

Salt Life® Week Giveaway Sweepstakes ("Sweepstakes")

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 Bealls Department Stores, Inc. ("Sponsor"), 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 Salt Life® brand owner To The Game, LLC, (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 March 9, 2014 at 7:00:00 am Eastern Time ("ET") and ends on March 15, 2014 at 8:59:59 pm ET (the "Sweepstakes Period"). The server hosting the Sweepstakes Website is the official clock for this Sweepstakes.

3. TO ENTER: There are two (2) methods of entry: in store at Participating Bealls Department Stores and via the Sweepstakes Application on Facebook.

To enter in a Bealls Department Store: Fill out the official entry form on special displays at participating Bealls Department stores, clearly hand print your name, address, zip code, email address and telephone number. Drop your entry into the official Sweepstakes box located in the Bealls store.

To enter via the Sweepstakes Application on Facebook: Go online to the Bealls Florida page on Facebook.com, www.facebook.com/BeallsFlorida (the "Web Site"), during the Sweepstakes Period and click on the link to the "Salt Life® Week Giveaway" page to access the Sweepstakes Application. After you access the Sweepstakes Application, follow the on-screen directions to complete and submit the online entry form to receive one (1) entry into the Sweepstakes.

Internet access and a Facebook account are required to enter online. Limit one (1) entry per person regardless of the entry method. If more than one (1) entry per day is received from the same person or Facebook account, 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.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to the Sponsor and not to Facebook.

4. DRAWING, ODDS OF WINNING AND PRIZES: Winners will be selected in a random drawing from all eligible entries received. Drawing will be conducted on or about March 17, 2014, by a representative of the Sponsor, whose decisions shall be final and binding on all matters relating to the Sweepstakes. Odds of winning depend on the number of eligible entries received. Limit one (1) prize per person/household.

One (1) Grand Prize: "Salt Life® Week" giveaway sweepstakes. Includes one (1) Level 1 Freediving Class with Cameron Kirkconnell and a Visa Gift Card with a value of Two Hundred Dollars (\$200). Approximate Retail Value ("ARV"): \$700.

Total value of all prizes: \$700

5. PRIZE RESTRICTIONS: Winners are solely responsible for any taxes on the prize. Grand Prize winner will be issued an IRS Form 1099 for the value of the prize. Prizes are non-transferable and no cash redemption or prize substitution permitted, except at the sole discretion of the Sponsor. Sponsor reserves the right in its sole discretion to substitute a prize with one of comparable or greater value. All costs and expenses associated with prize acceptance and use not specifically provided herein are the responsibility of the winner. The following is not included: transportation, meals, hotel stay, alcoholic beverages, merchandise, souvenirs, tips, gratuities, service charges or taxes and all other charges and items not otherwise described above. Prize dates are subject to availability and must be completed by March 15, 2015. Blackout dates and other restrictions may apply. Sponsor is not responsible if event is delayed, postponed, or canceled for any reason. Winner will not receive compensation from Sponsor for freediving lesson that the winner is unable to use due to cancellation of the event, but freediving lesson may be subject to standard rain-check policies and procedures set by the issuer. Winner agrees that event participation is awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated or otherwise conveyed. Sponsor reserves the right to remove or to deny entry to Winner and/or his/her guests if either winner or his/her guests violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person at the event. Date of event is at the sole discretion of the Sponsor. Prize and prize components may not be sold, traded, transferred, rescheduled to dates not within the fulfillment period set forth above or refunded. All Gift Cards are subject to the terms and conditions set by the issuer.

6. WINNER NOTIFICATION AND PRIZE CLAIM: Potential Grand Prize winner will be contacted via a traceable method sent to the U.S. address provided during registration and will be required to complete, sign, and return an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release (granting the use of the Winner's name, city/state, likeness, or photograph by Sponsor for advertising/publicity purposes, without further compensation) within seven (7) days of attempted mail notification or prize will be forfeited and may be awarded to an alternate Winner (time permitting). In the event of non-compliance with these Official Rules, or if a prize notification or prize is unclaimed or returned as undeliverable, the prize will be forfeited and an alternate winner may be contacted. First Prize winners will be sent their prize within 10 days of random drawing. Unclaimed prizes will not be awarded. Sponsor is not responsible for any change of mailing address, email address and/or telephone number of entrants.

7. GENERAL CONDITIONS: By participating, entrants agree to these Official Rules and Sponsor's decisions, which shall be final and binding in all respects. Information submitted in connection with this Sweepstakes is subject to Sponsor's Privacy Policy (available at <http://www.beallsflorida.com/webapp/wcs/stores/servlet/content/privacy>). This Sweepstakes is offered only in the United States and is governed by the laws of the State of Florida, and all claims must be resolved in the federal or state courts in Manatee County, Florida.

8. LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Sponsor or Sweepstakes Parties resulting from participation in, or attempt to participate in, the Sweepstakes. By participating in the Sweepstakes, the entrant agrees (and agrees to confirm in writing): (a) to release Sponsor and Sweepstakes Parties from any and all claims, loss, damages or liabilities ("Claims") incurred with respect to entrant's participation in the Sweepstakes and the awarding, receipt, possession, and/or use or misuse of any prize, including any traveling related thereto. By accepting a prize, recipient agrees to release and hold Sponsor, Sweepstakes Parties and all of their respective officers, directors, employees, representatives and agents harmless from 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 Sweepstakes; and from acceptance, possession, misuse or use of a prize including but not limited to liability for taxes, duties or other levies assessed upon any of the prizes; (b) under no circumstances will entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all 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 (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs. Except where prohibited by law, by accepting a prize, Winner grants permission for Sponsor, Sweepstakes Parties, and those acting under their authority to use his/her name, photograph, voice and/or likeness, for advertising and/or publicity purposes, in any and all media now known or hereinafter invented without territorial or time limitations and without additional compensation.

9. WINNERS LIST REQUEST: For names of the winners, send a self-addressed, stamped envelope, for receipt by April 15, 2014 to: "Salt Life® Week Giveaway Sweepstakes Winners List Request," Beall's Department Stores, Inc., P.O. Box 25207, Bradenton, Florida 34206.

10. SPONSOR: Beall's Department Stores, Inc., 1806 38th Avenue East, Bradenton, Florida 34208.