

SYNCROLITE, LLC SELFIE WITH SYNCROMITE™ BEAM OFFICIAL CAMPAIGN RULES

SPONSOR AND ADMINISTRATOR:

This campaign (“Campaign”) is sponsored by Syncrolite, LLC, 2025 Royal Lane, Suite 370, Dallas Texas, 75229 (“SYNCROLITE” or "Sponsor"). This Campaign is administered by Social Mecca Inc., dba Brickfish, 209 West Jackson Boulevard Chicago, IL 60606 ("Brickfish" or "Administrator").

This Campaign is in no way sponsored, endorsed or administered by or associated with Facebook. Syncrolite and Brickfish are collectively referred to herein as the “Released Parties.” Sponsor and Administrator may run multiple campaigns, each of which must be entered separately.

NO PURCHASE NECESSARY. ENTRANTS (1) MUST HAVE INTERNET ACCESS AND A VALID PUBLIC FACEBOOK OR PUBLIC TWITTER ACCOUNT OR EMAIL ADDRESS TO ENTER ONLINE AND (2) SHALL NOT REGISTER FOR INTERNET ACCESS, A FACEBOOK OR TWITTER ACCOUNT OR EMAIL ADDRESS FOR THE SOLE PURPOSE OF ENTERING INTO THIS CAMPAIGN. VOID WHERE PROHIBITED BY LAW.

BY PARTICIPATING, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE SPONSOR (DEFINED BELOW) FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES. AS MORE FULLY DETAILED BELOW, YOU AGREE THAT ALL DISPUTES ASSOCIATED WITH THE CAMPAIGN (DEFINED BELOW) WILL BE DECIDED BY BINDING ARBITRATION.

ELIGIBILITY:

Campaign is open to legal residents of the fifty (50) United States (including Washington D.C.), who are 18 years or older at the time of entry. This Campaign is void where prohibited by law.

Employees, officers and directors of Sponsor and Administrator, and their respective parents, affiliates, subsidiaries, and agents, as well as immediate family members (defined as parents, spouse, children (and their spouses), siblings (and their spouses) and grandparents and those living in the same household of each such employee, officer and director), are not eligible to enter.

GOVERNING LAW/JURISDICTION: The Campaign and these Official Rules are governed by and shall be construed in accordance with the substantive laws of the State of Texas (as distinguished from the choice of law rules) and the United States of America applicable to contracts made and performed entirely in Texas and where the relevant contacts are with such state. Except where prohibited, as a condition of participating in

this Campaign, each entrant (and, if an eligible minor, his/her parent or legal guardian) agrees that any and all disputes, claims and causes of action arising out of or connected with this Campaign, the prizes awarded, or the determination of the winners shall be resolved individually, without resort to any form of class action. Further, in any such dispute, under no circumstances will an entrant be permitted to obtain awards for, and 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, and entrant further waives all rights to have damages multiplied or increased.

CAMPAIGN PERIOD: Campaign begins on or about 8:00 AM (EST) on Tuesday, October 13, 2015 and ends on Friday, October 30, 2015 at 11:59 PM (EST) (the "Campaign Period"). All time referenced herein is Eastern Time. Sponsor's/Administrator's server/computer is the official time keeping device for the Campaign.

AGREEMENT BY ENTRANT: All entries and participation in this Campaign shall be governed by these Official Rules. By participating in the Campaign, each entrant fully and unconditionally agrees to and accepts these Official Rules, the current Facebook and Twitter Terms, Data Use Policy, and Cookie Use, Brickfish Terms of Use and any additional terms and conditions specific to the Campaign communicated by Sponsor and Administrator. By participating, entrant further agrees to be bound to the decisions of the Sponsor and Administrator (including their authorized representatives), which are final and binding in all matters. Winning a prize is contingent upon being compliant with these Official Rules and fulfilling all other requirements set forth herein.

HOW TO ENTER:

Access the campaign homepage at www.syncromite.com (the "Campaign Site") and: 1) Upload a selfie (picture) to the campaign platform and apply a photo border (optional) and write a caption 2) Provide First Name, Last Name, and Email Address 3) Agree to the Official Rules and 4) Share Your Entry. Participation submitted via any other method will not be accepted. By participating in the Campaign, entrants must also agree to the Brickfish application and terms of use at <http://www.brickfish.com/terms/>.

SUBMISSION GUIDELINES:

Visit the Campaign Site and upload a selfie (photo), write a caption and provide First Name, Last Name and Email Address. Upon completion, participants are entered for a chance to win prizes and are encouraged to share their entry. Participants can earn points that count towards their overall Engagement Score (eScore) through Votes, Facebook, Twitter or Email Shares. A higher eScore increases your chances of winning the Grand Prize and the 50 Runner-Up Prizes. No mail-in, e-mail or fax entries will be accepted. All entries become the property of Sponsor and will not be acknowledged or returned.

REQUIREMENTS:

Except where expressly prohibited by law, once transmitted, all Campaign entries become part of the Campaign and may not be removed by the entrant, even if the entrant

ceases membership or withdraws from Campaign consideration.

Sponsor grants a limited license to use its proprietary text, logos, and trademarks (“Sponsor Content”) solely and exclusively as provided and necessary to create an entry for submission. No rights in the Sponsor Content are granted to entrants for any other purpose.

WINNER SELECTION CRITERIA AND PRIZES:

Uploading a selfie (photo) with caption and providing First Name, Last Name and Email generates one (1) entry. Participants are able to share their entry to increase their overall eScore and give them a higher chance of winning.

Runner-Ups: After the campaign concludes, fifty (50) winners will be selected and rewarded with a Runner-Up prize of a SyncroMITE™ Beam t-shirt (ARV is \$25.00 each for a total of \$1,250.00 total). Runner-Ups will be selected based on a combination of eScore, promotion relevancy, and entry quality, leading to the top 51 participants (aside from the Grand Prize Winner) to receive a Runner-Up prize.

Grand Prize Winner: After the campaign concludes, one (1) participant will be selected by a panel of expert judges based on a combination of eScore, promotion relevancy, and entry quality. The Grand Prize Winner will be rewarded with a \$250.00 Amazon Gift Card, which has an ARV of \$250.00.

All eligible entries will be reviewed according to the terms and conditions in these Official Rules and in the sole discretion of Sponsor.

Total ARV for Runner-Up Prizes and the Grand Prize is \$1,500.00.

Sponsor reserves the right to substitute all or part of the prize with a prize of equal or greater value. If the Administrator is unable to contact a winner by e-mail within forty eight (48) hours from the first notification attempt, or if the winner (i) fails to complete and have returned all requested documents by the specified date, (ii) is found to be ineligible, or (iii) fails to comply with the Official Rules, the prize will be forfeited. Alternative winners will not be selected. If prize confirmation message via email is returned as undeliverable, prize will be forfeited and the Administrator will select an alternate potential winner from among all non-winning eligible entries. In the event the ARV is greater than the actual cost of the prize, no refund for the difference will be provided. In the event a winner does not use any portion of the prize, there will be no extension, transfer, substitution, reimbursement, or compensation provided. If for any reason whatsoever a winner is unable to use the prize for any reason after arrangements have been made and paid, Sponsor shall have no further obligation to the winner. The acceptance or use of the prize constitutes permission for Sponsor to use the winners’ names and addresses (city and state) for promotional purposes on a worldwide basis, and in all forms of media, in perpetuity, without notice or further compensation. Winner agrees to release, discharge, indemnify, and hold harmless the Sponsor, Facebook, Inc., and their respective parent companies, affiliates, directors, officers, employees, and

agents, from any claims due to any injuries, damages or losses to any person (including death) or property, resulting in whole or in part from acceptance or enjoyment of the prize, or participation in the Campaign. No substitutions are allowed and the prize may not be transferred, conveyed or auctioned. A purchase will not increase chances of winning.

Important Notice: Prizing is limited to what is listed in these Official Rules. If selected winner is unable to claim the prize on the stated date, prize will be forfeited. Alternative winners will not be selected. Selected winner is not entitled to any surplus between the actual value of the prize and stated retail value. In the event Sponsor is unable to award a prize as stated, winners will receive a substitute prize of equal or greater value, at Sponsor's sole discretion. A winner may not transfer his or her prize to another person. Any costs or fees not specifically listed herein are the responsibility of the respective winner. Winners may expect fulfillment of prize within four (4) to six (6) weeks, unless otherwise noted above or notified by Sponsor.

TAXES: All federal, state and other taxes are the sole responsibility of the winners. Winners will be required to provide his/her social security number and will be issued a 1099 at the end of the year for prizes valued in excess of \$600.00. The prize is not transferable, not for resale or auction, and has no cash surrender value. Entrants are encouraged to contact their own tax advisor regarding potential tax implications, if any, of this Campaign.

SELECTED WINNER NOTIFICATION:

Winners will be contacted via their email account within five (5) business days following their selection. The potential winner must respond via email within 48 hours of notification attempt. If potential winner cannot be contacted or does not respond within 48 hours from the time the Administrator first tries to notify the potential winner, and/or is not in compliance with the Official Rules and/or if the prize notification is returned as undeliverable, such potential winner will forfeit all rights to win the Campaign or receive the prize. All winners will be required to respond as directed therein to the e-mail and/or phone notification within the time period specified in the notification. Failure to respond timely to the notification will result in forfeiture of the prize, and in such case, Sponsor may choose another entry from among the remaining eligible submissions. Each winner will also be sent an affidavit of eligibility / liability / publicity release ("Release") and a W-9 form. Each winner will be required to complete and return the Release within the time period specified therein. As a condition of receiving a prize, each winner shall provide a perpetual non-exclusive license to the Released Parties to use the submission, the winner's name and likeness in any and all media throughout the world, in perpetuity, for any purpose whatsoever, and without any additional compensation, the term of which shall be the entire life of the copyright. Should the winner be unwilling or otherwise unable to grant the license or provide such permissions and/or releases or otherwise cannot accept or receive the prize for any reason, an alternate potential winner will be selected by Sponsor from the remaining eligible entries until an entrant who is able to meet all requirements is selected. Each winner must provide Sponsor with all required signatures on the Release and return all documents in a timely manner as required

pursuant to these Official Rules in order to be eligible to receive any prize.

USE OF WINNING SUBMISSIONS:

Upon a winner accepting a prize, Released Parties have the right to use winning submissions in merchandising, advertising, marketing or promotion or for any other commercial or non-commercial purpose without additional compensation to the winner. Winner hereby grants to Released Parties a non-exclusive, sub-licensable, royalty-free, fully paid license and the right to use, distribute, make derivative works from and otherwise exploit the submission, in any manner and in any medium now known or hereafter devised, throughout the world in perpetuity. Entrants hereby forever waives and relinquish all so-called “moral rights (*droit moral*)” now or hereafter recognized.

USE OF ALL SUBMISSIONS:

Upon submission of an Entry, Released Parties shall have the right to use the submission for the purposes of promoting this Campaign and Campaign administered by Brickfish or Sponsor without additional compensation, and at the time of submission, grants Released Parties a non-exclusive, sub-licensable, royalty-free, fully-paid license and right to use and distribute the submission for those promotional purposes.

ENTRANT USE OF SUBMISSION:

Entrants may post and distribute their own submissions for promotional purposes, such as on websites and social networking profile pages, provided, however, that if the submission includes Sponsor Content, any required intellectual property notices must be included and the license to use the Sponsor Content is subject to strict compliance with these Official Rules.

RELEASE:

By entering this Campaign and accepting any prize, Winner agrees to release and hold harmless Sponsor, Administrator, Facebook, Inc. and their subsidiaries and related companies, any company involved with the Campaign, and each of their respective officers, directors, employees and agents from and against any and all liability, for loss, harm, damage, injury, cost or expense whatsoever, including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Campaign, or possession, acceptance and/or use or misuse of prize or participation in any Campaign-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery.

TERMS AND CONDITIONS:

Released Parties shall not be liable to entrant for failure to supply any prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulations(s), order(s) or request(s) prove(s) 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 other similar or dissimilar cause beyond any of the Released Parties' control. Sponsor is not responsible for: (a) lost, late, misdirected, undeliverable, incomplete or indecipherable submissions due to system errors or failures, or faulty transmissions or other telecommunications malfunctions and/or entries; (b) technical failures of any kind; (c) failures of any of the equipment or programming associated with or utilized in the Campaign; (d) unauthorized human and/or mechanical intervention in any part of the submission process or the Campaign; (e) technical or human error which may occur in the administration of the Campaign or the processing of Entries; or (f) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from any entrant's participation in the Campaign or receipt or use of any prize.

The Released Parties reserve the right to disqualify any entrant they find, in their sole discretion, to be violating these Official Rules. Sponsor reserves the right to require any winner to submit to a confidential background check to confirm eligibility and help ensure that the use of any submission will not bring Sponsor into public disrepute, contempt, scandal or ridicule or will not reflect unfavorably on the Campaign as determined by Sponsor in its sole discretion. Sponsor further reserves the right to require any winner to enter into confidentiality and non-disclosure agreement to protect any proprietary information that winner may receive pursuant to the Campaign. Sponsor reserves the right to extend, cancel, or suspend the Campaign in its sole discretion should it receive fewer than fifty (50) submissions or due to circumstances beyond its control, including natural disasters. Sponsor has the right, but not the obligation, to use any winning submission. Sponsor may, in its sole discretion, cancel, modify or suspend the Campaign should a virus, bug, computer problem, unauthorized intervention or other causes beyond Sponsor's control corrupt the administration, security or proper play of the Campaign. Sponsor may prohibit an entrant from participating in the Campaign or winning a prize if, in its sole discretion, it determines such entrant is attempting to undermine the legitimate operation of the Campaign by cheating, plagiarizing, engaging in any deception or any other unfair playing practices or intending to annoy, abuse, threaten, undermine or harass any other players or Sponsor representatives. Any attempt to deliberately damage or undermine the legitimate operation or fair play of the Campaign may be in violation of criminal and civil laws and will result in disqualification from participation in the Campaign. Should such an attempt be made, the Released Parties reserve the right to seek remedies and damages, including attorney fees, to the fullest extent of the law, including criminal prosecution.

WINNERS AND RULES:

A list of winners will be available upon request. For more information contact campaigninfo@brickfish.com.

EMAIL USE:

By entering the Campaign, the entrant is granting permission to receive promotional marketing materials, including emails from Syncrolite and Brickfish. Entrants may unsubscribe at any time without affect to their submission.

PRIVACY:

Information collected from an entrant is subject to Brickfish's Privacy Policy and may be provided to Sponsor. Sponsor is not responsible for any information collected from this Campaign. Entrant may be contacted for promotional purposes and may opt out according to information contained in promotional communication.

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