

**THE HUSTLE - CAST DRESS FANTASY MOVIE LEAGUE
SOCIAL SWEEPSTAKES OFFICIAL RULES**

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ENTRIES RECEIVED DURING THE PROMOTION PERIOD.

BY ENTERING THE SWEEPSTAKES, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE SWEEPSTAKES ENTITIES FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

ONLY OPEN TO LEGAL RESIDENTS OF THE 50 STATES OF THE UNITED STATES AND THE DISTRICT OF COLUMBIA, 18 YEARS OR OLDER. VOID WHERE PROHIBITED.**

THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH FACEBOOK, INSTAGRAM, OR TWITTER.

****IF YOU ARE A MINOR IN YOUR STATE OF RESIDENCE BE SURE TO GET YOUR PARENT'S OR LEGAL GUARDIAN'S PERMISSION BEFORE ENTERING THE SWEEPSTAKES. (IN ALL CASES, AS USED HEREIN, WHERE AN ENTRANT IS A MINOR, THE TERM "ENTRANT" OR "WINNER" REFERS TO THE ENTRANT/WINNER AND THEIR PARENT/LEGAL GUARDIAN ACTING ON THEIR BEHALF.)**

The Hustle Sweepstakes ("Promotion" or "Sweepstakes") begins Wednesday, May 8, 2019 at 12:00:00 a.m. Eastern Time ("ET") and ends Monday, May 20, 2019 at 11:59:59 p.m. (ET) ("Promotion Period"). Sponsor's computer is the official timekeeping device for this Promotion.

1. HOW TO ENTER

During the Promotion Period, there are three (3) ways to enter the Promotion.

- a. Facebook: On the official Fantasy Movie League Facebook page, (<https://www.facebook.com/FantasyMovieLeague/>), locate *The Hustle* Sweepstakes post. Like this page (if you have not done so already) and comment on the post using the hashtags #TheHustle and #Giveaway to receive one entry into the Sweepstakes.‡ Doing so will require you to have a Facebook account. If you do not have a Facebook account, sign-up is free at <https://www.facebook.com>.
- b. Twitter: Access the official FML_Movies Twitter account, @fml_movies, and locate the *The Hustle* Sweepstakes tweet. Follow @fml_movies (if you have not done so already) and retweet or comment to this tweet** using hashtags #TheHustle and #Giveaway to receive one entry into the Sweepstakes. Doing so will require a Twitter account. If you do not have a Twitter account, sign-up is free at <https://twitter.com/signup>.
- c. Instagram: Access the official FML_Movies Instagram account, @fml_movies, and locate the *The Hustle* Sweepstakes post. Follow @fml_movies (if you have not done so

already) and comment on this post‡ using the hashtags #TheHustle and #Giveaway. Entering via Instagram will require a mobile device during the Promotion Period and installation of the Instagram app on your mobile device. If you do not have an Instagram account, sign-up is free at <https://www.instagram.com>.

‡If comment is made elsewhere on Facebook or Instagram (e.g., on one’s personal timeline on Facebook), it will not result in Sweepstakes entry even if it is otherwise in full compliance with these Official Rules.

**Private/direct messages will not result in Sweepstakes entry even if otherwise in full compliance with these Official Rules.

Entry using any of the above methods from your public account on one of these specified social media platforms will result in one entry into the Promotion subject to the terms of these Official Rules. If entering using a mobile device, entry may require data usage or incur data usage charge. Such charges may apply regardless of whether you are successful in posting your comment and/or retweeting. Check your mobile plan for rates/details. Wireless access may not be available in all areas.

Receipt of comment or retweet (if applicable) may not be acknowledged.

National CineMedia, LLC (“Sponsor”) is not responsible for late, lost, garbled/undecipherable, inaccessible, corrupted, misdirected, incomplete or invalid entries, which will be disqualified. In the event of a dispute as to the identity of an entrant, the authorized account holder of the e-mail address associated with the Facebook, Twitter or Instagram account/handle used to enter the Promotion will be deemed to be the entrant. Each potential winner may be required to show proof of being the authorized account holder.

Posted comments for Promotion entry must not:

- violate the intellectual property (including trademark, copyright, right of publicity, right of privacy) of any third party. Posted comments may, however, make positive, non-disparaging reference to the motion picture *The Hustle* (“**Film**”) or characters and plot points therefrom, but may not include any clips or music from the Film.
- include any anti-social, political or religious comments, images or descriptions, any commercial solicitation or promotional materials or content unrelated to FML_Movies.
- feature beer, wine, distilled spirits (e.g., hard liquors, malt beverages) or tobacco products.
- contain material that is illegal, inappropriate, indecent, profane, obscene, hateful, tortuous, defamatory, slanderous or libelous (including words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation, or socioeconomic group).
- contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.
- contain material that disparages or adversely affects the goodwill and business reputation of (i) Sponsor, and its goods/services, including FML_Movies; (ii) Mirror Releasing,

LLC d/b/a United Artists Releasing, and its goods/services; or (iii) Metro-Goldwyn-Mayer Studios Inc., and its goods/services.

If Sponsor determines in its sole discretion that a comment for Promotion entry is in violation of any of the foregoing requirements or these Official Rules, such posted comment will be void and will not result in Sweepstakes entry.

Entrant grants to Sponsor, Mirror Releasing, LLC d/b/a United Artists Releasing, Metro-Goldwyn-Mayer Studios Inc., and their designees the non-exclusive, irrevocable, perpetual, worldwide, royalty-free, transferable, sublicenseable right and license to use, perform, exhibit, edit, distribute, display, reproduce and/or otherwise exploit the comment in any manner and in any and all distribution channels, venues or media now known or hereafter devised, without further notice or any compensation to entrant.

COMMENTS/POSTS REPRESENT SOLELY THE VIEWS/OPINIONS OF THE APPLICABLE ENTRANT AND DO NOT REFLECT THE VIEWS/OPINIONS OF SPONSOR IN ANY MANNER. SPONSOR DISCLAIMS ANY AND ALL LIABILITY IN CONJUNCTION WITH SAME.

Limit one (1) entry per person/entry method/account-holder for a total of up to three (3) entries during the Promotion Period. If more than three (3) entries are received by the same entrant during the Promotion Period, such entrant may be disqualified. In addition, an entrant may be disqualified if he/she posts the same comment more than once on the same social media method of entry (even if in compliance with the preceding entry limit). Use of any automated program or like means to violate the entry conditions (including the entry limit) will void all that entrant's entries and that entrant will be disqualified from the Sweepstakes.

Posting a public comment on Facebook, Twitter or Instagram using the designated hashtags (as described above) is the only means of participating in the Promotion.

2. ELIGIBILITY

Promotion open only to legal residents of the fifty (50) states of the United States and Washington, D.C. who are eighteen (18) years of age or older at the time of entry (and, if a minor in the entrant's state of residence, entrant must have obtained the permission of a parent or guardian to enter). Void where prohibited. Employees, officers, members, directors, managers, agents, and representatives of Sponsor, Mirror Releasing, LLC d/b/a United Artists Releasing, Metro-Goldwyn-Mayer Studios Inc., and their respective parent companies, owners, affiliates, subsidiaries, divisions, successors in interest, corporate partners, advertising and promotion agencies, and any other party participating in the design, administration, or promotion of this Sweepstakes ("Promotion Entities"), and their immediate family members and/or those living in the same household of each, whether related or not, are not eligible to enter or win. Sponsor reserves the right to verify the eligibility of winners.

3. SELECTION OF WINNERS

One (1) winner will be determined by a random drawing of all eligible entries. Drawing will be conducted by Sponsor on or about May 24, 2019 whose decisions are final and binding.

In all cases, provided that the content of the comment is in compliance with these Official Rules (including Rule 1, "How To Enter"), the content of the comment will NOT be taken into account in the winner selection process.

Potential prize winner will be notified by direct message (i.e., private message) on Facebook, Twitter or Instagram, according to entrant's method of entry. IT IS THE ENTRANT'S SOLE RESPONSIBILITY TO ASSURE THAT HIS/HER PRIVACY SETTINGS ARE CONFIGURED SO AS TO ACCEPT PUBLIC DIRECT MESSAGES FROM SPONSOR. TO THIS END, IT IS STRONGLY ADVISED THAT YOU FOLLOW THE OFFICIAL FML_MOVIES PAGES/ACCOUNTS ON FACEBOOK, TWITTER AND INSTAGRAM IN CASE YOU ARE SELECTED AS A POTENTIAL WINNER.

Response to notification is required within forty-eight (48) hours from the time of first notification (i.e., transmission of direct message). As indicated above, such time will be kept by Sponsor. Such response must include additional contact information as requested (e.g., name, full mailing address and e-mail address) for prize acceptance and fulfillment. In addition, potential winner may be required to attest to full compliance with these Official Rules.

AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. A RESPONSE BY THE FML_MOVIES ACCOUNT/PAGE TO A COMMENT/POST DOES NOT CONSTITUTE NOTIFICATION OF BEING SELECTED AS A PRIZE WINNER.

In the event a potential winner cannot be contacted, fails to respond within the indicated time period, his/her prize notification (i.e. direct message) is returned as undeliverable, or he/she is disqualified for any reason, an alternate winner will be selected from among all eligible entries.

Odds of winning a prize will depend upon the total number of eligible entries received during the Promotion Period.

4. PRIZES

One (1) prize winner will receive a dress worn by lead actress, cast member in *The Hustle* (see image). The approximate retail value (ARV) of the prize is \$500.00.

CAST DRESS PROVIDED BY: Mirror Releasing, LLC d/b/a United Artists Releasing ("UAR"). UAR and its parents, subsidiaries, and affiliated and related entities are not responsible for the promotion, administration, or execution of the Promotion.

Any costs associated with prize receipt and/or use that are not expressly stated above are the sole responsibility of the prize winner. Any unclaimed and/or unused prize/prize component will be forfeited by prize winner and will remain the property of Sponsor. Prizes are non-transferable, non-assignable and have no cash value. No prize substitution or cash redemption allowed by prize winner. Sponsor reserves the right to substitute the prize or any element thereof for a prize or element of equal or greater value. In no case will more than the

stated number of prizes be awarded. No portion of prize may be sold, bartered or exchanged by prize winner. Prizes will be awarded without any warranty from Sponsor of any kind.

Acceptance of prize constitutes permission for the Sponsor and its designees to use winner's name and/or likeness for purposes of advertising and trade in connection with the Sweepstakes, in any and all media now known or hereafter developed, worldwide, in perpetuity, without further compensation.

5. GENERAL RULES

All federal, state and local laws and regulations apply.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and decisions of Sponsor which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action, or proceeding against any of the Promotion Entities in connection with the Sweepstakes; and (iv) to forever and irrevocably release, defend, indemnify, and hold harmless each of the Promotion Entities, Facebook, Twitter, Instagram, and their respective officers, directors, employees, agents, shareholders, representatives, successors and assigns (collectively the "Releasees"), from any liability (including, but not limited to, liability for defamation, libel, slander, invasion of privacy, right of publicity or infringement or violation of any intellectual property or other rights, any property loss, damage, personal injury, bodily injury, death, expense, accident, delay, inconvenience or irregularity, and any indirect, incidental, consequential, special, punitive or exemplary damages of any kind even if the Releasees have been advised of the possibility of such loss or damages), costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entry, participation or inability to participate in the Sweepstakes, (b) the violation of any third party privacy, personal, publicity or proprietary rights, (c) typographical errors in these Official Rules or any Sweepstakes promotional materials, (d) acceptance, attendance at, participation in, possession, travel related to, defects in, delivery of, use, misuse or inability to use any prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability, business or creative considerations, or due to reasons beyond the Promotion Entities' control, (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Promotion Entities, or any of their agents or employees, (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof) or (h) the collection, use and/or sharing of entrant's personally identifiable information by the Promotion Entities' and/or their respective designees. Winner assumes all liability for any injury, theft, personal injury, death, illness, accident or damage caused, or claimed to be caused, by participation in this Sweepstakes or use or redemption of prize, including those associated with travel to and/or from movie theater to redeem the prize and while in the movie theater. All prizes are provided as-is without warranty of any kind.

Entrants agree to release, discharge and hold harmless Releasees from and against any and all liability and damages. By participating in this Promotion, entrants agree to be bound by the Official Rules and the Sponsor's decisions which are final and binding. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall

prevail, govern and control. Promotion Entities are not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prize winners.

NOTICE TO ENTRANTS: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Releasees are not responsible for faulty, incorrect or mistranscribed electronic transmissions, incorrect announcements of any kind, technical hardware or software failures of any kind including any injury or damage to any person's mobile device or computer related to or resulting from participating in or experiencing any materials in connection with the Promotion, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer or phone transmission that may limit a user's ability to participate in the Promotion. The foregoing includes any operation of, or the functionality of Facebook, Twitter or Instagram which prevents, impedes or otherwise impairs Sponsor from accessing posted comments or from notifying potential winners of their selection via direct message. Sponsor reserves the right to cancel or modify the Promotion if fraud, misconduct or technical failures destroy the integrity of the Promotion; or if a computer virus, bug, or other technical problem corrupts the administration or security of the Promotion as determined by Sponsor, in its sole discretion. In such event, Sponsor may make the prize available to be won in a manner determined by Sponsor in its sole discretion to be fair, appropriate and consistent with these Official Rules. Notice of such action by Sponsor will be posted on the official fml_movies pages/accounts on Facebook, Instagram and Twitter. Proof of submitting entries (i.e., posting of comments with required hashtags) will not be deemed to be proof of receipt by Sponsor. Any entries which are suspected of being fraudulent (including those using robotic, automatic, programmed or similar methods of participation) will be disqualified, based on determinations made solely by Sponsor. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected or if the account holder fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

6. PRIVACY POLICY

Sponsor will be collecting personal data about entrants online. All information collected by Sponsor in connection with each entry will be subject to Sponsor's Privacy Policy at www.ncm.com/privacy-policy.

7. DISPUTES

Sweepstakes, including construction, validity, interpretation and enforceability of these Official Rules shall be (1) governed by the laws of the State of Colorado without regard to choice of law or conflict of law principles (whether of the State of Colorado or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Colorado; (2) any dispute, claims and causes of action arising out of or connected in any way with the Promotion or the award of prizes shall be resolved individually, without resort to any form of

class action, and brought exclusively in a federal or state court in Arapahoe County, Colorado; (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (4) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses (if any), and any and all rights to have damages multiplied or otherwise increased.

8. LIMITATION OF LIABILITY, NO INJUNCTIVE RELIEF

IN NO EVENT WILL THE RELEASEES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE SERVICE AND/OR THE SWEEPSTAKES, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, THIS SWEEPSTAKES AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

EACH ENTRANT UNDERSTANDS AND AGREES THAT HE/SHE SHALL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, DISTRIBUTION OR EXPLOITATION OF THE SWEEPSTAKES OR ANY OTHER PRODUCTION OR PROJECT OF THE PROMOTION ENTITIES, OR THEIR PARENTS, SUBSIDIARIES OR AFFILIATES.

9. WINNERS' LIST

For the first name, last initial and state of prize winners, send a self-addressed stamped envelope to: National CineMedia, LLC, Attn: The Hustle Sweepstakes Winners List, 60 E. 42nd Street, Suite 2030, New York, NY 10165. Requests must be received by 5:00:00 p.m. ET, May 31, 2019.

SPONSORED BY: National CineMedia, LLC, 6300 S. Syracuse Way, Suite 300, Centennial, CO 80111.

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