

## Hawaiian Airlines "Aloha From Above" Sweepstakes Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. Void outside the 50 U.S., DC & its territories and where prohibited by law. Subject to all federal, state, and local laws. Sweepstakes begins on December 14, 2020 at 12:00AM Hawaii Standard Time ("HST") and ends on January 24, 2021 at 11:59 pm HST (the "**Sweepstakes Period**"). Administrator's computer is the official time keeping device for this Sweepstakes.

**1. Eligibility:** The Hawaiian Airlines "Aloha From Above" Sweepstakes (the "**Sweepstakes**") is open to legal residents of 50 U.S., DC & its territories who, as of date of entry, are at least 18 years of age or the age of majority in their respective states/jurisdictions of permanent residence, whichever is greater. Employees, officers, and directors of Hawaiian Airlines, Inc. ("**Sponsor**"), Don Jagoda Associates ("**Administrator**"), MullenLowe U.S., Superhero Cheesecake, Mastercard International Incorporated,, and any of their respective parents, affiliates, subsidiaries, franchisees, mandataries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment, and marketing agencies, web site providers, web masters, and members of their immediate families (spouses, parents, siblings and children, regardless of where they live) and those living in the same household (whether or not related) are not eligible to enter or win. Participation constitutes entrant's (defined below) full and unconditional agreement to these Official Rules and to Sponsor's and/or Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein. Sponsor reserves the right to verify the eligibility of winners.

**2. Sponsor/Administrator:** The Sponsor is Hawaiian Airlines, Inc., 3375 Koapaka Street, G-350, Honolulu, HI 96819. The Administrator is Don Jagoda Associates, 100 Marcus Drive, Melville, NY 11747.

**3. How to Enter:** There is NO PURCHASE NECESSARY to participate. A purchase does not increase your chances of winning.

There are two (2) ways to enter the Sweepstakes:

**VIA MOBILE DEVICE:** During the Sweepstakes Period, consumers who want to enter the Sweepstakes ("**entrants**") via mobile device can visit [www.AlohaFromAboveSweepstakes.com](http://www.AlohaFromAboveSweepstakes.com) ("**Website**") on their mobile device and follow the on-screen instructions to play the game (by participating in the location hunt to find each specified letter to spell the specified word) and complete and submit the online entry form to receive one (1) entry into that week's (as defined below) random drawing ("**entry**").

**VIA EMAIL:** During the Sweepstakes Period, consumers who want to enter the Sweepstakes ("**entrants**") via email can email [alohafromabovesweeps@dja.com](mailto:alohafromabovesweeps@dja.com) their first name, last name, phone number and date of birth to receive one (1) entry into that week's (as defined below) random drawing ("**entry**").

No information regarding entries, other than as otherwise set forth in these Official Rules, will be disclosed. Entries must be received by 11:59PM HST on January 24, 2021 to be included in the *final week's* random drawing. There is a limit of one (1) entry per person/email address per week. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void such entries and that entrant may be disqualified. Use of any automated or computer system to participate is prohibited and will result in

disqualification. Normal phone/data and usage charges imposed by your online/phone service may apply. Standard data rates may apply.

Incomplete, corrupted, or untimely entries are void and will be disqualified. Sponsor and its agencies are not responsible for lost, late, incomplete, damaged, stolen or misdirected entries; lost, interrupted, or unavailable network, server, or other connections; or miscommunications, computer or software malfunctions, telephone transmission problems, technical failures, garbled transmissions, damage to a user's computer/device equipment (software or hardware), or other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise. Proof of submission will not be deemed to be proof of receipt by Sponsor. In the event of a dispute as to the identity of an entrant, the authorized account holder of the email address used to enter 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, Internet service provider, or other organization (which may include an employer) responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder. Entries specifying an invalid, non-working, or inactive email address will be disqualified and ineligible to win. Entrant's social media profiles must be keeping with Sponsor's image or he/she may be disqualified.

For the purposes of this Sweepstakes, a "week" is defined as beginning at 12:00AM HST each Monday and ending at 11:59PM HST each Sunday. Entries will not be carried forward to subsequent weeks' random drawings, if any.

**4. Selection of Winners:** Beginning on or about December 21, 2020, one (1) Grand Prize winner will be randomly selected from among all eligible entries received by the end each week of the Sweepstakes Period, for a total of six (6) Grand Prize winners selected in six (6) separate random drawings.

Drawings will be conducted by the Administrator, an independent judging organization whose decisions are final and binding on all matters related to the Sweepstakes. The odds of winning a Grand Prize depend on the total number of entries received each week.

**5. Winner Notification:** Potential winners will be notified by email/phone. Grand Prize winners will be sent via email/email link a Declaration of Compliance, Liability & Publicity Release (where legal) ("**Declaration**") and will be required to complete, sign and return Declaration via email within two (2) days of being notified in order to claim his/her/their prize.

If a potential winner fails to return the required document within the required time period, or any prize notification is returned undeliverable, or in the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner selected by a random drawing from among all remaining eligible entries received for that week of the Sweepstakes Period. The prizes will be awarded provided a sufficient number of eligible entries are received for the applicable week.

Potential winners are subject to verification by Sponsor and/or Administrator, whose decisions are final and BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. An entrant is not a winner of the prize unless and until entrant's eligibility has been verified and entrant has been notified that verification is complete.

**6. Prizes and Approximate Retail Value ("ARV"):** Six (6) Grand Prizes will be awarded (one per week), consisting of 160,000 Hawaiian Airlines prize certificate. The ARV of each Grand Prize is \$4,800.

Prize Restrictions: Prize cannot be substituted, assigned, transferred, or redeemed for cash; however, Sponsor reserves the right to make equivalent prize substitutions at its sole discretion if any advertised prize becomes unavailable. Winner is responsible for any loss of prize after it has been delivered. Sponsor will not replace any lost or stolen prize. Any and all applicable federal, state, and local taxes and all fees and expenses related to acceptance and use of prize not specifically stated herein are the sole responsibility of the prize winner. Prize winner will be issued a 1099 tax form for the actual value of the prize.

Sponsor will deposit the miles directly into winner's HawaiianMiles account. Potential winner must establish a free Hawaiian Airlines HawaiianMiles account if he or she does not already have such an account. HawaiianMiles accounts are free to open, and the account and use of the HawaiianMiles are subject to the program's terms and conditions: [HawaiianAirlines.com/legal/hawaiianmiles-terms-and-conditions](http://HawaiianAirlines.com/legal/hawaiianmiles-terms-and-conditions). Miles will be deposited within approximately 8-10 weeks after winner confirmation and/or winner opening a HawaiianMiles account. Miles shall be used and will expire pursuant to Hawaiian's program terms and conditions, which are subject to change from time to time and without notice.

**7. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion and in the event of cancellation, the prizes will be awarded in separate random drawings from among all eligible entries received for each week prior to cancellation. Sponsor, Administrator, MullenLowe U.S., Superhero Cheesecake, Barclays Bank Delaware, and their agencies are not responsible for lost, late, incomplete, damaged, stolen or misdirected entries; lost, interrupted, or unavailable network, server, or other connections, garbled transmissions or miscommunications, telephone transmission problems; computer or software malfunctions or damage to a user's computer equipment (software or hardware); technical failures; or other errors or malfunctions of any kind whether human, mechanical, electronic, or otherwise. Proof of sending or submission of entry will not be deemed proof of receipt by Sponsor or Administrator. Sponsor's or Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAW, AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor reserves the right at its sole discretion to disqualify any individual it finds to be attempting to tamper with or undermine the entry process, and/or the legitimate operation of the Sweepstakes; to violate the Official Rules; or to act in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten, or harass any other person. If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor may, in its sole discretion, void any suspect entries and (a) modify the Sweepstakes or suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) award the prizes at random from among all eligible entries received for each week prior to cancellation up to the time of the impairment.

**8. Release and Limitations of Liability:** By participating in this Sweepstakes, entrants agree that Sponsor, Administrator, MullenLowe U.S., Superhero Cheesecake, Mastercard International Incorporated, and each of their respective parents, affiliates, subsidiaries, franchisees, representatives, consultants,

contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, web masters, and their respective officers, directors, employees, representatives and agents (collectively, the "**Released Parties**") are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; or (5) any 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 or use or misuse of the prizes. BY PARTICIPATING IN THIS SWEEPSTAKES, ENTRANTS AGREE THAT THE RELEASED PARTIES WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL INDEMNIFY AND BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING PERSONAL INJURY OR DEATH, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE, OR USE OF ANY PRIZE, ENTRY, OR PARTICIPATION IN THIS SWEEPSTAKES OR IN ANY PROMOTION RELATED ACTIVITY, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, OR MERCHANDISE DELIVERY. THE RELEASED PARTIES ARE NOT RESPONSIBLE IF ANY PRIZE CANNOT BE AWARDED DUE TO CANCELLATIONS, DELAYS, OR INTERRUPTIONS DUE TO PANDEMICS, ACTS OF GOD, ACTS OF WAR, NATURAL DISASTERS, WEATHER, OR TERRORISM.

BY PARTICIPATING IN THIS SWEEPSTAKES, ENTRANTS AGREE THAT THE RELEASED PARTIES WILL NOT BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, DAMAGES, OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES TO PERSONS, INCLUDING DEATH, OR TO PROPERTY ARISING OUT OF ACCESS TO AND USE OF ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY SUCH SITE.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZE, ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

**9. Publicity:** EXCEPT WHERE PROHIBITED BY LAW, WINNERS GRANT TO SPONSOR AND ADMINISTRATOR (WHICH GRANT WILL BE CONFIRMED IN WRITING ON REQUEST OF SPONSOR AND/OR ADMINISTRATOR), AND THOSE ACTING PURSUANT TO THEIR AUTHORITY, THE RIGHT AND PERMISSION TO PRINT, PUBLISH, BROADCAST, AND USE, WORLDWIDE IN ANY MEDIA NOW KNOWN OR HEREAFTER DEVELOPED, INCLUDING BUT NOT LIMITED TO THE WORLD WIDE WEB, AT ANY TIME OR TIMES, WINNERS' NAMES, PORTRAIT, PICTURE, VOICE, LIKENESS, ENTRY, AND BIOGRAPHICAL INFORMATION FOR ADVERTISING, TRADE, AND PROMOTIONAL PURPOSES (INCLUDING THE ANNOUNCEMENT OF HIS OR HER NAME ON TELEVISION OR RADIO BROADCAST) WITHOUT ADDITIONAL CONSIDERATION, COMPENSATION, PERMISSION, OR NOTIFICATION. ENTRANTS AGREE THAT SPONSOR SHALL OWN THE ENTRIES, WHICH WILL NOT BE ACKNOWLEDGED OR RETURNED, AND THAT SPONSOR AND ITS DESIGNEES SHALL HAVE THE PERPETUAL, WORLDWIDE RIGHT TO EDIT, PUBLISH, AND USE THE ENTRIES IN ANY WAY AND IN ANY

MEDIA FOR TRADE, ADVERTISING, PROMOTIONAL, AND/OR OTHER PURPOSES AS SPONSOR AND/OR ITS DESIGNEES MAY DETERMINE WITHOUT FURTHER CONSIDERATION TO ENTRANTS OR ANY THIRD PARTY.

**10. Disputes:** Except where prohibited, entrant agrees that: (1) 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 United States District Court for the District of Hawaii or the appropriate State Court located in Hawaii; (2) 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 (3) 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, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. 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 Hawaii, without giving effect to any choice of law or conflict of law rules (whether of the State of Hawaii or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Hawaii.

**11. Privacy:** Information collected from entrants is subject to the Sponsor's Privacy Policy, which can be found at [www.hawaiianairlines.com/legal/privacy-policy](http://www.hawaiianairlines.com/legal/privacy-policy). Entrants should be aware that Sponsor may be collecting non-public, personally-identifiable information about them in connection with the operation of the Sweepstakes.

**12. Official Rules and Winners List:** For a copy of the Official Rules, visit [www.AlohaFromAboveSweepstakes.com/OfficialRules](http://www.AlohaFromAboveSweepstakes.com/OfficialRules). For winners' names, available for ninety (90) days after **February 15, 2021** send an email to: [winners@dja.com](mailto:winners@dja.com) with WINNERS & 01-2444-08 as the subject line. Winners List will be sent after the prizes have been awarded.