

The 2017 Regions Bank #road2ATLsweepstakes Official Rules

NO PURCHASE, PAYMENT OF ANY KIND OR BANKING RELATIONSHIP NECESSARY. A PURCHASE, PAYMENT OR BANKING RELATIONSHIP WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. Eligibility: The 2017 Regions Bank #road2ATLsweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Regions Bank ("Sponsor"), Luckie & Company, Sapient Corporation, and HelloWorld, Inc. ("Administrator"), and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning the prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Regions Bank, 1900 Fifth Avenue North, Birmingham, AL 35203. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on August 31, 2017 at 12:00:01 a.m. Eastern Time ("ET") and ends on November 11, 2017 at 11:59:59 p.m. ET (the "Promotion Period"). For purposes of these Official Rules, a "day" will run from 12:00:01 a.m. ET to 11:59:59 p.m. ET each day of the Promotion Period. Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter:

- a. At a Regions SEC Event:** You can enter the Sweepstakes by registering at one of the Regions SEC Nation Events or Regions SEC Tent Events (collectively, the "Regions SEC Events") held during the Promotion Period.

Regions SEC Nation Events will be held on game day near the location of many SEC Nation game day broadcasts during the Promotion Period; please visit the Sweepstakes Website (at road2ATLsweepstakes.com) to view the Regions SEC Nation Events schedule as it develops during the course of the football season.

Regions SEC Tent Events will be held on game day near the home team's stadium at several of the Regions SEC Nation Event games; please visit the Sweepstakes Website (at road2ATLsweepstakes.com) to view the Regions SEC Tent Events schedule as it develops during the course of the football season.

To register for the Sweepstakes at a Regions SEC Event, visit Sponsor's tent/booth at the Regions SEC Event and complete the Sweepstakes registration with the help of a Sponsor representative. You will receive one (1) entry into the Sweepstakes when you register at a Regions SEC Event.

- b. Online:** During the Promotion Period, you can register for the Sweepstakes online by visiting road2ATLsweepstakes.com (the "Website") and either: (1) filling out and submitting the registration form for the Sweepstakes; or (2) following all links and prompts to allow the Website to access your Facebook account information via Facebook Connect. You will receive one (1) entry into the Sweepstakes for registering online. On each day thereafter that you log in to the Website during the Promotion Period, you will receive one (1) entry into the Sweepstakes.

For purposes of registering via Facebook Connect, a registration is "received" when the Website's servers actually access the entrant's Facebook account information via Facebook Connect. In order to register via Facebook Connect, you must have a Facebook account, which is available free of charge at facebook.com and you must comply with the rules and requirements of Facebook (facebook.com/legal/terms).

If you use your mobile device to log in to the Sweepstakes, you will be charged according to your wireless service provider's standard data rates. Check with your wireless service provider for details on data rates and other applicable charges.

Limit: Other than by earning a bonus Sweepstakes entry via Twitter Share (as described below), you may enter the Sweepstakes only one (1) time per day during the Promotion Period, regardless of method of entry. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder.

Bonus Sweepstakes Entries via Twitter Share: After you enter the Sweepstakes, you will be invited to share the Sweepstakes on Twitter by clicking on the link to share a prepopulated Twitter message. You will earn one (1) bonus entry into the Sweepstakes each time you click the Tweet button, and you may perform this action one (1) time per day during the Promotion Period. **Limit:** You may only earn one (1) bonus Sweepstakes entry per day during the Promotion Period via Twitter Share. You agree to abide by the Twitter Rules (support.twitter.com/articles/18311) when sharing the Sweepstakes.

5. Grand Prize Drawing: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winner are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winner from all eligible entries received during the Promotion Period, on or around November 13, 2017. The potential winner will be notified by email, mail or phone. Except where prohibited, the potential Grand Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") which must be received by Administrator within two (2) business days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted, fails to sign and return the Declaration within the required time period, or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that the potential winner is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries. Up to three (3) alternate drawings will be held, time permitting, after which the prize will remain un-awarded.

6. Prize: ONE (1) GRAND PRIZE: Four (4) tickets to the 2017 SEC football championship game on December 2, 2017 at the new stadium in Atlanta, GA; two (2) nights' accommodations at a hotel in Atlanta, GA determined by Sponsor in its sole discretion (two rooms, double occupancy); a Regions cruiser bicycle and helmet; a \$250 Regions Bank Visa® Gift Card (terms and conditions of gift card apply); four (4) tickets to the College Football Hall of Fame in Atlanta, GA; and four (4) person VIP behind-the-scenes access to the SEC Nation broadcast and tour of the stadium on December 2, 2017. Total Approximate Retail Value ("ARV") of Grand Prize: \$1,760; transportation not included; actual value may vary based on hotel fluctuations. (Behind-the-scenes access to the SEC Nation broadcast and tour of the stadium have no cash value.)

In the event that the 2017 SEC football championship game or the broadcast of SEC Nation on December 2, 2017 is postponed or canceled, Sponsor will not be responsible for awarding such postponed or cancelled portion of the prize and no substitution or compensation will be provided. The remainder of the prize will be awarded. Seating at the championship game to be determined in the sole discretion of Sponsor. By accepting ticket prize, winner and each ticket holder agrees to abide by any terms, conditions and restrictions provided by the ticket. Sponsor is not responsible if winner does not use ticket on day of event. Regions Bank Visa Gift Card is a prepaid gift card issued by Regions Bank and is not a credit card, charge card or bank debit card; visit regions.com/personal_banking/visa_gift_card_tc.rf for Regions Bank Visa Gift Card Terms and Conditions.

Any difference between the actual value of any prize and the approximate retail value set forth in these Official Rules may not be claimed and will not be awarded. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason. All taxes or expenses, including, without limitation, expenses associated with the Grand Prize not specified herein as part of Grand Prize (such as meals, gratuities, and transportation costs), sales tax, luxury tax, and any other costs incurred in claiming or using any of the prizes, are the sole responsibility of the prize winner. Odds of winning the prize depend on the number of eligible entries received during the Promotion Period.

7. Release: By entering, entrant agrees to release and hold harmless Sponsor, Luckie & Company, Sapient Corporation, Administrator, Facebook, Inc., Twitter, Inc. and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, agents and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, tax liability, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize. Acceptance of prize shall constitute and signify the winner's agreement and understanding that the Released Parties have not made nor are in any manner responsible or liable for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relative to any prize, including but not limited to its quality, merchantability, fitness for a particular purpose or mechanical condition.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes the winner'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 in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail or notices; (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize; or (7) any opinions, views, advice or statements posted on the Website, Facebook or Twitter (including, without limitation, in any public posting areas of the Website) by any person or entity other than an authorized Sponsor or Administrator spokesperson. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

12. Entrant's Personal Information and Contact Information: Information collected from entrants is subject to Administrator's Privacy Policy (helloworld.com/privacy-policy) and Sponsor's Privacy Policy (regions.com/about_regions/privacy_pledge.rf). By entering, you expressly agree and specifically consent to be contacted by Sponsor and/or Administrator (i) by email, for purposes of sending you Sweepstakes-related information, and (ii) by mail, email, telephone, or other means of contact available from your registration for purposes of informing you in the event that you are the potential winner.

13. Winner List: For a winner list, visit <http://bit.ly/2tKpl3o>. The winner list will be posted after winner confirmation is complete.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook or Twitter. Information is being provided to Sponsor, not Facebook or Twitter.