

Facebook Small Business Boost

Official Contest Rules

No purchase necessary to win. A purchase will not increase your chances of winning. Entry into this promotion constitutes your acceptance of these Official Rules (“Official Rules”)

- 1. Eligibility:** The Facebook Small Business Boost Contest (the “Contest”) is open to local businesses located in the fifty United States and the District of Columbia only. The Contest is void in overseas US territories, possessions, commonwealths, military installations and where prohibited by law. Employees and agents of Facebook, Inc. (“Sponsor”) and any entity involved with the Contest and the immediate family members and persons living in the same household as such individuals, whether related or not, are not eligible to participate or win. To participate in the Contest, you must have a Facebook account and must be an administrator of a Page for a local business that was or is created through Facebook’s local business page creation flow <https://www.facebook.com/pages/create.php>, your business must be based in the US, and your page must already have 50 “likes”.
- 2. How to Enter:** The Contest begins at 12:00 am PT on January 17, 2012 and ends at 11:59 pm PT on March 31, 2012 (the “Contest Period”). Eligible entrants may enter any time during the Contest Period. To enter, visit www.facebook.com/marketing (the “Contest Website”) during the Contest Period and follow the instructions on the page to enter the Contest. You will be asked to provide the following information: page name, first name, last name, email, phone. One entry per business/page/user.

Entrants will be judged based on the number of likes they obtain during the Contest Period. Likes will be automatically counted by Sponsor. Entrants must comply with all Facebook terms and policies, including but not limited to the Statement of Rights and Responsibilities, located at www.facebook.com/terms and the Pages Terms, located at http://www.facebook.com/page_guidelines.php. Any attempt to obtain likes through means which violate Facebook terms or policies, including setting up fake accounts or incentivizing users to like your page in violation of policies, as determined by Sponsor in its sole discretion, will result in disqualification from the Contest.

- 3. Prizes and Winner Notification:** Fifty and One hundred dollar prizes will be awarded on a rolling basis up to the amount of \$9,900,000. Entrants who have fifty (50) “likes” at entry or reach 50 likes during the Contest Period will receive a fifty dollar (\$50.00) credit redeemable for Facebook Ad products. Entrants who obtain an additional one hundred (100) likes during the Contest Period beyond the number of likes they had at the time of entry (if 50 likes or greater) or

beyond the 50 likes obtained during the Contest Period, will receive an additional one hundred dollar (\$100.00) credit redeemable for Facebook Ad products.

At the end of the Contest Period, the ten (10) entrants who obtained the greatest number of likes during the Contest Period will each receive a ten thousand dollar (\$10,000.00) credit redeemable for Facebook Ad products. In the event of a tie, the winners will be determined based on the time that the winning number of likes was obtained, as determined by Sponsor.

The following is applicable to all prizes: Each Page/entrant is eligible for up to one \$50, one \$100, and one \$10,000 prize. \$50 and \$100 ad credits awards will be delivered to winners via email within seven (7) days after qualifying milestone is achieved. \$10,000 ad credits awards will be delivered to winners via email within seven to 10 days after the end of the Contest Period. Full value of all ad credits must be redeemed within three months from the date of issue, which is determined by the date the credit is awarded to winner. Facebook terms and policies apply to use of credits and advertising on Facebook, see terms on www.facebook.com/terms. Ad credits are not transferrable and not redeemable for cash. All applicable taxes are the responsibility of the winner, who may be required to complete tax forms in connection with receipt of a prize valued over \$600.00.

- 4. General Conditions:** By entering the Contest, entrants agree to comply with and be bound by these Official Rules. The Official Rules will be posted at the Contest Website throughout the Contest Period. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes. Entrants further agree to comply with and be bound by the decisions of Sponsor, which will be final and binding in all respects. Sponsor reserves the right, in its sole discretion, to disqualify any individual found to be: (a) tampering or attempting to tamper with the entry process or the operation of the Contest, or the Facebook service; (b) violating these Official Rules; (c) violating any of Facebook's terms or policies; or (d) acting in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
- 5. Limitation of Liability:** By entering, each entrant agrees: 1) that Sponsor and its designees shall have the right and permission to use the entrant's name, profile photo, cover photo and business name for advertising, promotional and or any other purpose in any media now or hereafter known throughout the world in perpetuity without any further compensation, consideration, permission or

notification except where prohibited by law; and 2) that Sponsor shall have no liability for any liability, loss, injury or damage, including, without limitation, personal injury, death or damage to personal or real property, to entrant or any other person or entity due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of prize or participation in this Contest. BY ENTERING, EACH ENTRANT AGREES TO RELEASE, HOLD HARMLESS AND INDEMNIFY SPONSOR AND ITS RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS FOR ANY LIABILITY WHATSOEVER FOR INJURIES, LOSSES OR DAMAGES OF ANY KIND SUSTAINED IN CONNECTION WITH THE ACCEPTANCE, POSSESSION, USE OR MISUSE OR AWARDING OF THE PRIZE, INCLUDING, WITHOUT LIMITATION, ANY INJURY, DAMAGE, DEATH, LOSS, OR ACCIDENT TO PERSON OR PROPERTY.

Sponsor assumes no responsibility or liability for lost, late, misdirected, or garbled entries, or for destruction or unauthorized access to, entries. Sponsor assumes no responsibility for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of submissions in the Contest. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, email, players, or browsers, whether on account of technical problems, traffic congestion on the Internet or at any website, or on account of any combination of the foregoing, that may occur (including but not limited to any such problems which may result in the ability to access the Contest site. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest. In the event of termination, Sponsor reserves the right, at its discretion, select winner(s) from among all eligible, non-suspect entries received prior to the event requiring termination according to the winner selection process described in these Official Rules.

6. **Promotion Sponsor:** Facebook, Inc. 1601 Willow Road, Menlo Park, CA 94025.