



Lutron® Holiday Inspirations: #BestLight

Sweepstakes Official Rules

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW OR REGULATION.

The Lutron® Holiday Inspirations: #BestLight Sweepstakes (the "Sweepstakes") is sponsored by Lutron Electronics Co., Inc. ("Sponsor"), 7200 Suter Road, Coopersburg, PA 18036, and is not produced, sponsored, or administered by Twitter, Instagram, or Honeywell International, Inc. Honeywell® is a registered trademark of Honeywell International, Inc. Twitter® and Instagram® are registered trademarks of Twitter, Inc. and Instagram, Inc., respectively. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sponsor, whose decisions shall be final and legally binding in all respects and not subject to further review in any forum, except as provided in these Official Rules.

1. THE ENTRY PERIOD: The Sweepstakes entry period begins on Thursday, October 15, 2015 at 12:00 p.m. Eastern Time ("ET") and ends on Friday, January 15, 2016 at 12:00 p.m. Eastern Time ("ET") (the "Entry Period"). Sponsor's database clock will be the timekeeper for this Sweepstakes. This Sweepstakes is void where prohibited by law.

2. ELIGIBILITY: The Sweepstakes is open to legal residents of the 50 United States and the District of Columbia, who are twenty-one (21) years of age or older at the time of entry ("you" or the "Entrant"). Employees (including contract employees) of Sponsor, Twitter, Instagram, Honeywell, Offerpop Corporation, Cohen-Friedberg Associates, LLC ("CFA") and each of their respective parents, affiliates, subsidiaries, and advertising and promotion agencies (collectively, the "Promotion Entities") and any and all other persons associated with the Sweepstakes, and the immediate family members and persons living in the same household of such employees, are not eligible to participate in the Sweepstakes. Eligibility is subject to all federal, state and local laws and regulations.

3. WAIVER OF LIABILITY: By participating in this Sweepstakes, you hereby agree to these Official Rules, and on your own behalf and on behalf your heirs and assigns, release the Promotion Entities and their respective shareholders, officers, directors, employees, agents, attorneys, successors and assigns, from and against all claims and damages of any kind, in whole or in part, including economic damages and personal injury (including death), directly or indirectly arising out of or in connection with your participation and/or entry in the Sweepstakes or in any Sweepstakes-related activity; the receipt, use, misuse, inability to use, or loss of the prize; the misdirection of the prize; and any and all claims based on rights of publicity, privacy, or defamation.



4. HOW TO ENTER:

A. One (1) entry per person, per email address. Multiple entries are prohibited. To enter the Sweepstakes, Entrants must:

(i) submit a photograph, video, or short essay or caption (50 words or less, or for Tweets 140 characters or less) showing or telling how light is important to you during the holidays with the hashtag #BestLight on Twitter or Instagram and follow the prompts to the Lutron #BestLight sweepstakes landing page, or enter directly on the Lutron #BestLight sweepstakes landing page, found at www.lutron.com/bestlight;

(ii) complete all required fields in the Sweepstakes entry form, including but not limited to email address; and

(iii) affirm (by checking the box provided in the entry form) that they have read and agree to abide by these Official Rules.

Partial, incomplete, or multiple submissions (e.g., by submitting entries on Twitter or Instagram without the hashtag #BestLight, by failing to fill out all required sections of the entry form, or by submitting entries from multiple email addresses) WILL NOT BE ACCEPTED AS SWEEPSTAKES ENTRIES, ARE VOID, AND SHALL NOT BE ELIGIBLE FOR ANY PRIZE.

B. **No matter which form of Entry is selected:**

(i) Entry must consist of either (a) a photograph or video of the Entrant's home around the holiday season, including, but not limited to: Halloween, Thanksgiving, Christmas, Chanukah, New Year's Eve, Kwanzaa, etc. or (b) a short essay or caption (as defined above) showing or telling how light is important to you during the holidays. Photographs or video may be in color or black & white. Photographs may be in the form of digital uploads or scanned copies of photographs.

(ii) **Entry and all materials submitted in connection with Entry must be the original unpublished work of Entrant and must not violate the rights of any third party, including but not limited to intellectual property rights (such as copyrights) or rights of privacy/publicity. Entry must also abide by the rules of the respective social media platform or network on which the entry was submitted, as applicable. Without limiting the foregoing, entry must NOT contain:**

(a) Advertising or commercial content for any person or entity other than Lutron or Honeywell;

(b) Content that promotes or depicts illegal or harmful activity, as determined by Sponsor in its sole discretion;

(c) Violent, profane, vulgar, obscene, defamatory, libelous or otherwise objectionable material, as determined by Sponsor in its sole discretion;



(d) Any photograph, video, picture, likeness, or other image or voice identifying any person or persons without their permission to enter such photograph, video, picture, likeness, or other image in this Sweepstakes. Notwithstanding any such permission, as a condition of award of any prize, Entrant and all persons depicted in, or in materials submitted in connection with, any entry must agree to the use of his or her photograph, video, picture, likeness, and other image, and voice, in perpetuity for trade, advertising, promotional, publicity, and/or any other purpose worldwide in all forms of media now or hereafter known (including, without limitation, print, broadcast, and Internet), without future notice or compensation, except where prohibited by law, and must further acknowledge that he or she shall have no right of approval and no claim arising out of the use, alteration, distortion or illusionary effect or use in any composite form of his or her name, address, photograph, video, or likeness. In any case where a minor is depicted in, or in materials submitted in connection with any entry, such agreements must be executed by a parent or guardian authorized to act on the minor's behalf.

(e) Any photograph, video, picture, likeness, or other image of any building or residence without the permission of the owner. Notwithstanding any such permission, as a condition of award of a prize, Entrant and all persons owning property depicted in, or in materials submitted in connection with, any entry must agree to the use of any photograph, video, picture, likeness, and other image depicting the property, in perpetuity for trade, advertising, promotional, publicity, and/or any other purpose worldwide in all forms of media now or hereafter known (including, without limitation, print, broadcast, and Internet), without future notice or compensation, except where prohibited by law, and must further acknowledge that he or she shall have no right of approval and no claim arising out of the use, alteration, distortion or illusionary effect or use in any composite form of any photograph, likeness, or video of the property, or the publication of its address.

(iii) Once submitted, Entrant cannot access/revise an entry in any way. Entries made on another's behalf by any individuals or other entities, including but not limited to, commercial Sweepstakes/sweepstakes subscription notification and/or entering services, will be void, and will be declared invalid and disqualified for this Sweepstakes. Tampering with the entry process or the operation of the Sweepstakes is prohibited and any entries deemed by Sponsor, in its sole discretion, to have been submitted in this manner will be void. If the identity of the individual who submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

(iv) Any photograph, video, or short essay or caption may be inspired by the Lutron product line, but does not have to include Lutron products.

(v) All photographs, videos, and short essays or captions may be posted by Sponsor on the gallery located at www.lutron.com/bestlight. Entries will be reviewed by Sponsor prior to being made public. Publication or posting of entry on the gallery or otherwise does not constitute acceptance of entry or determination that the entry is eligible for a prize. All entries are subject to verification and approval by Sponsor. Entries that do not meet the requirements for entry as specified above, and as determined by Sponsor in its sole discretion, or that otherwise do not comply with the Official Rules are void and may be disqualified. Any attempted form of entry other than as described in these Official Rules is void. Sponsor will determine, in its sole discretion, whether an entry meets the criteria for a



proper entry. In any case where Entrant or a third party notifies Sponsor that an entry does not have the permissions of any person(s) depicted in the entry or of the owner(s) of any buildings or residences depicted in the entry, Sponsor may, in its sole discretion, remove and void such entry.

(vi) All entries, photographs, videos, and short essays or captions submitted in connection with this Sweepstakes become the property of Sponsor and will not be returned or acknowledged. Sponsor (including Sponsor, all of its affiliated entities, and each of their respective shareholders, officers, directors, employees, agents, attorneys, successors and assigns) will not be responsible for undelivered, lost, illegible, incomplete, misdirected, late, altered, forged, or otherwise defective entries, as determined by Sponsor in its sole discretion).

(vii) Entry in the Sweepstakes does not constitute entry into any other promotion or sweepstakes.

(viii) Sponsor will not be responsible for problems downloading or uploading any Sweepstakes entry or related information or for any human error, malfunctions of electronic equipment, computer on-line systems, servers, or providers, computer hardware or software failures, phone lines, failure of any electronic mail entry to be received by Sponsor on account of technical problems, traffic, congestion on the Internet or the web site, or any other technical problems related to entries, including telecommunication miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit an Entrant's ability to participate in this Sweepstakes.

5. HOW TO WIN: Beginning on October 23, Runner-up Prizes will be drawn from eligible entries after 12:00 p.m. ET every Friday during the Entry Period. The first Runner-up Prize drawing will be held on Friday, October 23, 2015, and selected from among all entries received by 12:00 p.m. EDT on October 23, 2015. For each Runner-Up Prize drawing, the prospective winning entry will be chosen from among all eligible entries received by 12:00 p.m. on the date of the drawing. The last weekly Runner-up Prize drawing will be held on Friday, January 15, 2016, and the prospective winning entry will be selected from among all eligible entries received by 12:00 p.m. ET on January 15, 2016. One (1) additional Runner-up drawing will be held after 12:00 p.m. ET on January 15, 2016, and the prospective winning entry will be selected from among all eligible entries received by 12:00 p.m. ET on January 15, 2016. There will be fourteen (14) Runner-Up Prize drawings in all. At the conclusion of the Entry Period, on or about January 15, 2016, five (5) prospective winning entries will be chosen at random from among all eligible entries received to determine the five (5) potential Grand Prize Winners. The potential Grand Prize winning entries will be announced on or about Saturday, January 30, 2016. In Sponsor's sole discretion, the announcement may be made via Sponsor's various social media sites, press release, or any other marketing avenue. Only one Runner-up Prize per winning entry, but Runner-up Prize winners are also eligible to be Grand Prize Winners. **IN ALL CASES, ODDS OF WINNING DEPEND ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED AT THE TIME OF THE DRAWING.** If Sponsor, in its sole discretion, determines that a prospective winning entry is void or ineligible for any reason, a new drawing may be held to select a new winning entry.



6. PRIZES: There are fourteen (14) **RUNNER-UP PRIZES** consisting of a Maestro C.L Dimmer Sensor (MODEL #: MSCL-OP153M-WH), each with an approximate list price of \$54.00.

There are five (5) **GRAND PRIZES**. Each Grand Prize consists of:

1. A Honeywell® Wi-Fi Thermostat (approx. list price \$331) and Winner's choice from a selection of Caseta® Wireless smart lighting controls and/or Serena® shades as found at: www.lutron.com/bestlight, at the date of award (up to a total list price of \$1000 including the Honeywell Wi-Fi Thermostat). Available inventory and prices of individual smart lighting controls or shades during the Entry Period are illustrative; final selection shall be determined at the time of award, based on then-current models and prices.

2. A check for \$1,000.00 (One Thousand Dollars and No Cents) which can be used by Grand Prize Winner to help defray taxes, installation costs, or for any other purpose. Actual tax liability or cost of installation may exceed \$1,000.00.

All Prizes are provided with manufacturer's limited warranty, and no other warranty of any kind, express or implied. Prize is nontransferable. Merchandise prizes may not be redeemed for cash. Sponsor reserves the right to substitute a Prize (or portion thereof) of equal or greater value if the advertised Prize (or portion thereof) becomes unavailable. The Promotion Entities make no warranty concerning installation.

Prize winner is responsible for any and all applicable fees, service charges, surcharges, federal, state, and local taxes, if any, and any other unspecified expenses associated with acceptance or use of the Prize.

All estimated retail values (list prices) are subject to change based on, among other things, price fluctuations associated with the marketplace, and the date of award.

All prizes are subject to validation of prospective winner's eligibility, and are contingent upon execution of waivers and releases (including publicity and copyright releases) as provided in these Sweepstakes Official Rules. The prize will be forfeited and a new winner chosen by random selection from among eligible entries if the prospective Winner: (1) is ineligible or otherwise has not complied or does not comply with the Official Rules, or (2) fails to respond to the notice of award or to provide required clearances and affidavits within the applicable time period; or if the Prize or the Prize notification is returned as undeliverable.

Prize will be awarded only if the prize winner fully and timely complies with these Official Rules.

7. CANCELLATION: Sponsor reserves the right to cancel or modify the Sweepstakes if fraud or technical failures impair the integrity of the Sweepstakes, as determined by Sponsor in its sole discretion, and to award the prizes based on eligible entries received prior to the cancellation or, in its sole discretion, to cancel the Sweepstakes without awarding any prizes. If you opt to access the Sweepstakes via your wireless mobile device (only available via participating wireless carriers), data rates may apply for each message sent or received from your handset according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as



normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Sweepstakes. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions. Sponsor will not be responsible for any charges.

8. INTELLECTUAL PROPERTY, GRANT OF LICENSE: By submitting an entry, Entrants:

A. Grant Sponsor a perpetual, worldwide, irrevocable, royalty-free license to transform, edit, modify, reproduce, distribute, transmit, publish, broadcast, perform, display, or otherwise use the photograph, video, or short essay or caption, as the case may be, with or without modifications, in any form or medium whether now existing or later developed.

B. Agree to abide by Sponsor's Copyright Policy and the Digital Millennium Copyright Act Policy, as detailed below.

Copyright Policy *Use of Third-Party Content*

Unless Entrant has obtained the prior written consent of the copyright owner, Entrant may not post, modify, distribute, or reproduce in any way copyrighted or other proprietary materials.

Digital Millennium Copyright Act Policy

If Entrant or any third party believes that his or her copyright or other rights have been infringed by a Sweepstakes entry, please provide Sponsor with written notice to the address below with the following information:

A description of the copyrighted work or other work that you claim has been infringed or other claim of infringement;

- A description providing the location(s) on the site where the material is located;
- A written statement that you are the copyright owner (or a written statement that you are authorized to act on behalf of the copyright owner);
- Your contact information including name, address, telephone number, and email address;
- A written statement by you that you have a good faith belief that the use is not authorized by the copyright owner; and
- A statement by you, made under penalty of perjury, that the above information in your notice is accurate.



Lutron Electronics Co, Inc.
Attn: General Counsel
7200 Suter Road
Coopersburg, PA 18036-1299
Email: law-department@lutron.com

In its sole discretion, Sponsor may remove or modify any photograph, video, short essay or caption submitted by any Entrant in connection with this Sweepstakes that is alleged to infringe the copyright or proprietary rights of another, and void the corresponding entry.

9. ENTRANT'S WARRANTIES AND REPRESENTATIONS: By submitting an entry, Entrant warrants and represents that the photograph, video, or short essay or caption, as applicable, submitted in connection with his or her entry complies in all respects with the requirements of these Official Rules, is the Entrant's original and previously unpublished work product, and does not violate the rights of any third party (including but not limited to copyrights and rights of publicity/privacy), that (if applicable) the entry depicts the Entrant's home, and that Entrant has the right to submit the entry (including all necessary permissions and releases).

10. WINNER NOTIFICATION: Potential prize winners will be notified on or about Saturday, January 30, 2016. The Sweepstakes is conducted under the supervision of Sponsor. Winners will be notified via email. **The Prize winners will be required to reply confirming prize winner's e-mail address, full mailing address and phone number within five (5) calendar days of the date and time when the email is sent by Sponsor.**

Once eligibility has been verified in accordance with these Official Rules and Sponsor receives all information requested of the Winner, including, but not limited to all required waivers, consents, licenses and releases, Sponsor will arrange to award the Prize. Prize winners must fully and timely reply with all required information in order to receive the Prize.

11. PUBLICITY RELEASE/ASSIGNMENT OF RIGHTS: Submission of an entry grants Sponsor and its agents the right to record, copy, publish, use, edit, exhibit, distribute, perform, merchandise, license, sublicense, adapt and/or modify such entry in any way, in any and all media, without limitation and without any compensation to the Entrant in perpetuity. Submission of an entry further constitutes the Entrant's consent to irrevocably assign and transfer to Sponsor any and all rights, title and interest in the entry, including, without limitation, all copyrights. Submission of an entry also constitutes Entrant's permission for the Promotion Entities to use Entrant's entry materials (photograph, video, short essay or caption), name, photograph, likeness, voice, biographical information, statements and complete address (collectively, the "Attributes"), for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter devised, in perpetuity, without further compensation or authorization, (except where prohibited by law), and releases the Promotion Entities and Released Parties (as defined below) from all claims arising out of the use of such Attributes. As a condition of receiving the Prize, Entrant must obtain a similar grant, consent, permission, and release from any person depicted in



materials submitted in connection with an entry and from the owner of any building or residence depicted materials submitted in connection with an entry.

12. DISQUALIFICATION: Sponsor reserves the right in its sole discretion to disqualify any individual who is found to have tampered with the entry process or the operation of the Sweepstakes, to be acting in violation of these Official Rules, or to be acting in an unsportsman-like or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to disparage, annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No incomplete, forged, software-generated or other automated multiple entries will be accepted. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

13. LIMITATION OF LIABILITY: The Promotion Entities shall not be responsible for, and Entrant, on its own behalf and on behalf of his or her heirs and assigns, hereby releases the Promotion Entities from, any claims arising from or in any way relating to: (i) miscommunications and technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (ii) the unavailability or inaccessibility of any transmissions or telephone or Internet service or of any website; (iii) unauthorized human intervention in any part of the entry process or the Sweepstakes; (iv) electronic or human error or intervention which may occur in any part of the entry process and in the administration of the Sweepstakes or the processing of entries; (v) any injury or damage to persons or property, including but not limited to entrant's computer, hardware or software, which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Sweepstakes or access to any material from Sponsor's website, regardless of whether the material was prepared by Sponsor or a third party, and regardless of how the material is connected to Sponsor's website; (vi) use of any prize; (vii) the judging process including the outcome of the Sweepstakes; (viii) any injury or damage to persons or property (including personal injury and death) which may be caused, directly or indirectly, in whole or in part, from the prize or installation; (ix) incorrect or inaccurate transcription of entry information or late and incomplete entries or entries received through impermissible or illegitimate channels, all of which will be disqualified; and (x) any costs related to the prizes, except as expressly set forth herein, including but not limited to, income, sales, property, and other taxes, fees and costs incurred by accepting the prizes.

14. DISQUALIFICATION/FORCE MAJEURE: In the event an insufficient number of eligible entries are received and/or Sponsor is prevented from awarding a prize or continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to, fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal, state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, or other cause not reasonably within



Sponsor's control (each a "Force Majeure" event or occurrence), then Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) judge all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such judging shall be each Entrant's sole and exclusive remedy under such circumstances. Only the type and quantity of prize described in these Official Rules will be awarded.

15. DISPUTES: Except where prohibited by law, Entrant agrees that: (1) any and all disputes, claims and 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 exclusively by the state of Pennsylvania, without regard to its conflict of laws principles, with arbitration held and resolved in Lehigh County, Pennsylvania, or at such other location as may be agreed by Sponsor, in accordance with Section 15; (2) 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 (3) unless otherwise prohibited, 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 actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Promotion shall be governed by, and construed in accordance with, the laws of the state of Pennsylvania, without giving effect to any choice of law or conflict of law rules (whether of the state of Pennsylvania or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state of Pennsylvania.

16. ARBITRATION PROVISION: By participating in this Sweepstakes, each Entrant agrees that any and all disputes the Entrant may have with, or claims Entrant may have against, the Promotion Entities relating to, arising out of or connected in any way with (i) the Sweepstakes, (ii) the awarding or redemption of any prize, and/or (iii) the determination of the scope or applicability of this agreement to arbitrate, will be resolved individually and exclusively by final and binding arbitration administered by the National Arbitration Forum (the "Forum") and conducted before a sole arbitrator pursuant to the Code of Procedure established by the Forum. The arbitrator's decision shall be controlled by the terms and conditions of these Official Rules and any of the other agreements referenced herein that the applicable Entrant may have entered into in connection with the Sweepstakes. There shall be no authority for any claims to be arbitrated on a class or representative basis; arbitration can decide only the Entrant's and/or Sponsor's individual claims and the arbitrator may not consolidate or join the claims of other persons or parties who may be similarly situated. The arbitrator shall not have the power to award punitive damages against the Entrant or Sponsor. For more information on the Forum and/or the Forum's Code of Procedure, please visit their website at www.arb-forum.com. If any part of this Arbitration Provision is deemed to be invalid or otherwise unenforceable or illegal, the balance of this Arbitration Provision shall remain in effect and shall be construed in accordance with its terms as if the invalid or illegal provision were not contained herein.



17. WINNERS LIST: To obtain the name of the winners, send a self-addressed stamped envelope to: Lutron Holiday Inspirations: #BestLight Sweepstakes Winner, Lutron Electronics Co., Inc., 7200 Suter Road, Coopersburg, PA 18036. All such requests must be received by April 30, 2016.

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Privacy: Sweepstakes entries are provided to Lutron Electronics Co., Inc. ("Lutron" or "Sponsor") and not to Twitter® or Instagram® and the information you provide will be used in accordance with Lutron privacy policies. Lutron's privacy policy may be found at <http://www.lutron.com/en-US/Pages/PrivacyPolicy.aspx>.