

## Official Rules

**OPEN ONLY TO LEGAL RESIDENTS OF THE STATE OF MICHIGAN WHO ARE AT LEAST 18 YEARS OLD, has purchased an engagement ring from Waterfall Jewelers, and couples who are currently engaged or married.**

The Contest ... Want to "Show Your Love" to 50,000 people a day?

The winner will be the Waterfall Jewelers "Show Your Love" Couple of the Year.

### 1. PRIZE DESCRIPTION

- One (1) winner will become Waterfall Jewelers "Show Your Love" Couple of the Year.
- Your Engagement or Wedding Photo will be featured on Waterfall Jewelers M-59 billboard for approximately 1 month.
- Receive one (1) Gift Certificate for a \$1000.00 Shopping Spree redeemable at either Waterfall Jewelers in Waterford or Waterfall Jewelers II in White Lake.
- (1) Nights Stay including dinner at the fabulous Royal Park Hotel, located in Rochester, MI (some blackout dates may apply)
- The Top Twenty (20) Couples, based on votes received, will be invited to a private "Reveal Party" on Saturday, October 13<sup>th</sup> at Waterfall Jewelers II in White Lake, Michigan, from 5:00 – 7:00, along with friends and family.
- All attending the "Reveal Party" will receive a 40% discount off of one single purchase from Waterfall Jewelers II the night of the event. Gift cards and other surprises will also be given away. The exclusive 40% discount does not apply to previous sales, layaways, Pandora, Tacori, and loose diamonds and is not valid with any other offers, or for gift cards.

### 2. PROMOTION PERIOD.

Submissions of the applicants must be presented via our Facebook page between the dates of 8/20/2012 and 10/10/12 at 11:59 EST (Entry Period)

The voting for the Waterfall Jewelers "Show Your Love" Couple of the Year Promotion begins 9/17/2012 at 11:59PM EST and ends 10/10/12 at 11:59 PM EST (the "Voting Period").

Please one vote per person during the voting period. Multiple votes will be disqualified.

### 3. HOW TO ENTER.

Visit Waterfall Jewelers Facebook Page, "Like Us", and this will open up the Contest Button to submit your entry. Follow the instructions to complete and submit the entry photo and a short bio. Have your Facebook friends vote for you during the voting period.

All entrant information, including e-mail addresses, is subject to the Sponsor's Privacy Policy located at: <http://www.waterfalljewelers.com/pages/privacy.html>. By entering this Promotion, entrants give their expressed permission to be contacted by Sponsor via telephone, e-mail and/or postal mail. Limit one (1) entry per person during Entry Period.

#### 4. WINNER SELECTION; NOTIFICATION.

On October 11, 2012 Waterfall Jewelers shall select twenty (20) "Runners Up" based on the number of votes received from all eligible entries received during the Entry Period. These 20 couples are invited to attend the private "Reveal Party" to be held on Saturday, October, 13, 2012, from 5:00-7:00pm at Waterfall Jewelers II, White Lake, located in the JC Penny Shopping Center on M-59.<sup>h</sup> from 5:00 – 7:00PM EST. Family and Friends of the 20 "Runners Up" Couples are also invited to attend.

Waterfall Jewelers shall determine one potential winner of the "Show Your Love" Couple of the Year Promotion from the twenty (20) "Runners Up" and will announce the winning selection at the "Reveal Party". To be eligible to win couples must be "present to win" and are required to attend the "Reveal Party". Potential winners must also meet all eligibility requirements of the Promotion, including without limitation the execution of required waivers, publicity and liability releases and disclaimers as determined by Waterfall Jewelers. Winner may be required to provide their full name, mailing address, and age.

The decision of Waterfall Jewelers is final. The odds of winning the "Show Your Love" Couple of the Year depends upon number of eligible entries received. The 20 potential winners will be contacted via phone and email. The potential winning couples will have twenty-four (24) hours from the time Waterfall Jewelers sends the notification to respond and except the invitation to the "Reveal Party". If there is no response by the deadline, or if the couple cannot attend the "Reveal Party" event on the evening on October 13th, 2012, such potential winner forfeits all rights to win the Promotion or receive the prizes, and an alternate potential winner will be selected. The alternate potential winner will then have twenty-four (24) hours to respond from the time Waterfall Jewelers sends the notification.

The twenty (20) runner up's will be contacted by a Waterfall Jewelers representative, who will give further instructions on the reveal details. Couples must arrive at Waterfall Jewelers II, White Lake location no later than 5:30pm EST on **October 13<sup>th</sup>, 2012**. If the winner does not arrive on or before 5:30PM ET on October 13th, the winner forfeits all rights to the prize, and an alternate winner will be selected. The winner, for himself and on behalf of his fiancée or partner, gives Waterfall Jeweler rights to use any photographs and video taken before, during, or after the "Reveal Party."

The "Show Your Love" Waterfall Jewelers Couple of the Year will be announced on the Waterfall Jewelers Facebook page on October 13<sup>th</sup>, or as soon as the Waterfall Couple Contest has occurred, whichever is later.

Any individual who, at the sole determination of Waterfall Jewelers, abuses the entry process in any way will be disqualified. Waterfall Jewelers is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected entries, which will be disqualified.

5. OWNERSHIP AND LICENSE. All entry materials ("Submission") become the property of the Waterfall Jewelers and will not be acknowledged or returned. Waterfall Jewelers and/or others authorized Waterfall Jewelers agents shall have the right to edit, adapt, and modify the Submission.

6. NO PRIZE TRANSFER OR SUBSTITUTION. No prize or any portion thereof is transferable, assignable, or redeemable for cash. Any portion of the prize that is not used is forfeited. No substitutions for prize except Waterfall Jewelers, in which case a prize of equal or greater value will be substituted.

7. CONSENT, RELEASE, AND INDEMNIFICATION. By entering the Promotion, each entrant releases and discharges Waterfall Jewelers and any other party associated with the development or administration of this Promotion.

Officers, directors, members, and employees of the Sponsor (as defined herein), or any other party associated with the development or administration of this Promotion, and the immediate family (i.e., parents, children, siblings, spouse), and persons residing in the same household, as such individuals are excluded from participating in this event. This Promotion is void outside the state of Michigan and where prohibited. Entrants agree to be bound by the terms of these Official Rules.

8. DISCLAIMERS. (i) Entries that are lost, late, misdirected, incorrect, garbled, or incompletely received, for any reason, including by reason of hardware, software, browser, or network failure, malfunction, congestion, or incompatibility at Waterfall Jewelers servers or elsewhere, will not be eligible.

9. APPLICABLE LAWS AND JURISDICTION. This Promotion is subject to all applicable federal, state, and local laws and regulations. Issues concerning the construction, validity, interpretation, and enforceability of these Official Rules shall be governed by the laws of the State of Michigan.

10. WINNER LIST. Winner List requests will only be accepted after the winner has been announced and no later than December 31, 2012. For the winner list, send an email with subject line "Waterfall Jewelers Show Your Love" to [Mark@waterfalljewelers.com](mailto:Mark@waterfalljewelers.com)

11. SPONSORSHIP. This Promotion is sponsored by Waterfall Jewelers, 5649 Dixie Highway, Waterford MI 48329 and Waterfall Jewelers II, 340 Town Center Blvd Suite E108, White Lake MI 48386 (the "Sponsor").