

"The Haute Spot Promotion"
Sawgrass Mills
Website Enter to Win Contest

Official Rules and Regulations

ENTRY: Registration for this promotion takes place beginning Wednesday, September, 14, 2016 beginning at 10:00 a.m. (EST) through Monday, October, 31, 2016 at 11:59 p.m. (EST) ("Promotion Period"). Participation in this promotion constitutes your full and unconditional agreement to and acceptance of these Official Rules and decisions of BAM! Social Business, LLC. and Sunrise Mills (MLP) Limited Partnership (the "Sponsors") which are final in all respects. To participate in this promotion, during the Promotion Period entrant must: 1) visit www.sawgrasshautespot.com and follow the prompts for entry; 2) Entrant must complete the online entry form in its entirety to be eligible to win. Limit one (1) entry per person. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different email addresses, identifies, registrations and logins, or any other methods void that participant's entries and the participant will be disqualified. Entry in the promotion will require completion of contact information. This information must be completed in full and disclosure of this information is being provided to Sponsors. The email address you provide may be used by Sponsors to send you information and updates, in addition to receiving occasional company news, updates, related product or service information. We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. Sponsors, their agents and affiliates are not responsible for undelivered, inaccurate or delayed entries, or for technical, hardware, or software failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmissions, or other errors or problems which may limit or affect a person's ability to participate in the promotion whether human, mechanical, typographical, printing, electronic, network or otherwise, relating to or in connection with the promotion, including, without limitation, errors which may occur in connection with the administration of the promotion, the processing of entries, the announcement of the winner or in any promotion-related materials. Sponsors reserve the right, in their sole discretion to cancel, modify, or terminate the promotion if fraud, misconduct or technical failures destroy or threaten the integrity of the promotion, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the promotion. All entries must be received by 11:59:59 p.m. (EST) on Monday, October 31, 2016.

ELIGIBILITY: No purchase necessary to enter or win. Contest is open to the legal residents of the State of Florida; that are 18 years of age or older on or before at the time of entry. Void where prohibited by law. Employees, agents and representatives of Sponsors, BAM! Social Business, LLC., Simon Property Group, Inc., Simon Property Group, L.P., its merchants, and their affiliates, suppliers, advertising, prize-sponsoring, or promotional agencies, and the immediate family members of such employees are not eligible to participate.

PRIZE & PRIZE RESTRICTIONS: Odds of winning depend upon the number of eligible entries received. On Friday, November, 4, 2016 at 12:00 p.m. (EST); fourteen (14) winner's names will be randomly selected from all entries collected. A designated official of Sponsors will conduct the drawing. Prize Winner(s) will receive the following:

Prize 1: Reserved Parking Space in "The Haute Spot" for Thursday, November, 24, 2016 (Thanksgiving Day); VIP Butler Service for the Day (ARV \$150); One (1) \$250 American Express® Simon Giftcard® (ARV \$250); One (1) Sawgrass Mills Giftbag (ARV \$50); and Lunch for Two (2) at a Sawgrass Mills Restaurant (ARV \$75). Total ARV \$525)

- Prize 2: Reserved Parking Space in “The Haute Spot” for Friday, November, 25, 2016 (Black Friday); VIP Butler Service for the Day (ARV \$150); One (1) \$250 American Express® Simon Giftcard® (ARV \$250); One (1) Sawgrass Mills Giftbag (ARV \$50); and Lunch for Two (2) at a Sawgrass Mills Restaurant (ARV \$75).Total ARV \$525)
- Prize 3: Reserved Parking Space in “The Haute Spot” for Monday, December, 12, 2016; VIP Butler Service for the Day (ARV \$150); One (1) \$250 American Express® Simon Giftcard® (ARV \$250); One (1) Sawgrass Mills Giftbag (ARV \$50); and Lunch for Two (2) at a Sawgrass Mills Restaurant (ARV \$75).Total ARV \$525)
- Prize 4: Reserved Parking Space in “The Haute Spot” for Tuesday, December, 13, 2016; VIP Butler Service for the Day (ARV \$150); One (1) \$250 American Express® Simon Giftcard® (ARV \$250); One (1) Sawgrass Mills Giftbag (ARV \$50); and Lunch for Two (2) at a Sawgrass Mills Restaurant (ARV \$75).Total ARV \$525)
- Prize 5: Reserved Parking Space in “The Haute Spot” for Wednesday, December, 14, 2016; VIP Butler Service for the Day (ARV \$150); One (1) \$250 American Express® Simon Giftcard® (ARV \$250); One (1) Sawgrass Mills Giftbag (ARV \$50); and Lunch for Two (2) at a Sawgrass Mills Restaurant (ARV \$75).Total ARV \$525)
- Prize 6: Reserved Parking Space in “The Haute Spot” for Thursday, December, 15, 2016; VIP Butler Service for the Day (ARV \$150); One (1) \$250 American Express® Simon Giftcard® (ARV \$250); One (1) Sawgrass Mills Giftbag (ARV \$50); and Lunch for Two (2) at a Sawgrass Mills Restaurant (ARV \$75).Total ARV \$525)
- Prize 7: Reserved Parking Space in “The Haute Spot” for Friday, December, 16, 2016; VIP Butler Service for the Day (ARV \$150); One (1) \$250 American Express® Simon Giftcard® (ARV \$250); One (1) Sawgrass Mills Giftbag (ARV \$50); and Lunch for Two (2) at a Sawgrass Mills Restaurant (ARV \$75).Total ARV \$525)
- Prize 8: Reserved Parking Space in “The Haute Spot” for Saturday, December, 17, 2016; VIP Butler Service for the Day (ARV \$150); One (1) \$250 American Express® Simon Giftcard® (ARV \$250); One (1) Sawgrass Mills Giftbag (ARV \$50); and Lunch for Two (2) at a Sawgrass Mills Restaurant (ARV \$75).Total ARV \$525)
- Prize 9: Reserved Parking Space in “The Haute Spot” for Sunday, December, 18, 2016; VIP Butler Service for the Day (ARV \$150); One (1) \$250 American Express® Simon Giftcard® (ARV \$250); One (1) Sawgrass Mills Giftbag (ARV \$50); and Lunch for Two (2) at a Sawgrass Mills Restaurant (ARV \$75).Total ARV \$525)
- Prize 10: Reserved Parking Space in “The Haute Spot” for Monday, December, 19, 2016; VIP Butler Service for the Day (ARV \$150); One (1) \$250 American Express® Simon Giftcard® (ARV \$250); One (1) Sawgrass Mills Giftbag (ARV \$50); and Lunch for Two (2) at a Sawgrass Mills Restaurant (ARV \$75).Total ARV \$525)
- Prize 11: Reserved Parking Space in “The Haute Spot” for Tuesday, December, 20, 2016; VIP Butler Service for the Day (ARV \$150); One (1) \$250 American Express® Simon Giftcard® (ARV \$250); One (1) Sawgrass Mills Giftbag (ARV \$50); and Lunch for Two (2) at a Sawgrass Mills Restaurant (ARV \$75).Total ARV \$525)

- Prize 12: Reserved Parking Space in "The Haute Spot" for Wednesday, December, 21, 2016; VIP Butler Service for the Day (ARV \$150); One (1) \$250 American Express® Simon Giftcard® (ARV \$250); One (1) Sawgrass Mills Giftbag (ARV \$50); and Lunch for Two (2) at a Sawgrass Mills Restaurant (ARV \$75). Total ARV \$525)
- Prize 13: Reserved Parking Space in "The Haute Spot" for Thursday, December, 22, 2016; VIP Butler Service for the Day (ARV \$150); One (1) \$250 American Express® Simon Giftcard® (ARV \$250); One (1) Sawgrass Mills Giftbag (ARV \$50); and Lunch for Two (2) at a Sawgrass Mills Restaurant (ARV \$75). Total ARV \$525)
- Prize 14: Reserved Parking Space in "The Haute Spot" for Friday, December, 23, 2016; VIP Butler Service for the Day (ARV \$150); One (1) \$250 American Express® Simon Giftcard® (ARV \$250); One (1) Sawgrass Mills Giftbag (ARV \$50); and Lunch for Two (2) at a Sawgrass Mills Restaurant (ARV \$75). Total ARV \$525)

Gift cards and gift certificates awarded as prizes are subject to each card's or certificate's respective terms and conditions. The American Express® Simon Giftcard® awarded as a prize is subject to standard terms and conditions applicable to the American Express® Simon Giftcard®, found at www.simongiftcard.com. Sponsors reserves the right, in its sole discretion, to substitute a prize or prizes of equal or greater value for the Prize. No other substitutions or cash equivalents allowed. Prize is non-transferable. PRIZES ARE AWARDED "AS IS" AND WITHOUT WARRANTY OF ANY KIND EXPRESSED OR IMPLIED. Prize Winner(s) are solely responsible for reporting and paying any and all applicable federal, state, and local taxes and any additional fees associated with the Prize. All federal, state and local laws apply. Sponsors will not make any cash payment, for any reason, after winner(s) are awarded his/her prize. All prizes will be awarded. All decisions of the Sponsors are final and binding.

NOTIFICATION OF WINNER: The Prize Winner(s) will be notified by email or telephone. If a selected Prize Winner cannot be reached within five (5) business days, or does not meet eligibility requirements, subsequent drawings will be held from the remaining entries collected, until an eligible Prize Winner is found.

LIMITATION OF LIABILITY & RELEASE: This promotion is governed by the laws of the State of Tennessee. By participating in the promotion, each entrant agrees to (and hereby does) release and hold the Sponsors, BAM! Social Business, LLC., Sunrise Mills (MLP) Limited Partnership, Simon Management II, LLC, Sawgrass Mills GP, L.L.C., Sawgrass Mills, Mezzanine, L.L.C., Simon-Mills II, L.L.C., Sawgrass Mills Mezzanine, L.L.C., Simon Property Group, L.P., Simon Property Group, Inc., Simon Brand Ventures, LLC, and all of their respective past, present and future officers, directors, shareholders, owners, members, partners, parents, subsidiaries, affiliates, related companies and entities, controlled persons, controlling persons, employees, agents, managers, servants, representatives, merchants, tenants, suppliers, ground lessors, lenders, advisors, advertising, promotional, or judging agencies, prize-sponsoring agency, attorneys, heirs, executors, administrators, predecessors, successors and assigns and anyone acting by, through, under or in concert with any of them of and from any and all claims, charges, complaints, liabilities, obligations, misrepresentations, promises, agreements, covenants, rights, remedies, controversies, damages, actions, causes of action, suits, executions, rights, demands, costs, losses, debts, sums of money, disbursements and expenses (including, without limitation, reasonable attorney's fees, costs and expenses) of any nature and kind whatsoever, known or unknown, disclosed or undisclosed, mature or immature, liquidated or unliquidated, absolute,

conditional, contingent or otherwise, whether in law, equity or founded under statute, common law or contract in any way arising out of or relating to participating in the promotion or in connection with the receipt, ownership or use of the Prize. Winner consents and agrees to the use of his/her name, photograph, and voice or likeness for broadcast and promotional purposes by Sponsors during and after the promotion, without compensation by Sponsors. Prize Winner(s) may be required to complete, execute, and send back to Sponsors a: (1) Liability Release, Indemnification Agreement and Affidavit of Eligibility; (2) an IRS W-9 form; and where required, (3) a publicity release, (4) a guest release, or an alternate winner may be selected.

WINNERS LIST: For a copy of these Official Rules or name of the Winners, send a self-addressed stamped envelope, postmarked by December 31, 2016, with your specified request to: BAM! Social Business, LLC. Attn: Haute Spot Contest 1009 16th Avenue S, 2nd Flr, Nashville, TN 37212.