

#StlzooDay Instagram Challenge Terms & Conditions –

1. NO PURCHASE IS NECESSARY TO ENTER OR WIN. A purchase will not increase your chances of winning. Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. The Instagram Challenge ("Contest") will be held online from 12:00 a.m. Central Time ("CT"), May 24, 2019 ("Contest Start Date"), to 11:59 p.m. CT, September 4, 2019 ("Contest Period"). Contest is sponsored by the Saint Louis Zoo (the "Sponsor") who is solely responsible for all aspects of this Contest.

2. ELIGIBILITY. The Contest is open to legal residents of the United States of America who are 18 years of age or older as of "Contest Start Date." Sponsor and contest partner's employees and their immediate families are not eligible to participate or claim a prize. Void where prohibited or restricted by law. All federal, state and local laws, rules and regulations apply. By participating, entrants agree to abide by all terms of these Official Rules and to the decisions of the judge, and waive any right to claim ambiguity in the Contest or these Official Rules.

3. HOW TO ENTER. As of 12:00 a.m. CT, May 24, 2019, the entrant must: a) Have an Instagram® account: If you are not a member, you may find links to download the app here: <https://www.instagram.com/> b) Post a photo taken at the Zoo to your Instagram photos with the #StlzooDay hashtag. A photo submitted by an Instagram® account set to "Private" is not guaranteed for entry. c) By tagging your photos with the #StlzooDay hashtag you represent that you have all necessary rights to grant a license to the Sponsor to publish and re-use your photos for any purpose without compensation and that you hereby grant such license together with the right to use your name. All entries must be received by 11:59 p.m. CT, on the Wednesday prior to each weekly winner announcement for consideration for that respective selection (5/29/19; 6/5/19; 6/12/19; 6/19/19; 6/26/19; 7/3/19; 7/10/19; 7/17/19; 7/24/19; 7/31/19; 8/07/19; 8/14/19; 8/21/19; 8/29/19; 9/4/19). No mechanically reproduced entries will be accepted. Each week's winners will be automatically entered to win the grand prize, selected on 9/09/19.

4. INTERNET LIMITATIONS OF LIABILITY. If for any reason this Contest is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest in whole or in part, at any time, without notice and award the prizes using all non-suspect eligible entries received as of this termination date. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by the Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting

from participation in this Contest or downloading any materials in this Contest. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized Instagram® account holder of the submitted entry at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an Instagram® account by Instagram®.

5. SELECTIONS AND NOTIFICATION OF WINNERS. Winners will be determined on the Thursday before the weekly winner announcement for consideration for that respective selection (5/30/19; 6/6/19; 6/13/19; 6/20/19; 6/27/19; 7/4/19; 7/11/19; 7/18/19; 7/25/19; 8/1/19; 8/08/19; 8/15/19; 8/22/19; 8/29/19; 9/5/19) by Sponsor's staff from among all eligible entries. One winner for each weekly winner announcement will be notified on or after 5/31/19; 6/7/19; 6/14/19; 6/21/19; 6/28/19; 7/5/19; 7/12/19; 7/19/19; 7/26/19; 8/2/19; 8/09/19; 8/16/19; 8/23/19; 8/30/19; 9/6/19) respectively on Instagram® and need not be present to win. One grand prize winner will be selected from weekly winners and will be notified on or after 9/09/19. Winners will be selected based on the following criteria: illustration of zoo's mission, 35%; quality of photograph, 30%; illustration of fun, 15%; and creativity and uniqueness 20%. One winner per household. The winner will be disqualified and an alternate winner will be selected if a selected winner fails to comply with these rules; cannot be contacted; is ineligible; fails to claim a prize or fails to return the completed and executed Affidavit and Releases, in the stated time period as required, or if the prize notification or prize is returned as undeliverable. Acceptance of a prize constitutes permission to use the winners' names, likenesses, winning photo or video, and statements for promotional and publicity purposes without additional compensation or limitation unless prohibited by law. All decisions of the Sponsor regarding the selection of winners, notification and substitution of winners in accordance with these Official Rules shall be binding and final.

6. PRIZE AVAILABLE. Winners will receive prize as described as outlined below. The prize is not transferable, assignable or redeemable for cash and if not used will be forfeited.

Approximate retail value (ARV) of weekly prize - \$150.00

- Saint Louis Zoo gift card: \$100.00
- Famous Footwear gift card: \$50.00

Approximate retail value (ARV) of grand prize - \$720.00

- Saint Louis Zoo Family Membership: Total value of membership perks - \$470.00
- Famous Footwear gift card: \$250.00

7. INDEMNIFICATION AND RELEASE. By entering the contest and participating in any promotions relating thereto, each entrant agrees to release and hold Sponsor, their respective affiliates, subsidiaries, parent companies, officers, directors, shareholders, employees, agents, participating retailers and any other

companies participating in the design, administration or fulfillment of this sweepstakes and their respective officers, directors, employees, and agents, harmless from any and all losses, rights, claims, injuries, damages, expenses, costs or actions of any kind resulting in whole or in part, directly or indirectly, from participation in this sweepstakes or any sweepstakes-related activity, or acceptance, possession, use or misuse of the prize or parts thereof, including without limitation personal injuries, death and property damage and claims based on publicity rights defamation or invasion of privacy.

8. TAX INFORMATION. All applicable Federal, state and local tax liabilities and any other incidental expenses, fees or costs associated with the receipt or use of any prize are the sole responsibility of the winner.

9. WINNER'S LIST. For an Official Winner's List available after September 11, 2019 and through October 31, 2019 or a copy of these Official Rules (PLEASE SPECIFY WHICH), send a self-addressed, stamped envelope to: Saint Louis Zoo Marketing 1 Government Drive Saint Louis, MO 63109

10. SPONSOR. Saint Louis Zoo Marketing 1 Government Drive Saint Louis, MO 63109