

ELVIS 1956 BRACKET CHALLENGE
OFFICIAL RULES

No purchase necessary to enter or win. A purchase will not increase your chances of winning. Void where prohibited. U.S. law governs. Open only to legal residents of the contiguous United States and the District of Columbia, 18 and older.

HOW TO ENTER

To enter, go to <http://graceland.bracketeers.com/>, click 'Register,' fill out form and click 'submit' ("register") – or if you have already registered with Bracketeers, go to <http://graceland.bracketeers.com/>, click 'Login,' enter your information and click 'submit' ("login"). You must register or login once between 9:00 a.m. eastern time ("ET") on Tuesday, March 15, 2016, through and 11:00 p.m. ET Monday, April 4, 2016 (the "Entry Period") to receive one entry. One entry per email address allowed during Entry Period. You can enter this Sweepstakes by online entry only.

All entries submitted in accordance with these Official Rules shall be hereinafter referred to as "Eligible Entries".

CONDITIONS OF ENTRY / ELIGIBILITY

Entrants agree to abide by the terms of these Official Rules and by the decisions of judges which are final. This Sweepstakes is open to legal residents of the United States or the District of Columbia who are at least 18 years of age at time of entry, except wherever prohibited or restricted by law. This Sweepstakes is intended for the United States only and shall only be construed and evaluated according to United States law. Entries made by non-legal resident of the United States are not valid. By participating in the Sweepstakes, entrants (i) agree to be bound by these Official Rules, including all eligibility requirements and (ii) agree to be bound by the decisions of Elvis Presley Enterprises, Inc. (hereinafter, "Sponsor") and its judging organization, which are final and binding in all matters. Employees of Sponsor and prize providers, or their respective subsidiaries, affiliates, advertising and promotion agencies, retailers or distributors, and members of their immediate family (e.g., spouses, parents, children, siblings, grandparents) or household (i.e., people who share the same residence at least 3 months a year (whether related or not) , are not eligible to win. Entries that are incomplete or corrupted are void and will not be eligible. Sponsor and its agents reserve the right to verify eligibility qualifications of any winner. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes. This Sweepstakes is subject to all applicable federal, state and local laws and regulations. Void where prohibited by law.

To the extent applicable, all entries and requests become the property of Elvis Presley Enterprises, Inc. and will not be acknowledged or returned. One entry per person per email address allowed during the entire Entry Period. In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the authorized account holder of the e-mail account of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

SPECIAL PUBLICITY NOTICE

By entering the Sweepstakes, you grant to Sponsor your express permission (except where prohibited by law), although Sponsor is not obligated, to use your name, identity, description of prize won (if applicable), hometown and likeness, if applicable, for promotional purposes, in any media now known or hereafter developed. See more details at "Winner / Selection" below.

PRIZES

Two (2) winners will be selected to receive the following: (a) one (1) Elvis Presley 60th Anniversary Heartbreak Hotel Single Mug, (1) Elvis Presley 60th Anniversary Heartbreak Hotel Single Metallic Travel Tumbler, (1) Elvis Presley 60th Anniversary Heartbreak Hotel Single Spinner Key Ring, (1) Elvis Presley 60th Anniversary Heartbreak Hotel Single T-Shirt, (1) Elvis Presley 60th Anniversary Heartbreak Hotel Single Round Ornament. Prize valued at: \$108.96 (ARV).

The ARV is subject to change based on current market conditions at time of fulfillment. Any difference between the ARV and the actual value, if any, will not be awarded. No other substitution, transfer or cash equivalent permitted.

ODDS

Odds of winning depend upon the number of Eligible Entries received during the Entry Period.

WINNER / SELECTION

Winners will be determined by a representative designated by Sponsor in a random drawing to be held on or about April 5, 2016, following the close of the Entry Period from among all Eligible Entries received. Winners will be notified via email account used for entry. Winners will be required to privately provide his or her name, address, age, and other personal information required to receive the Prize. The winners may be required to submit his/her valid social security number and/or other identification to Sponsor

and may be required to execute, have notarized and return an Affidavit of Eligibility and Release of Liability, and, unless prohibited by law, Publicity, within the Required Response Time.

If prize notification is undeliverable, or if a winner cannot be contacted for any reason within 48 hours following drawing, the prize will be forfeited, and an alternate winner may be selected at random from the remaining Eligible Entries.

PRIVACY NOTICE / MARKETING

By entering this Sweepstakes, any personal information you submit will be disclosed to Elvis Presley Enterprises, Inc., and will be used only by us consistent with our privacy policies. Sponsor may use your personal information, including postal and e-mail addresses, to contact you regarding our goods and services and any other offers and/or promotions that we believe might interest to you. All entries must comply with the Elvis.com [Privacy Policy](#), which can be found at <http://www.graceland.com/about/terms-privacy.aspx>.

GENERAL CAUTION / RELEASE

Sponsor reserves the right to permanently disqualify any person it believes has intentionally violated these Official Rules. If, in the judges' opinion, there is any suspected or actual evidence of tampering with any portion of this drawing, or if technical difficulties or technical corruption (including a computer virus or system malfunction) compromise the integrity of the drawing, the judges reserve the right to terminate the Sweepstakes and select winners from among all eligible entries received prior to termination, or to cancel the Sweepstakes completely. Sponsor also reserves the right to modify the Sweepstakes Official Rules. Should the Sweepstakes be terminated prior to the stated expiration date, notice will be posted at www.Graceland.com. Any attempt to deliberately damage the content or operation of this drawing is unlawful and subject to legal action by the Sponsor and its agents. Judges' decisions are final in all matters relating to this Sweepstakes. You agree, on your own behalf, and on behalf of your heirs, executors, administrators, legal representatives, successors and assigns ("RELEASING PARTIES"), that the RELEASING PARTIES shall hereby release, and agree to defend, indemnify, and hold harmless the Sponsor its owners, affiliates, and subsidiaries, prize fulfillment companies, additional sponsors, and those working on its behalf, and all other businesses involved in this Sweepstakes, as well as each of their respective employees, officers, directors, agents and representatives, successors and assigns ("RELEASED PARTIES"), from any and all actions, causes of action, suits, debts, dues, sums of money, accounts, reckonings, covenants, contracts, controversies, agreements, promises, trespasses, lost profits, indirect or direct damages, consequential damages, incidental damages, punitive or exemplary damages, including for injury and death, judgments, extent, executions, claims and demands whatsoever, in law, admiralty or equity, whether known or unknown, foreseen or unforeseen, against RELEASED PARTIES which any one or more of the RELEASING PARTIES ever had, now have or hereafter can, shall or may have, whether known or unknown, asserted or non-asserted, which may in any way arise out of or relate to your participation in this Sweepstakes or the awarding, acceptance and use or misuse of a prize. Released Parties make no warranties, express or implied, relative to the use or enjoyment of the Prize (or any portion thereof) including, without limitation, its quality, merchantability or fitness for a particular purpose. By entering the Sweepstakes, each participant agrees to indemnify and hold harmless and fully release the Released Parties from any and all liability for any injuries, losses, death, or damages of any kind caused by participation in the Sweepstakes, participant's Entry, or resulting from the acceptance, possession, quality, use or misuse of the Prize (or any portion thereof) including any travel or activity related thereto.

DISCLAIMER OF LIABILITY

Sponsor shall not be responsible for (i) any typographical or other error in the publishing or printing of the offer, administration of the Sweepstakes or in the announcement of any prize; (ii) lost, late, misdirected, damaged, illegible or incomplete entries, or postage due mail; (iii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; (iv) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Sweepstakes; or (v) the failure of any third party to comply with the instructions and proper administration of this Sweepstakes. You agree that the RELEASED PARTIES (defined above) shall not be liable for any injury, including death, loss or damage of any kind caused or claimed to be caused, by participation in this Sweepstakes or from the acceptance or use or redemption of any prize, including travel and accommodations provided by independent suppliers. In the event Sponsor and its agents are prevented from continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to fire, flood, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal, state, or local government law, order, or regulation, or order of any court or other cause not within their control, Sponsor and its agents shall have the right to modify, suspend, extend or terminate the Sweepstakes.

LAW / DISPUTE RESOLUTION

This Sweepstakes shall be governed by and interpreted under the laws of the State of Tennessee, U.S.A., without regard to its

conflicts of laws provisions that may require the application of the laws of another jurisdiction. Any and all disputes, claims, and causes of action arising out of or in connection with this Sweepstakes shall be resolved individually, without resort to any form of class action. Any action or litigation concerning this Sweepstakes shall take place exclusively in the federal or state courts sitting in Memphis, Tennessee, and you expressly consent to the jurisdiction of and venue in such courts and you waive all defenses of lack of jurisdiction and inconvenient forum with respect to such courts. You agree to service of process by mail or other method acceptable under the laws of the State of Tennessee. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS SWEEPSTAKES. YOU HEREBY WAIVE ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

SPONSOR AND PRIZE PROVIDERS

The Sponsor of this Sweepstakes is Elvis Presley Enterprises, Inc.