/or members of their immediate families (spouses, children, siblings, parents) and/or persons living in the same household as such persons, whether or not related, are ineligible to enter the Sweepstakes.

3.How to Enter: To enter a particular Monthly Sweepstakes during the Sweepstakes Period, use your personal Instagram™ account to upload a photo (“Photo”) with the hashtag #*VacationYou* with the following theme: Your Massachusetts Vacation (“Entry”). Visit www.instagram.com to open an Instagram™ account. There is no fee to create a personal Instagram™ account. You must agree to, and abide by Instagram’s Terms of Service and Privacy Policy. Entry must include #*VacationYou* or Entry will not be valid. Photo must have been taken by you and you must have permission of any person identified in Photo. If any minors appear in Photo, the entrant must be that minor’s parent and/or legal guardian. Professional Photos and Photos with watermarks are not eligible. Photo will not affect your chances of winning. **If your Instagram™ account is set to the “Posts are Private” and Sponsor cannot access your Photo, your Entry may be disqualified and rejected as ineligible for consideration in the Sweepstakes.**

Photo Requirements and Restrictions: No collaborative or third party material is permitted in Photo unless such material is in the public domain (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media). If Sponsor is notified that any element of a Photo infringes upon the rights of another person and/or receives a legally valid request (in Sponsor’s sole discretion) to remove or invalidate the affected Photo because of infringement, that Photo may be disqualified, in Sponsor’s sole discretion. Any Photo that has received an award from another competition or promotion or that has been optioned or purchased by a third party is not eligible as an Entry for this Sweepstakes. Entrants must have the written permission of any third party who appears in the Photo to use the Photo for any purpose, including commercial purposes, but the Winner (defined below) will only be the entrant submitting the Photo (no groups). Photos should not provide any personally identifying information – if they do, they are releasing the Sweepstakes Entities from any and all liability associated with public disclosure of such information in the Photo.

The Photo submitted must:

- be the work solely of, and totally original to, the entrant;
- be suitable for general audiences (may not be obscene, indecent or objectionable, including but not limited to nudity, pornography, violent, illegal or profane depictions, in Sponsor's sole discretion).

The Photo content submitted must **not**:

- be in bad taste or controversial in the way it portrays any group or individuals;
- be derogatory of any ethnic, racial, gender, religious, professional or age group;
- include images of any object, location or building with brand names or logos;
- contain any personal identification, such as license plate number(s), personal name(s), e-mail address(es), or street address(es);
- Depict any third party company names;
- depict or encourage a violation of any law or regulation or in any way violate any law or regulation;
- depict Sponsor, or any group or individuals, or the United States negatively; and
- be previously published or appear anywhere; nor
- contain any third party copyrighted material (including but not limited to photography or art work) or otherwise misappropriate or infringe upon the intellectual property rights of a third party.

In Sponsor's sole discretion, any Photo which does not meet any of these requirements will be disqualified. Any Photo which does not meet the standards and terms of use published by Instagram™, will be disqualified and/or may be removed from Instagram™. Entrants acknowledge and agree that the Sponsor, its licensees, successors, and assigns will be entitled to retain any and all revenue generated from any sales, licenses, assignments, and other transfers of the rights granted by you hereunder, as well as any and all revenue generated by the display of any advertising, publicity, promotional materials, or distribution rights in connection with your Entry and/or Photo. You understand that there will be no payment for your submission of your Entry and/or Photo. You understand that no industry custom or practice applies to your agreement that you will not be paid for your Entry and/or Photo. You understand that if your Entry and/or Photo is selected for use, such use will not be considered an employment opportunity.

All Entries become the property of Sponsor and will not be acknowledged or returned. By entering the Sweepstakes, entrants grant Sponsor the non-exclusive, royalty-free, and irrevocable rights to use, reproduce, copy, publish, display, distribute, perform, translate, adapt, modify, and otherwise exploit the Photo and to incorporate the Photo in other works in any and all markets and media worldwide in perpetuity without additional compensation, notification, permission or approval. Entrants warrant that they have the sole and exclusive right to grant such rights to Sponsor and that the Sponsor's reproduction, publishing, displaying, and/or other use of the Photo will not infringe on any rights of third parties, including, without limitation, copyright, trademark, privacy, or publicity, or create claims for defamation, false light, idea misappropriation, intentional or negligent infliction of emotional distress, or breach of contract. If any Photo contains material that is violent, pornographic, obscene, illegal, inappropriate, or racially or morally offensive or if any Photo does not comply with these Official Rules or meet Sponsor's standards for any reason, as determined by Sponsor in its sole discretion, such Photo (and the related Entry) may be rejected as ineligible for consideration. Entries must comply with all applicable laws, rules, and regulations. Sponsor shall have no obligation to copy, publish, display, or otherwise exploit the Photo.

Entries for a particular Monthly Sweepstakes must be received by 11:59:59 p.m. ET the last day of the month to be eligible for that particular Monthly Sweepstakes. Entries for the last Monthly Sweepstakes must be received by 11:59:59 p.m. ET on August 31, 2014. Sponsor's computer shall be the official timekeeper for all matters related to this Sweepstakes. **Limit one (1) Entry per person during the entire Sweepstakes Period.** Multiple Entries received from any person or email address beyond this limit will void all such additional Entries. Entries generated by a script, macro, or other automated means will be disqualified. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. In case of a dispute over the identity of an entrant, the authorized account holder of the email address used to register with Instagram™ will be deemed to be the entrant. "Authorized account holder" is defined as the

person who is assigned to an email address by an Internet access provider, online service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address. Entry constitutes permission (except where prohibited by law) to use entrant's name, Instagram™ user name, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval. Data fees might apply, check with your service provider. If a participant is a resident of Alabama or Nebraska who is between 18-19 years of age or is a resident of Mississippi who is between 18-21 years of age, he/she will be deemed a minor ("Minor") and must obtain parental/legal guardian consent prior to entering the Sweepstakes or submitting any personally identifiable information. Participants can only enter and participate in the Sweepstakes under one (1) Instagram™ username. Once an Instagram™ username is entered by a participant, that Instagram™ username cannot be used by any other person. Only the participant entering under a particular Instagram™ username and who physically completed that act of submitting his/her Entry, may participate in the Sweepstakes. Final eligibility for the award of any prize is subject to eligibility verification as set forth below.

4.Prizes/Odds of Winning:

Four (4) Monthly Sweepstakes prizes will be awarded (one (1) prize per Monthly Sweepstakes). Each month during the Sweepstakes Period, one (1) Monthly Sweepstakes prize winner will be awarded a Massachusetts Vacation ("Trip") as described below. Each Trip is for winner and one (1) guest ("Guest"):

Monthly Sweepstakes # 1 Prize: Plymouth County Vacation. Trip includes round-trip coach-class ground transportation via train for winner and Guest (from a train station closest to winner's residence to destination city. Train stations and train service to be determined by Sponsor in its sole discretion); accommodations consisting of one (1) standard room, double occupancy for two (2) nights at the John Carver Inn & Spa in Plymouth, MA; two (2) general admission passes for Plymouth Whale Watching (from Plymouth Spring & Fall and from Provincetown in Summer); two (2) general admission passes for Plimouth Plantation, Mayflower II, and the Plimouth Grist Mill (from April to November only); two (2) general admission passes for the Plymouth to Provincetown Ferry (for Summer only); two (2) general admission passes for America's Hometown Shuttle (from 6/21/14 to 8/31/14); two (2) general admission passes for the Guided Tour of the National Monument to the Forefathers; two (2) general admission passes for a tour of the Plymouth Bay Winery; and Lunch or Dinner for two (2) at Nix's Plymouth (not to exceed \$100). **Approximate Retail Value ("ARV") of Monthly Sweepstakes # 1 is one thousand, three hundred and thirty three dollars (\$1,333.00)**

Monthly Sweepstakes # 2 Prize: Greater Merrimack Valley Vacation. Trip includes round-trip coach-class ground transportation via train for winner and Guest (from a train station closest to winner's residence to destination city. Train stations and train service to be determined by Sponsor in its sole discretion); accommodations consisting of one (1) standard room, double occupancy for two (2) nights at the Sonesta ES Suites in Andover, MA; one (1) \$30 Gift Card for El Potro Mexican Bar & Grill; two (2) general admission passes for the Louisa May Alcott's Orchard House; two (2) general admission passes for The Discovery Museums; and Dinner for two (2) at 50 Warren (not to exceed \$ 75.00). **Approximate Retail Value ("ARV") of Monthly Sweepstakes # 2 is nine hundred and twenty six dollars (\$926.00)**

Monthly Sweepstakes # 3 Prize: North of Boston Vacation. Trip includes round-trip coach-class ground transportation via train for winner and Guest (from a train station closest to winner's residence to destination city. Train stations and train service to be determined by Sponsor in its sole discretion); accommodations consisting of one (1) standard room, double occupancy for two (2) nights at the Salem Waterfront Hotel & Marina in Salem, MA; one (1) \$50 Gift Card for The Landing Restaurant; two (2) general admission adult passes for the Peabody Essex Museum; two (2) general admission adult passes for the Coco Keys Water Park; two (2) general admission passes for the Secret Case of Sherlock Holmes at the Village Theater Company; one (1) \$25 Gift Card for the Salt Marsh Antiques; and one (1) \$50 Gift Card from the Newbury Chamber of Commerce.

Approximate Retail Value (“ARV”) of Monthly Sweepstakes # 3 is one thousand and sixty six dollars (\$1,066.00)

Monthly Sweepstakes # 4 Prize: Greater Boston Vacation. Trip includes round-trip coach-class ground transportation via train for winner and Guest (from a train station closest to winner’s residence to destination city. Train stations and train service to be determined by Sponsor in its sole discretion); accommodations consisting of one (1) standard room, double occupancy for two (2) nights (including breakfast) at the Hotel Commonwealth in Boston, MA; two (2) general admission passes for the Boston Tea Party Ship & Museum; two (2) general admission passes for the Frost Ice Bar; two (2) general admission passes for the Boston Duck Tours; one (1) \$25 Gift Card for Bauer Wine & Spirits Store; and one (1) \$125 Gift Card for Legal Sea Foods. **Approximate Retail Value (“ARV”) of Monthly Sweepstakes # 4 is one thousand, six hundred and twenty-four dollars and ninety eight cents (\$1,624.98)**

The total ARV of all prizes is four thousand, nine hundred forty-nine dollars and ninety-eight cents (\$4,949.98).

Odds of winning the first Monthly Sweepstakes Prize depend upon the total number of eligible Entries received. Odds of winning the Prize in subsequent Monthly Sweepstakes depend upon the total number of eligible Entries received for that particular Monthly Sweepstakes and previous Monthly Sweepstakes. Limit one (1) Prize per person/per household for the entire Sweepstakes Period. All Trip elements must be completed and redeemed one (1) year after notification of winning or prize will be voided. If a Prize winner elects to take Trip without a Guest, Prize winner will not receive any compensation or substitute/alternate Prize or prize component for the same. Prize and components may not be sold, traded, redeemed for cash, transferred, rescheduled to dates not within the fulfillment period (or after booking) set forth above, or refunded. Train line tickets subject to stated terms and conditions. Winners and their Guest are solely responsible for obtaining all necessary travel documents. If a Prize winner lives within twenty-five (25) miles of his/her Trip destination ground transportation (as applicable) will not be provided and no compensation will be awarded. Prize winners and their Guest must present valid government issued IDs to partake in the Prize and meet any other travel and participation requirements of the train line, hotel, resort and/or other Prize elements (in Sponsor’s sole discretion). Prize winners and their Guest must have/present at least one major credit card in good standing in order to check into the hotel. Sponsor reserves the right to structure travel route in its sole discretion and winners and their Guests must travel together on the same itinerary. No extension or change of travel dates are permitted once the travel dates have been confirmed or booked by the Sponsor. Once train tickets are issued they are non-refundable, non-endorsable and non-transferable. Prize restrictions/conditions stated herein are not all-inclusive and may be subject to additional restrictions/conditions, which will be stated in the Affidavit/Release (as described below) and/or travel documents. Once travel has been confirmed, any cancellation or change fees or restructuring of a Trip are the sole responsibility and expense of such Prize winner. Additional Prize restrictions/conditions may apply. Prizes are subject to ground travel availability, hotel availability, holiday and blackout dates, season restrictions and all other Prize and travel restrictions, as applicable. Accommodations and ground transportation provider(s) are selected in Sponsor’s sole discretion. All expenses associated with the receipt or use of a Prize not specifically mentioned as being included (e.g., any requested upgrades), are excluded and are winner’s sole responsibility including, but not limited to: taxes, government fees, service charges, additional ground transportation, or hotel upgrades, meals, tips, gratuities, room service, hotel incidentals, excursions, additional tours, laundry service, local and long distance telephone calls or other communications, mobile phone roaming fees, internet or wireless services, souvenirs, gift shop purchases, merchandise, alcoholic beverages, spa services, travel documents, trip and travel insurance, baggage fees and/or other personal expenses. Sponsor is not responsible for travel delays, cancellations or for any train line and/or hotel policies that may apply and subsequently prohibit or delay winners and their Guest from partaking in a Prize. If for any reason whatsoever, a Prize winner is unable to travel after all arrangements have been booked and paid for, the Sponsor shall have no further obligation to such winner and there shall be no compensation or Prize substitution if a winner and/or Guest are unable to take scheduled trip by reason of illness, family emergency, personal events, terrorism, labor strikes, weather, or other acts beyond Sponsor’s control. No transfer, substitution or cash equivalent for prize (or prize component), except that Sponsor in its sole discretion may substitute a prize or prize component of equal or greater value due to prize unavailability for

any reason. Prizes and prize components cannot be combined/exchanged with any other offer. Sponsor may, in its sole discretion choose to substitute a prize (or prize component) of equal or greater value due to prize unavailability or for any other reason. Prize notifications, shipments, documentation, tickets and trip itinerary (as applicable) will be shipped to addresses within the states of NY, NJ, ME, NH, VT, MA, RI and CT only. All federal, state, and/or other taxes are the sole responsibility of each winner. Prize winners will receive an IRS Form 1099 from the Sponsor for the total ARV, as stated herein, of his/her Prize that he/she won in the calendar year that he/she won. Any depiction of a prize or prize components, in Sweepstakes materials or otherwise, is for illustrative purposes only. Sweepstakes Entities are not responsible and/or liable for any cancellations, delays, diversions or substitutions, or any act or omission whatsoever with respect to the prizing. Sweepstakes Entities shall be released and discharged from any and all legal claims, losses, injuries, demands, damages, actions, and/or causes of actions that arise out of and/or in any way related to a prize, the receipt, use and/or enjoyment of a prize and/or the Sweepstakes. Final eligibility for the award of a prize is subject to eligibility verification as set forth below.

5. Drawings and Notification of Winners: Each potential Monthly Sweepstakes winner will be randomly selected from all eligible Entries received for that particular Monthly Sweepstakes and non-winning Entries received for previous Monthly Sweepstakes in a series of drawings conducted within one (1) week after the applicable Monthly Sweepstakes Entry Period has concluded by the Sweepstakes administrator in Atlanta, GA (an independent compliance organization) (“Monthly Drawing(s)”). Non-winning Entries will be retained for subsequent Monthly Sweepstakes Drawings with the last Monthly Sweepstakes Drawing being conducted on or about September 8, 2014. Winners will be notified by direct message via Instagram™ within approximately one (1) business day of the Monthly Sweepstakes Drawing date. If a potential winner cannot be reached or if he/she fails to respond within twenty-four (24) hours to the direct message via Instagram™, if he/she is found to be ineligible; if he/she does not comply with these Official Rules; if his/her prize or prize documentation is returned as undeliverable, potential winner(s) will be disqualified and an alternate potential winner will be selected.

6. General Conditions: The Sweepstakes is subject to all applicable federal, state, and local laws, and to these Official Rules (collectively “Rules and Laws”). By entering, participants agree to be bound by these Rules and Laws and the decisions of the Sponsor/Sweepstakes administrator, which are final and binding in all respects; to waive any right to claim ambiguity with the Rules and Laws; to indemnify and hold harmless the Sweepstakes Entities from any and all claims, actions, injury, loss, damage or liability resulting or arising from the Sweepstakes, including but not limited to, the acceptance, possession, use, or misuse of a prize (or prize component) awarded; and to release all right to bring any claim, action, or proceeding against the Sweepstakes Entities. Prize winners will be required to sign, execute, have notarized, and return an original unmodified Affidavit of Eligibility, a Liability Release, and a Publicity Release and any other documentation that the Sweepstakes administrator and/or Sponsor may require (collectively, “Affidavit/Release”) within five (5) business days after receipt or potential winner may be disqualified. Prize winners’ guest (or his/her parent/legal guardian if guest resides in a jurisdiction that deems him/her to be a Minor) will be required to sign, execute, and return an original unmodified Liability Release and Publicity Release and any other documentation that Sponsor and/or Sweepstakes administrator requires (“Guest Release”) within five (5) business days after receipt by potential winner. If the potential Prize winner fails to sign and return the Affidavit/Release within the required time period (as applicable above), such potential Prize winner forfeits the Prize eligibility and an alternate Prize winner may be selected in Sponsor’s sole discretion. By completing an Affidavit/Release, Prize winners attest to the veracity of the provisions stated therein including compliance with these Official Rules. Official Rules will be posted on www.massvacation.com/vacationyou during the Sweepstakes Period. Any personal information supplied by participants and/or winners to Sponsor or its affiliates will be subject to Sponsor’s Privacy Policy posted at www.massvacation.com/privacy/. Except where prohibited by law or Sponsor’s Privacy Policy, a participant who submitted an Entry and/or a winner’s acceptance of a prize constitutes permission of such participant or winner for the Sweepstakes Entities to use participant or winner’s name, address (city and state), photograph, likeness, biographical information, statements, and voice for advertising/publicity purposes worldwide and in all forms of media (including but not limited to posting on www.massvacation.com), now known or hereafter devised, in perpetuity throughout the universe without further compensation, in relation to the Sweepstakes or the Prize awarded. Sponsor has the right to modify, use, assign and/or dispose of Entries however it sees fit and for any purpose without any notice or compensation to participant or any third parties. If, for any reason, Sweepstakes is not capable of running as originally planned, Sponsor in its

sole discretion, reserves the right to cancel, suspend or modify the Sweepstakes or any portion(s) thereof and instruct the Sweepstakes administrator to conduct the drawing and award the prizes from all salvageable eligible Entries received prior to and/or after (as appropriate) the action taken by Sponsor, or award the prizes in a manner that is fair and equitable and notice of such action will be posted on www.massvacation.com/vacationyou. Sponsor reserves the right, in its sole discretion, to disqualify any individual found to be tampering with the Entry process or the operation of the Sweepstakes; to be acting in violation of the Official Rules, or to be acting in a unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any person attempting to defraud or in any way tamper with this Sweepstakes will be ineligible for a prize and may be prosecuted to the full extent of the law.

7.Disclaimer: Sweepstakes Entities are not responsible or liable for, and will deem ineligible, multiple Entries in excess of the stated limit. Entries that are entered by other than human means or mass Entries (such as by an automated computer program or any non-human mechanism, entity, or device), or Entries that are illegible, late, destroyed, lost, misplaced, stolen, misdirected, tampered with, incomplete, deleted, damaged, or otherwise not in compliance with these Official Rules will be disqualified. The decisions of the Sponsor and Sponsor's representatives are final and binding in all respects. Entrants agree that Sweepstakes Entities are not responsible or liable for human error; incorrect or inaccurate transcription of Entry Information; any technical malfunctions of the telephone network, computer online system, computer dating mechanism, computer equipment, software, or internet service provider utilized by Sweepstakes; interruption or inability to access the Sweepstakes, Instagram™ application, or any online service via the internet due to hardware or software compatibility problems; any damage to entrant's (or any third person's) computer and/or its contents related to or resulting from any part of this Sweepstakes; any lost/delayed data transmissions, omissions, interruptions, defects and/or any other errors or malfunctions, even if caused by the negligence of one of the Sweepstakes Entities. By entering, entrants and prize winners further agree to release, discharge, indemnify and hold harmless the Sweepstakes Entities from and against any and all claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting or arising, in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize (including travel to a prize destination), or participation in the Sweepstakes or any Sweepstakes-related activity, or other company or any other persons providing any of the components of a prize for a winner due to reasons beyond Sponsor and/or Sweepstakes Entities control. 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.

8.DISPUTES: THESE OFFICIAL RULES ARE GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE COMMONWEALTH OF MASSACHUSETTS, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE STATE OF MASSACHUSETTS. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MASSACHUSETTS. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE STATE OF MASSACHUSETTS. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY’S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

9.Rules/Winners' List: To receive a copy of the Official Rules or a Winners' List, send a self-addressed stamped envelope to: **#VacationYou Sweepstakes** "Rules" or "Winners' List" (specify which), P.O. Box 6493, Burbank, CA 91510. Official Winners' List available after September 8, 2014. All requests must be received by October 31, 2014. The Official Rules will be available on the Website during the Sweepstakes Period. Names of winners may also be posted on www.massvacation.com.

10.Sponsor: This Sweepstakes is sponsored by Massachusetts Office of Travel and Tourism -- 10 Park Plaza, Suite 4510, Boston, MA 02116.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram™. Instagram™ is completely released of all liability by each entrant in this Sweepstakes.

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