

Bealls "Weekender®" 2014 Florida Keys Trip" OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. ELIGIBILITY REQUIREMENTS: Open to legal residents of the state of Florida who are 18 years of age or older at the time of entry. Employees, contractors, directors and officers of Weekender®, a division of Sportailor, Inc. (Hereinafter referred to as "Sponsor") and Bealls Department Stores, Inc. its parent, subsidiary and affiliated companies, and the web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes and (collectively, "Sweepstakes Parties"), and the immediate family members of each such person (spouse, parent, child, sibling, grandparent, and spouse or "step" of each) and those living in the same household of each such person (those persons whether related or not who lived in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes) are not eligible to enter or win.

2. SWEEPSTAKES PERIOD: Sweepstakes begins on February 18, 2014 at 12:00:01 am Eastern Time ("ET") and ends on February 22, 2014 at 11:59:59 pm ET (the "Sweepstakes Period"). The server hosting the Sweepstakes Website is the official clock for this Sweepstakes.

3. TO ENTER: There are two methods of entry.

a. In Store: Pick up a free official entry form beginning on 2/18/14 on special displays at participating Bealls Department Stores, Inc. ("Store"). Legibly hand-print your name, complete home address (no P.O. boxes please), date of birth, and daytime phone number on the entry form. Limit one entry per person, household and/or e-mail address. To locate a Store and to find applicable business hours, go to www.BeallsFlorida.com ("Web Site"). Legibly complete all information requested on the entry form and drop into the official entry box in Store by close of business on 2/22/14. No photocopies or mechanically reproduced entries allowed. Sponsor not responsible for entries that are late, lost, misdirected, mutilated, incomplete or illegible.

b. To enter via the Sweepstakes Website: Visit www.BeallsFlorida.com ("Website") during the Sweepstakes Period and click on the "Coupons & Events" link, then click on the "Weekender 2014 Florida Keys Trip Sweepstakes" link then follow directions to complete and submit the online entry form to receive one (1) entry into the Sweepstakes.

Internet access and a valid email address are required to enter. Limit one (1) entry per person/email address per day regardless of entry method. If more than one (1) entry per day is received from the same person or email address only the first entry received will be considered valid and Sponsor may choose to disqualify all entries submitted by that person at Sponsor's sole discretion. Entrants must fully complete and submit all required data on the online entry form to be eligible; incomplete entries are null and void. All materials submitted become the sole property of Sponsor and will not be returned. Entries generated by a robotic, programmed, script, macro or other automated means are prohibited and will be disqualified; any use of automated methods of entry may result in disqualification. By participating, entrants agree to abide by and be bound by these Official Rules.

4. SELECTION OF WINNER, PRIZE AND APPROXIMATE RETAIL VALUE: Each Store will have their own drawing ("Drawing") from among all eligible entries received for such Store on or about 2/23/14 to select one (1) finalist ("Finalist"). The online entries, which will be considered a "Store", will have their own drawing ("Drawing") from all eligible mail-in entries received and one (1) Finalist will be selected for the online entries. On or about 2/23/14, a random Drawing will be conducted to award one (1) Grand Prize among all Finalists. Odds of being deemed a Finalist depend on the number of eligible entries received corresponding to each Store. Odds of a Finalist winning the Grand Prize are 1 in 75. Winners will be notified by phone and/or email.

ONE (1) GRAND PRIZE: the prize package (the "Prize") a verified winner will receive is a two night/3 day stay for two at the luxurious Doubletree Grand Key Resort in Key West, Florida.

Prizes are non-transferable and have no redeemable cash value. No substitution of Prizes is offered, and no transfer of Prizes to a third party is permitted except at Sponsor's sole discretion. If Prizes cannot be awarded for any reason, Sponsor reserves the right to substitute another prize of equal or greater value.

TOTAL APPROXIMATE RETAIL VALUE OF ALL PRIZES IN THE PROMOTION IS: \$650.

GENERAL CONDITIONS: Void outside Florida and where prohibited by law. By participating, entrants agree to these Official Rules and Sponsor's Privacy Policy (available at www.BeallsFlorida.com) which are final and binding in all respects. Unclaimed Prize will not be awarded. Prize Winner will be notified by phone and/or email. If for any reason the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible or who tampers with the entry process, and to cancel, modify or terminate the Promotion if fraud, technical failures or other reasons beyond the control of Sponsor impair the proper play of this Promotion. This Promotion is offered only in the United States and is governed by the laws of the state of Florida without regard to conflicts of laws principles, with venue in Manatee County, Florida, and all claims must be resolved in the federal or state courts of Manatee County, Florida.

Limitations of Liability and Release: No more than the advertised number of prizes will be awarded. No liability or responsibility is assumed by Sponsor or Promotion Parties resulting from user's participation in or attempt to participate in the Promotion or download any information in connection with participating in the Promotion. No responsibility or liability is assumed by the Sponsor or Promotion Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Promotion: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail transmissions to be sent to or received; lost, late, delayed or intercepted e-mail transmissions; inaccessibility of the Web Site in whole or in part for any reason; traffic congestions on the Internet or the Web Site; unauthorized human or non-human intervention of the operation of the Promotion, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Promotion, or loss, miscount, misdirection, inaccessibility or unavailability of an Account used in connection with the Promotion. Sponsor is not responsible for any typographical errors in the announcement of Prize or these Official Rules, or any inaccurate or incorrect data contained on the Web Site. Use of Web Site is at user's own risk. Sponsor and the Promotion Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the Promotion, use of the Web Site or the download of any information from the Web Site. By participating in the Promotion, the entrant thereby releases Sponsor and the Promotion Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Promotion. By accepting the Prize, recipient agrees that the Sponsor and Promotion Parties, and all of their respective officers, directors, employees, representatives and agents will have no liability whatsoever for, and shall be held harmless by Winner against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Promotion; from acceptance, possession, misuse or use of Prize or any travel related thereto.

WINNERS LIST/RULES REQUEST: For winner's name, or Official Rules, send a self-addressed, stamped envelope specifying "Winners List" or "Official Rules" request, postmarked by 3/18/14 and received by 3/22/14 to: The Bealls "Florida Key West Getaway" "Winners List" or "Official Rules" Request, 1806 38th Ave E, Bradenton, FL 34208.

SPONSOR: Weekender®, a division of Sportailor, Inc.