

OFFICIAL RULES, AS AMENDED*

- 1. SWEEPSTAKES PERIOD:** Each Quarterly giveaway for BlueCross BlueShield of Tennessee's Consumer Online Panel Sweepstakes (the "Sweepstakes") begins at 12:01 a.m. Eastern Standard Time on the first day of the quarter and ends at 11:59 p.m. Eastern Standard Time on the last day of the quarter (each a "Sweepstakes Period"), with the first Sweepstakes Period commencing on July 1, 2018 and the final Sweepstakes Period ending on December 31, 2019 at 11:59 p.m.
- 2. SPONSOR:** The Sweepstakes is sponsored by BlueCross BlueShield of Tennessee, Inc. ("BlueCross"), with offices at One Cameron Hill Circle, Chattanooga, Tennessee 37402. Sweepstakes administrators are: Chip Rewards and GiftCards.com. BlueCross is and shall remain solely responsible for the delivery of the Prizes to the winners.
- 3. ELIGIBILITY:** This Sweepstakes is open to all registered members of BlueCross' Consumer Online Panel who complete a short online survey ("Entrants"). All Entrants must be 18 years of age or older, at the time of entry into the Sweepstakes. Any employee of local, state or federal government is not eligible to win, nor are the parents, siblings and children of any such employee, agent or representative or any person with whom such employee, agent or representative is domiciled. BlueCare Tennessee members are not eligible to participate on the Panel or enter the Sweepstakes, including BlueCareSM and TennCareSelect members.
- 4. PRIZES:** One hundred (100) gift cards in the amount of Fifty and No/100 Dollars (\$50.00) each will be given away during each Sweepstakes Period (Total Retail Value \$5000 USD). Prizes are not transferable and no substitutions are allowed except by Sponsor, who retains the right to award a prize of equal or greater value. Prizes are to be awarded in US dollars. Entrants can only win once per quarter.
- 5. HOW TO ENTER:** The Sweepstakes is offered electronically via the Internet. All Entrants who are members of BlueCross Consumer Online Panel and complete a survey prior to the end of the Sweepstakes Period are automatically entered into the Sweepstakes. Entrants will receive one (1) entry for every survey completed during the quarter prior to a Draw Date.
- 6. ALTERNATE MEANS OF SWEEPSTAKES ENTRY:** Completion of the BlueCross Consumer Online Panel Surveys is not required to enter the Sweepstakes. Entrants may also receive one (1) entry by legibly printing the Entrant's name, street address, city, state, postal code, telephone number, complete email address, on a 3 x 5 inch (or 7.5 x 12.5 cm) piece of paper and mailing it to Attention: BlueCross BlueShield of Tennessee Consumer Online Panel Quarterly Sweepstakes Brand Management 1.2, One Cameron Hill Circle, Chattanooga, Tennessee 37402. All entries become the exclusive property of BlueCross and will not be acknowledged or returned. Entries must be received prior to the end of the Sweepstakes Period.
- 7. WINNER SELECTION AND NOTIFICATION:** Winners will be selected in a random drawing from among all eligible entries received during each Sweepstakes Period. Winner selection will take place within fifteen (15) days of the expiration of each Sweepstakes Period. The odds of winning depend on the number of eligible entries received. The odds of an entry winning any Prize will be the same, whether the entry was automatically generated or by alternate means of entry. Winners will be notified by email at the address listed on the Panel. The winner may be required to complete, sign and return an IRS Form 1099, Affidavit of Eligibility, a Liability Release, and where lawful, a Publicity Release within ten (10) calendar days of notification that the winner has won the prize. If a winner fails to return the requested and completed documents, or if the prize is returned to the Sponsor as undeliverable, or if a winner is found to be ineligible or otherwise not in compliance with these Official Rules, the prize will be forfeited and an alternate winner may be selected based upon the next highest number of votes received from among all remaining eligible entries. All federal, state and local taxes on the prize are the sole responsibility of the winner.
- 8. SWEEPSTAKES OFFICIAL RULES:** By entering the Sweepstakes, Entrants agree to abide by these Sweepstakes Official Rules and Regulations and the decisions of BlueCross, which are final.
- 9. RELEASE AND LIMITATION OF LIABILITY:** By entering the Sweepstakes, participants agree to be bound by these Official Rules and release, hold harmless and forever discharge BlueCross, ChipRewards, GiftCards.com ("Released Parties") from all actions, cause or causes of action, suits, debts, dues, penalties, covenants, contracts, promises, damages, judgments, executions, claims and demands whatsoever, in law or in equity, that may occur in connection with the receipt, ownership, or use of the Prize from or arising out of participation in this Sweepstakes. The Released Parties assume no responsibility or liability for any error, omission, interruption, defect, delay in

operation or transmission or loss of data, technical malfunctions, theft, destruction or unauthorized access to, or alteration of, entries, any injury or damage to participant's or any other person's computer relating, directly or indirectly, to or resulting from participation in this Sweepstakes. Except where prohibited, participants agree that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Hamilton County, in the State of Tennessee. Under no circumstances will participants be permitted to obtain awards for, and hereby waive all rights to claim, punitive, incidental, and consequential damages and any other damages including attorneys' fees and related expenses, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

If for any reason this Sweepstakes does not occur as planned due to issues with a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, other causes beyond the BlueCross's control that affect the administration, security, fairness, integrity or proper conduct of the contest, BlueCross reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel or modify the Sweepstakes. BlueCross' failure to enforce any term of this Official Rules shall not constitute a waiver of that provision. In the event any portion of this Sweepstakes is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of BlueCross, which in the sole opinion of BlueCross corrupts or impairs the administration, security, fairness or proper entry into the Sweepstakes, BlueCross reserves the right, in its sole discretion, to suspend or terminate the Sweepstakes and to award Prize(s) to individuals selected at random from the pool of Entrants received up to the point of termination. In no event will more Prizes be awarded than those listed in the Official Rules.

10. WINNERS LIST: To obtain a copy of the winner list or a copy of the Sweepstakes Rules and Regulations, send your request to Attention: BlueCross BlueShield of Tennessee Consumer Online Panel Quarterly Sweepstakes Brand Management 1.2, One Cameron Hill Circle, Chattanooga, Tennessee 37402. Requests must be received no later than one month following the applicable Draw Date, and must enclose a self-addressed stamped envelope.

11. APPLICABLE LAWS: This Sweepstakes is subject to all applicable federal, state and county laws. Void where prohibited or restricted by law.

12. DATA PROTECTION NOTICE: Entrants' personal information is protected by BlueCross' Privacy Policy, which can be viewed on BlueCross' website at bcbst.com and select Privacy Policy.

13. AMENDMENTS: BlueCross reserves the right to change, suspend or discontinue any aspect of the Sweepstakes at any time. The official rules and regulations may be amended at any time by sending the amended official rules and regulations through the BlueCross Consumer Online Panel. The amended rules and regulations shall be effective immediately upon releasing, or as indicated in the amended rules and regulations.

**Effective Date of this version of the Rules and Regulations: May 31, 2018*

BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the Blue Cross and Blue Shield Association