

Official Rules for the Bright Side of the Sun Playoff Bracket Contest

No Purchase Necessary. A Purchase will not Increase Your Chances of Winning.

1. **Eligibility:** The **Bright Side of the Sun Playoff Bracket** Contest (the "Contest") is open only to legal residents of the United States who are at least eighteen (18) years of age. Employees, independent contractors, interns, officers, directors, and agents of Sponsor, other companies associated with the Contest, as well as the immediate family members (spouse, parents, siblings, and children, and their respective spouses) and household members of any of the foregoing are not eligible to enter.
2. **Sponsor:** The Contest is sponsored by Vox Media, Inc., 1201 Connecticut NW, Washington, DC 20036 ("Sponsor").
3. **Agreement to Official Rules:** By entering the Contest, you indicate your full and unconditional agreement to, and acceptance of, (a) these Official Rules and (b) Sponsor's decisions, which are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein.
4. **Entry Period:** The Contest begins at 9:00pm ET on April 16, 2015 and ends at 12:30pm ET on April 18, 2015. Entries submitted before or after the Entry Period will not be eligible. Sponsor's computer is the official time-keeping device for the Contest.
5. **How to Enter:** Choose the winner of each series and the number of games each series will last. You will be awarded two points for each correct series winner and one more point if you correctly predict the number of games it took the victor to triumph. Once an entry has been submitted no duplicate entries will be accepted from different contestants. If two or more contestants are tied going into the Finals and picked the same team they will be asked to pick the total points scored in the deciding game on a first come first serve basis. The winner will be whoever is closest without going over. If two or more players end up tied after the Finals and picked different teams the contestant who picked the correct team will be the winner. Point totals will be updated after each round and the story will be front paged as the results are updated. Feel free to check your scoring to make sure the results are correct. Please omit the spaces between your picks to help truncate the comment section. Please be sure to make your picks lucid, as confusing or ambiguous entries may be disqualified. Entries should be made in the comments section of the contest post on www.brightsideofthesun.com.
6. There is a limit of one (1) entry per person/e-mail address. Entries will not be acknowledged. The use of an agency or any automated system to enter is strictly prohibited and Sponsor reserves the right to disqualify any entries received through such methods, as determined by Sponsor, in its sole discretion.
7. **Notification and Requirements of Potential Winners:** Sponsor will attempt to notify potential winners within five business days of the end of the 2015 NBA Playoffs. If a potential winner does not respond within three business days after the notice is sent, the Sponsor will select an alternate potential winner. Only three (3) alternate potential

winners will be contacted. Except where prohibited, a potential winner may be required to complete and return an affidavit of eligibility and liability/publicity release. If a potential winner is a minor, his/her parent or legal guardian will be required to sign the documents on his/her behalf. If a potential winner fails to sign and return these documents within the required time period, an alternate potential winner may be selected in his/her place in a random drawing of all remaining entries received. Only three (3) alternate potential winners may be contacted.

8. **Prize(s):** The prize will be a SB Nation Bright Side of the Sun logo t-shirt valued at approximately \$25. A winner is responsible for paying any applicable income taxes and any and all other costs and expenses not listed above. Any prize details not specified above will be determined by Sponsor in its sole discretion. A prize may not be transferred and must be accepted as awarded. You may not request cash or a substitute prize; however, Sponsor reserves the right to substitute a prize with another prize of equal or greater value if the prize is not available for any reason, as determined by Sponsor in its sole discretion.
9. **General Conditions:** In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, Sponsor may, in its sole discretion, either: (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules; or (b) award the prize(s) at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Failure by Sponsor to enforce any term of these Official Rules shall not constitute a waiver of that provision. Proof of sending any communication to Sponsor by mail shall not be deemed proof of receipt of that communication by Sponsor. In the event of a dispute as to any online entry, the authorized account holder of the e-mail address used to enter will be deemed to be the participant. The "authorized account holder" is the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted e-mail address. The Contest is subject to federal, state, and local laws and regulations and is void where prohibited.
10. **Release and Limitations of Liability:** By participating in the Contest, you agree to release and hold harmless Sponsor, its parent, subsidiaries, affiliates, and each of their respective officers, directors, employees, and agents (the "Released Parties") from and against any claim or cause of action arising out of participation in the Contest or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, or telephone, or network lines; (c) printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Contest or the processing of entries; or (f)

injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use of any prize. You further agree that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest, and in no event shall the Released Parties be liable for attorney's fees. You waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

11. **Privacy and Publicity:** Any information you submit as part of the Contest will be used for purposes of this Contest and treated in accordance with Sponsor's [Privacy Policy](#). Except where prohibited, participation in the Contest constitutes an entrant's consent to Sponsor's use of his/her name, likeness, voice, opinions, biographical information, and state of residence for promotional purposes in any media without further payment or consideration.
12. **Disputes:** Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Washington, DC. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of Washington, DC, without giving effect to any choice of law or conflict of law rules (whether of Washington, DC or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Washington, DC.
13. **Third Party Platforms:** If this Contest is hosted, administered, or operated on a third party platform, including without limitation a social media platform (e.g. Facebook or Twitter) ("Third Party Platform"), then by participating in this Contest, entrants hereby release and agree to hold harmless such Third Party Platform from any and all liability, loss or damages arising from or in connection with the awarding, receipt, and/or use or misuse of prizes or participation in any prize-related activities. Unless otherwise stated to the contrary in these Official Rules, this Contest is not sponsored, endorsed or administered by, or associated with, any Third Party Platform.
14. **Results:** To request a winners list, send a self-addressed, stamped envelope to Vox Media, Attn: Legal Department, 1201 Connecticut Ave NW 11th floor, Washington, DC 20036. Requests must be received within four (4) weeks of the end of the Entry Period.