

**“Tis the Season” PROMOTION
Official Rules**

Promotional Giveaway Summary

Use your Alliance Bank Consumer Debit Card on or between 11/23/18 and 12/31/18, and you could win a \$500 Alliance Bank Gift Card.

Each day you use your Alliance Bank Consumer Debit Card to complete a purchase authenticated by your Signature or four-digit Personal Identification Number (PIN) on or between November 23, 2018 and December 31, 2018, your name will be entered to win. You are limited to one entry per day.

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 day you make a purchase using your Alliance Bank Consumer Debit Card, your name will be entered to win. You are limited to one entry per day. 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: Tis The Season Promotion. Each mail-in entry will count as one entry into the drawing. Mail-in entries must be postmarked on or after November 23, 2018 and must be received on or by December 31, 2018 in order to be eligible. You are limited to one entry per day and 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 23, 2018 and ends at the close of business December 31, 2018 (the "Entry Period"). A Winner will be selected on the following dates during the promotion period: 11/23 (2 winners selected), 11/28, 12/5, 12/12, 12/19 (2 winners selected), 12/31 (2 winners selected).

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 nine (9) Alliance Bank Gift Cards awarded via a random drawing. A Winner will be selected on the following dates during the promotion period: 11/23 (2 winners selected), 11/28, 12/5, 12/12, 12/19 (2 winners selected), 12/31 (2 winners selected).

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 the following dates: 11/23 (2 winners selected), 11/28, 12/5, 12/12, 12/19 (2 winners selected), 12/31 (2 winners selected). Sponsor reserves the right to verify the eligibility of all entrants. Potential winners will be notified by overnight or U.S. mail and/or telephone the week following the drawing. 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 Releasors 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 Releasors 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, Releasors 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 iPad.

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.