

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

1. Eligibility: Contest (the “Contest”) is open only to those who sign up at the online contest page and *who are 21* as of the date of entry. The contest is only open to legal residents of the United States and is void where prohibited by law. Employees of The Ridge Hotel (the “Sponsor”), their respective affiliates, subsidiaries, advertising and promotion agencies, suppliers and their immediate family members and/or those living in the same household of each are not eligible to participate in the Contest. The Contest is subject to all applicable federal, state and local laws and regulations. Void where prohibited.

2. Agreement to Rules: By participating, you agree to be fully unconditionally bound by these Rules, and you represent and warrant that you meet the eligibility requirements set forth herein. In addition, you agree to accept the decisions of The Ridge Hotel as final and binding as it relates to the content. The Contest is subject to all applicable federal, state and local laws.

3. Contest Period: Entries will be accepted online starting on or about Feb 1, 2017 and ending March 31, 2017. All online entries must be received by March 31, 2017, 11:59PM EST.

4. How to Enter: The Contest must be entered by submitting an entry using the online form provided on this Contest site. The entry must fulfill all contest requirements, as specified, to be eligible to win a prize. Entries that are not complete or do not adhere to the rules or specifications may be disqualified. You may enter *only once* and you must fill in the information requested. *You may not enter more times than indicated by using multiple email addresses, identities or devices in an attempt to circumvent the rules.* If you use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility.

5. Prizes: The winning entry will receive a complimentary two-night stay at The Ridge Hotel with check-in on Friday April 21 and check-out on Sunday April 23, 2017 as well as tickets for two to the April 22 Brews & Blues Festival at the neighboring Geneva National Resort and the April 23 Burger Throwdown at The Ridge Hotel. The specifics of the prize shall be solely determined by the Sponsor. No cash or other prize substitution permitted except at Sponsor's discretion. The prize is nontransferable. Any and all prize related expenses, including without limitation any and all federal, state, and/or local taxes, shall be

the sole responsibility of the winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by winners is permitted. Acceptance of prize constitutes permission for The Ridge Hotel to use winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law. **Prize is one standard room (with one king or two queen beds) for April 21 and April 22, 2017 at The Ridge Hotel, plus two tickets to the Brews & Blues Festival at The Ridge Hotel on April 22 and two tickets to the Burger Throwdown on April 23 at Geneva National Resort.** To make confirm your reservations, please contact Reservations at 262.249.3800.

6. Odds: The odds of winning depend on the number of eligible entries received, and a second entry is possible if the entrant also “likes” *and* follows The Ridge Hotel Facebook page at <https://www.facebook.com/ridgehotel/>.

7. Winner selection and notification: Winners of the Contest will be selected in a random drawing. Winners will be notified via email to the email address they entered the Contest with within five (5) days following the winner selection on April 1, 2017. The Ridge Hotel shall have no liability for a winner's failure to receive notices due to winners' spam, junk e-mail or other security settings or for winners' provision of incorrect or otherwise non-functioning contact information. If the selected winner cannot be contacted, is ineligible, fails to claim the prize within 7 days from the time award notification was sent, or fails to timely return a completed and executed declaration and releases as required, prize may be forfeited and an alternate winner selected. The receipt by winner of the prize offered in this Contest is conditioned upon compliance with any and all federal and state laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY WINNER (AT SPONSOR'S SOLE DISCRETION) WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS WINNER OF THE SWEEPSTAKES, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

8. Rights Granted by you: By entering this contest, you understand that The Ridge Hotel, anyone acting on behalf of The Ridge Hotel, or its respective licensees, successors and assigns will have the right, where permitted by law, without any further notice, review or consent to print, publish, broadcast, distribute, and use, worldwide in any media now known or hereafter in perpetuity and throughout the World, your entry, including, without limitation, the entry and winner's name, portrait, picture, voice, likeness, image or statements about the Contest, and biographical information as news,

publicity or information and for trade, advertising, public relations and promotional purposes without any further compensation.

9. Terms: The Ridge Hotel reserves the right, in its sole discretion to cancel, terminate, modify or suspend the Contest should (in its sole discretion) a virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Contest. In such case, The Ridge Hotel may select the recipients from all eligible entries received prior to and/or after (if appropriate) the action taken by The Ridge Hotel. The Ridge Hotel reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Contest or website or violates these Terms & Conditions. The Ridge Hotel has the right, in its sole discretion, to maintain the integrity of the Contest, to void votes for any reason, including, but not limited to; multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by contest rules; or the use of bots, macros or scripts or other technical means for entering. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the contest may be a violation of criminal and civil laws, and should such an attempt be made, The Ridge Hotel reserves the right to seek damages from any such person to the fullest extent permitted by law. ***By entering the Contest you agree to receive email newsletters periodically from The Ridge Hotel and its resort outlets. You can opt-out of receiving this communication at any time by clicking the “unsubscribe” link in the newsletters.***

10. Limitation of Liability: By entering, you agree to release and hold harmless The Ridge Hotel and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers and directors from any liability, illness, injury, death, loss, litigation, claim or damage that may occur, directly or indirectly, whether caused by negligence or not, from (i) such entrant's participation in the contest and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof, (ii) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (iii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error which may occur in the administration of the Promotion or the processing of entries.

11. Disputes: THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF the United States of America AND Wisconsin, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Contest, participant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Contest, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Wisconsin having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with entering this Contest), and participant further waives all rights to have damages multiplied or increased.

12. Privacy Policy: Information submitted with an entry is subject to the [Privacy Policy](#) stated on The Ridge Hotel website.

14. Sponsor: The Sponsor of the Contest is The Ridge Hotel, W4240 WI-50, Lake Geneva, Wisconsin, 53147 USA.