

AirPods® Giveaway Sweepstake Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Terms: MidAtlantic Ortho's AirPods® Giveaway Sweepstakes will occur between May 5, 2018 [9am - 5pm EST] and May 7, 2018 [9am – 4pm EST].

Eligibility for the AirPods®: Any US or Canadian online customer of www.midatlanticortho.com that signs up on such website [while visiting MidAtlantic Ortho's booth at the American Association of Orthodontists 2018 Annual Session] between May 5, 2018 [9am – 5pm EST] and May 7, 2018 [9am – 4pm EST] [Must be a valid licensed dental or orthodontic professional.] Limit one chance per customer.

Ineligible: Employees, officers or directors of MidAtlantic Ortho, its marketing agencies, the Contest Coordinator, the program's suppliers and their immediate families and/or household members are not eligible. Definition of household members and immediate family: mother, father, mother-in-law, father-in-law, husband, wife, brothers, sisters, brothers-in-law, sisters-in-law, children.

Prizes: A pair of Apple® AirPods® (valued at approximately \$160 per pair) will be awarded to 3 separate customers.

Announcement of Winners: Winners of the AirPods® will be announced at the MidAtlantic Ortho booth at the American Association of Orthodontists 2018 Annual Session at approximately 4:00 pm EST on May 5, 2018 (Saturday), May 6, 2018 (Sunday), and May 7, 2018 (Monday) based on all entries received by MidAtlantic Ortho prior to the time of each announcement. Except where prohibited, participation in the Sweepstakes constitutes entrant's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes worldwide, in perpetuity, in any and all media, manner, and formats now known or hereafter devised, without further payment or consideration.

Conditions: One (1) pair of Apple® AirPods® will be awarded to three separate winners through a drawing which will take place at approximately 4:00 pm EST each day during the Sweepstakes. Once a winner is picked for the prize, his/her name will be removed for the remaining prize drawings. By accepting any of the prizes, the winners agree to allow MidAtlantic Ortho to use the customer's name for Sweepstakes purposes. If a potential winner of any prize (or a representative) is not present at MidAtlantic Ortho's booth at the time of selection, the potential winner forfeits the prize.

General Release: By entering the sweepstakes, entrant releases MidAtlantic Ortho, Blakeslee, Facebook, Apple,, and each of their respective affiliated companies, directors, officers, employees, representatives, partners and agents from any liability whatsoever for any claims, injuries, losses or damages of any kind arising out of or in connection with this sweepstakes; or in connection with the acceptance, possession or use of any prize. This sweepstakes is void where prohibited by law.

The AirPods® Giveaway Sweepstakes is hosted by MidAtlantic Ortho and is in no way sponsored, endorsed, administered by, or associated with Facebook or Apple.

Limitation of Liability: MAO assumes no responsibility for any computer, online, telephone transmission or technical malfunctions that may occur during participation in the Sweepstakes including, without limitation, any error, omission, interruption, deletion, defect, delay in operation of

transmission, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, email, players or browsers, whether on account of technical problems, traffic congestion on the Internet or at any website, or on account of any combination of the foregoing. If, for any reason, the Sweepstakes is not capable of running as planned including, without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of MidAtlantic Ortho which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, MidAtlantic Ortho reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes and select winners from among that portion of the Sweepstakes that has not been compromised, if any. Sponsor reserves the right to cancel this Sweepstakes at any time without obligation or prior notice.

Disputes; Governing Law: Except where prohibited, as a condition of participating in this Sweepstakes, Entrants agree that any and all disputes which cannot be resolved between the parties, claims and causes of action arising out of or connected with this Sweepstakes, any prize awarded, or the determination of 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 (e.g. costs, which does not include the value of time spent, associated with entering this Sweepstakes), and Entrant further waives all rights to have damages multiplied or increased.

All issues and questions regarding rights and obligations of entrants in connection with this Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of New Jersey, without giving effect to the conflict of laws and rules thereof and any matters or proceedings which are not subject to arbitration as set forth in these Official Rules and/or for entering any judgment on an arbitration award, shall take place in Gloucester or Camden Counties, New Jersey.

The parties waive rights to trial by jury in any action or proceeding instituted in connection with these Official Rules and/or this Sweepstakes. Any controversy or claim arising out of or relating to these Official Rules and/or this Sweepstakes shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of New Jersey and judgment on the arbitration award may be entered into any court located in Gloucester or Camden Counties, having jurisdiction thereof.

End of Official Rules.