

“Like Hilton Osaka, and Enjoy Afternoon Tea for free☺” Promotion

Official Rules

NO PURCHASE, DONATION OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS PROMOTION. A PURCHASE, DONATION OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.

Eligibility: Must be a legal resident of Japan, 20 or older. Employees, officers and directors of Hilton Osaka (“Sponsor”), its parents, subsidiaries, affiliates, franchisees, advertising and promotion agencies, and anyone involved in the production or administration of the campaign, and any member of the immediate family or household (whether or not related) of any such persons (collectively, the “**Promotion Entities**”), are not eligible to enter this Promotion. Eligibility may be verified at any time. The “**Like Hilton Osaka, and Enjoy Afternoon Tea for free☺**” Promotion (the “**Promotion**”) is governed by the laws of Japan.

Promotion Period: The Promotion begins at 12:00:01 a.m. Japan Standard Time (JST) on May 23, 2014, and ends at 11:59:59 p.m. JST on May 31, 2014. The Sponsor’s database computer is the official time-keeping device for the Promotion.

How to enter:

During the Promotion Period, entrant must have a valid Facebook account and “Like” the official Hilton Osaka Facebook page and comment on the “Hilton Afternoon Tea by Checkers” post (eg. “I would like to go to the Hilton Afternoon Tea by Checkers”). Entrant must express that he/she would like to come and try the new afternoon tea in the comment section. Multiple comments from the same account do not increase chances of winning and will not be accepted. Anyone found to create multiple accounts to enter this Promotion may be disqualified. The winner who has been chosen once will not be eligible for further prizes under this Promotion. Sponsor reserves the right to disqualify inappropriate comments; such as sexual, lewd and obscene comments. Sponsor reserves the right to remove any entry at any time after posting, and to remove any incidental material that could be deemed infringing where doing so would not materially alter the entry and where the entrant otherwise clearly intended to comply with these Official Rules, as determined by Sponsor.

Drawing and Notification of Winner:

- Sponsor will have sole discretion to determine the winner of the Promotion
- The winner of the ticket will be randomly selected from amongst the people who comment on the specified post throughout the Promotion Period. The random drawing will be conducted on or about **3 June, 2014**.
- All selection of winner will be conducted by Sponsor, whose decision is final.
- Winner will be notified by email and/or via Facebook message, in Sponsor's discretion and may be contacted separately for his/her name, address and other personal information necessary to receive the prize. Winner will be announced with their Facebook profile name via public post on Sponsor's official Facebook Account.
- Winner may be asked to make comments about their experience of the Hilton Afternoon Tea by Checkers on their own social media site.
- Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If a potential winner does not respond within seven (7) days after the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner may be disqualified and an alternate winner may be selected. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified and an alternate winner may be selected. Each potential winner may be required to execute an Affidavit of Eligibility, a Liability Release, and (where legal) a Publicity Release (collectively, "**Prize Claim Documents**"). If any eligible winner is not of legal age of majority in his or her place of residence (a "**minor**"), at Sponsor's option, the applicable prize either may be awarded in the name of parent or legal guardian of winner, or parent or legal guardian of winner may be required to ratify and sign all Prize Claim Documents.

Prizes:

- Four complimentary tickets to "Hilton Afternoon Tea by Checkers", worth up to JPY 11,600.
The winner should make a reservation at Checkers at least two (2) days in advance. Certain blackout dates may apply).
- Prizes cannot be transferred nor exchanged.

To the extent allowed by law, winner is solely responsible for the payment of any taxes that may be due as a result of the acceptance or use of any prize. Prize is non-transferable and no substitution by winners or cash equivalent is allowed, except Sponsor reserves the right to

substitute prize for one of comparable or greater value if the advertised prize becomes unavailable. Any dates are subject to change. Any prize is awarded "AS IS." Neither Sponsor nor any other Promotion Entity makes any warranty or guarantee, either express or implied (including, without limitation, quality, merchantability and fitness for a particular purpose) in connection with this Promotion or any prize. No responsibility is assumed for cancellation of any prize-related events beyond sponsor's control.

Odds of winning depend on the number of eligible entries received.

General Entry Conditions: To the extent allowed by applicable law, acceptance of a prize constitutes winner's permission (or minor winner's parent/legal guardian's permission) for Sponsor to use winner's name, photograph, likeness, voice, biographical information, statements and address (city and state and country) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity (or for as long as allowed under applicable law), without further compensation except where prohibited by law. Entrants (and any minor entrant's parent or legal guardian) agree, to the extent allowed by applicable law, that the Promotion Entities shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, from participation in the Promotion or any Promotion-related activity, or from entrants' acceptance, receipt, possession and/or use or misuse of any prize.

No responsibility for any damage to an entrant's computer system which is occasioned by accessing the Website or otherwise participating in the Promotion, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures or delays. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or postage-due submissions or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information.

Sponsor reserves the right in its sole discretion to disqualify from this Promotion and any other promotions offered by Sponsor, any individual who is found to be tampering with the entry

process or the operation of the Promotion or the Website, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Promotion, or to annoy, abuse, threaten or harass any other person. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted.

In the event of a dispute as to the identity of the entrant, any on-line entry will be deemed submitted by the authorized account holder of the e-mail account from which it was sent, provided such account holder must still meet the eligibility requirements for the Promotion. The authorized account holder shall be the natural person to whom the applicable email address has been assigned by the Internet access provider, service provider, or other online organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

Sponsor reserves the right to modify, extend, suspend, or terminate the Promotion, in whole or in part, if it determines, in its sole discretion, that the Promotion is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other unintended circumstances have impaired the integrity, administration, security, proper play and/or feasibility of the Promotion as contemplated herein. If the Promotion is terminated before the designated end date, Sponsor will (if possible) select winners in a random drawing from all eligible, non-suspect entries unaffected by the problem. Inclusion in such drawing shall be each entrant's sole and exclusive remedy in such circumstances.

By entering the Promotion, you agree, to the extent allowed by applicable law, that (i) any and all disputes, claims, and causes of action arising out of or in connection with the Promotion, or any prize awarded, shall be resolved individually without resort to any form of class action; (ii) any claims, judgments and awards shall be limited to reasonable and actual out-of-pocket costs incurred, including costs associated with entering the Promotion, but in no event attorney's fees; and (iii) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, incidental, indirect or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for reasonable and actual out-of-pocket expenses. These rules and any disputes relating hereto are governed by the laws of Japan.

By participating, you release Facebook and its parent companies, subsidiaries, affiliates, partners, employees, directors, agents, advertising agencies, from any and against any and all injury, loss or damage caused or claimed to be caused by your participation in the Promotion

and/or the acceptance, awarding, receipt, use and/or misuse of the prize. Any information you submit online is to the Sponsor, and not to Facebook. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.

Data Privacy: Any information you submit is subject to Sponsor's privacy policy posted at http://www1.hilton.com/en_US/hi/customersupport/privacy-policy.do.

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*In the event of any inconsistencies, this English version Official Rules shall prevail.