

SWIPE OR CLICK

***BLACK*
FRIDAY
SWEEPSTAKES**

\$500

ALLIANCE BANK GIFT CARD!

***CYBER*
MONDAY
SWEEPSTAKES**

AND YOU COULD WIN

Use your Alliance Bank Debit Mastercard® on Nov. 29, 2019 or Dec. 2, 2019 for any purchase* (signature or PIN) and you will be entered into a drawing for a \$500 Alliance Bank Gift Card!

You could be 1 of 4 lucky winners!

*The more you use your card the more you increase your chances of winning!***



Alliance Bank[®]
Member FDIC

www.alliancebank.com



*ATM transactions excluded. **For official rules and details visit www.alliancebank.com or any branch location. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated.

“Black Friday/Cyber Monday” PROMOTION
Official Rules

Promotional Giveaway Summary

Use your Alliance Bank Consumer Debit Card on 11/29/19 and/or 12/2/19, and you could win a \$500 Alliance Bank Gift Card.

Each time you use your Alliance Bank Consumer Debit Card to complete a purchase authenticated by your Signature or four-digit Personal Identification Number (PIN) on November 29, 2019 and/or December 2, 2019, your name will be entered to win.

Alternative methods of entry for the promotion are described below as no purchase or obligation is necessary to enter or win.

Official Rules

NO PURCHASE, TRANSACTION OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER THIS PROMOTION.

1. How to Enter. There are two ways eligible individuals may enter the Promotion: automatic entry and by US mail.

- a) Automatic Entry. Each time you make a purchase using your Alliance Bank Consumer Debit Card, your name will be entered to win. Purchases of goods must be at a participating merchant location in the United States. Your account must be in good standing, and the entry from your purchase must post on or during the Entry Period.
- b) Entry without purchase or obligation by US Mail. You may enter by hand-printing your name, address, city, state, ZIP code, and daytime and evening telephone numbers (including area code) on a 3" X 5" card, and mailing the card via US mail, in a #10 envelope with postage affixed, to: Alliance Bank/ P.O. Box 500/Sulphur Springs, Texas 75483 Attn: Black Friday/Cyber Monday Promotion. Each mail-in entry will count as one entry into the drawing. Mail-in entries must be postmarked on November 29, 2019 or December 2, 2019 and must be received by December 5, 2019 in order to be eligible. Each mail-in entry must be hand written and mailed in a separate, postmarked stamped envelope. Entries that have been generated by a script, macro or any other automated means will be deemed void. Entries that are mechanically reproduced, copied, illegible, incomplete or inaccurate are void. You need not be an Alliance Bank customer to participate or win. Entries become the property of the Sponsor and will not be acknowledged or returned.

2. Entry Period. The Promotion begins November 29, 2019 and ends December 2, 2019 (the “Entry Period”). Four winners will be selected on December 5, 2019.

3. Eligible Consumer Debit Cards. Only Consumer Debit Cards issued by Alliance Bank are eligible. Only PIN-authenticated purchases or Signature-based purchases qualify, (ATM transactions, and returns do not apply) for the promotion.

4. Eligible Entrants. The Promotion will be open to all who have submitted Promotion entries as described above and who are legal residents of the United States of America and who are eighteen years of age or older as of the date of entry; residents of Florida, New York, Colorado, and Rhode Island are not eligible. The following persons are also not eligible to enter the Promotion: (a) Employees of each Sponsor, and their subsidiaries and affiliates, and (b) any immediate family members of any such employee, whether

living in the same household or not, and (c) anyone living in the same household, whether related or not. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension. By participating, you agree to these Official Rules and to the decisions of the Sponsor's, which are final and binding in all respects. Void where prohibited by law, rule, regulation or ordinance.

5. Prizes. There will be four (4) Alliance Bank Gift Cards awarded via a random drawing. Winners will be selected December 5, 2019.

6. Odds of Winning. Odds of winning are based on the number of eligible entries received during the Entry Period.

7. Random Drawing. Potential Prize winners will be selected in a random drawing on December 5, 2019. Sponsor reserves the right to verify the eligibility of all entrants. Potential winners will be notified by telephone on or after December 5, 2019. Potential winners will be required to sign an affidavit of eligibility/liability release and where legal, a publicity release, and Federal and State tax release, and return these documents, properly executed, via overnight mail, within seven (7) days of date of issuance of notification. Non-compliance within this time frame, with these Official Rules, if Sponsor is unable to contact potential winner within a reasonable time period, or Prize or Prize notification being returned as undeliverable, will result in such potential winner being disqualified and, at the Sponsor's discretion, the Prize will be awarded to a potential alternate winner. Potential winners may be required to verify their mailing address prior to issuance of Prize. Allow 1-2 weeks for delivery of Prizes following completion of winner verification process. Limit one (1) Prize per person and per household.

8. Limitation of Liability. VOID WHERE PROHIBITED BY LAW. All federal, state and local laws and regulations apply. By entering and/or participating in the Promotion, all entrants and winners ("Releasers"), agree to release, indemnify and hold harmless each Sponsor and its respective officers, directors, employees, representatives and agents, and each Sponsor's respective subsidiaries, affiliates, and related companies, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents ("Releasees"), from and against any injuries, losses, damages, claims, actions and any liability of any kind resulting, in whole or in part, directly or indirectly, from or arising from participation in the Promotion or acceptance, possession, use, misuse or nonuse (including any travel or travel-related activity thereto), of the Prize awarded. Releasees are not responsible for technical, computer, mechanical, printing, mailing, typographical, human or other errors 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 Prize or in any Promotion related materials; or for stolen, lost, late, misdirected, damaged, incomplete, inaccurate, undelivered, delayed or illegible entries or postage due entries or mail; or for electronic, computer, or telephonic malfunction or error. If in the Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Promotion, or if computer virus, bugs, unauthorized intervention, fraud, or technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Promotion, the Sponsor reserve the right at its sole discretion to disqualify any individual who tampers with the entry process and/or void any entries submitted fraudulently, to modify or suspend the Promotion, or to terminate the Promotion and conduct a random drawing to award the Prize using all eligible, non-suspect entries received for the applicable drawing as of the termination date. As a condition of entering and/or participating in the Promotion, Releasers agree that: (a) the liability, if any, of Releasees with respect to, arising out of, or in any way in connection with, this Promotion, shall be limited to the fair market value of the Prizes listed in the Promotional Giveaway Summary herein above, and under no circumstances will Releasers be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages; (b) all causes of action arising out of or connected with this Promotion, or any component of the Prize awarded, shall be resolved individually, without resort to any

form of class action; and (c) any and all claims, judgments, and awards shall be limited to the fair market value of the Prizes listed in the Promotional Giveaway Summary herein above, and in no event shall Releasees be entitled to receive attorneys fees or other legal costs. Sponsor reserves the right to modify Prize award procedures. Releasees do not in any way warrant or assume any responsibility or liability for the Prize offered in this Promotion or any component. Other restrictions may apply. By entering and/or participating in this Promotion, Releasees agree to be bound by the official rules and the decisions of Sponsors, whose decisions are final. In no event will Sponsor issue or award any winner a second gift card.

9. General. By accepting a Prize, each winner consents to the use of his/her name, image, likeness, photograph, voice, and biographical material for advertising, publicity and promotional purposes by Sponsor, or a party designated by the Sponsor, in any and all media now or hereafter devised, including but not limited to, any online announcements, worldwide in perpetuity, without additional compensation, notification or permission, except where prohibited by law.

10. Sponsor. This promotion is sponsored by Alliance Bank.