

Lufthansa "Your Announcement!" Contest (the "Contest") Rules and Regulations

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase of any kind will not increase the chances of winning. This Contest is subject to all federal, state and local laws and regulations. Void in Puerto Rico, Florida, Quebec and where prohibited by law.

2. Privacy Protection. Lufthansa is the only entity collecting personal information from the entrants and is committed to protecting the privacy of all minor children participating in this Contest. Lufthansa declares that personal data (including e-mail addresses, etc.) relating to all entrants will not be transferred or shared with third parties for their usage, except to in the case of the Grand prize winner. The Grand Prize winner, via their parent(s)/legal guardians, expressly grants Lufthansa permission to publish his/her name and town of residence in various publications for publicity.

3. ELIGIBILITY: All children ages six (6) to ten (10) years old, who are legal U.S. or Canadian residents and have parental permission and approval are eligible to enter the Contest. All participants must 1.) register at www.LH-kidsonboard.com; b) upload a video or audio recording of you doing the onboard announcements (30 seconds or less; 50 MB max); and 2.) the parent(s)/legal guardians must provide permission and read and agree to the Rules and Regulations online. Entries consist of a video or audio recording and the registration information and are hereafter referred to as "Response" or "Entry" (all Entries must meet the parameters described herein). Employees, representatives and agents of Deutsche Lufthansa AG, their respective subsidiaries and/or affiliates, members of their households (whether related or not) and their immediate families (spouses, parents, siblings, children and each of their respective spouses) are not eligible. All entries meeting the above requirements are an eligible entry ("Eligible Entry").

All acknowledgments and references to "Grand Prize Winner", "Winner", "I", "you", "your" etc. from this point forward reference the parent(s)/legal guardian of the minor child.

4. ENTRY AND JUDGING PERIOD: The Contest will begin at 12:01:00 am Eastern Daylight Time ("EDT") on January 11, 2016, and will end at 11:59:59 pm EDT on January 1, 2016 (the "Entry Period"). And independent judging panel will review the entries beginning on February 1, 2016 and will end on February 28, 2016 (the "Judging Period").

5. PRIZES/ODDS: One Grand Prize and fourteen (14) additional Prizes as follows:

Grand Prize: Three (3) round trip tickets (child and up to two parents/guardians) from any Lufthansa US/Canadian gateway to any Lufthansa European gateway, on a

Lufthansa operated flight. Child will make the onboard announcement in front of the other passengers and be filmed by the Lufthansa film crew. A copy of the video will be provided to the child to keep as a keepsake.

Additional Prizes: 14 Entrants will receive a box of “surprises” containing a DVD of the 20th Century Fox movie Rio 2 and additional airline memorabilia.

This Promotion is not in any manner sponsored, endorsed, administered by, or associated with 20th Century Fox.

Odds of winning will be determined by the number of total entries. The approximate retail value of the air travel is USD/CAN\$4,500.00 (the actual value may vary depending upon winner’s selection of travel itineraries and time of travel). The approximate retail value of each of the surprise boxes provided to the Additional Prize winners is USD/CAN\$100.00.

Tickets are subject to availability at time of booking and all travel must be completed by August 31, 2016 Grand Prize Winner must specify date of travel at time of booking and blackout periods will apply. Air travel arrangements must be made through Lufthansa only and the parents/guardian of the Grand Prize winner must provide all information a minimum of twenty-one (21) days prior to their preferred departure date. Reservations may only be made within 90 days of departure date. Confirmation of requested travel date will be given 14 days prior to departure and will be subject to availability at time of booking. Once booked, travel arrangements may not be changed. The selected winner and his/her traveling companions must have the same origin and destination and must travel together at all times. Traveling companions must be at least the age of majority and the legal parents/guardians of the minor child travelling. The Grand Prize winner and his/her traveling companions will be responsible for all expenses not specifically stated as part of the Grand Prize, including but not limited to, any applicable taxes, fees, baggage charges, airport charges and carrier surcharge up to USD/Canadian \$600, nor does it include the September 11th Security Fee of a maximum of USD\$10 per round-trip (US only), local transportation including air or ground transportation from the winner’s home to a Lufthansa US/Canadian gateway airport, overnight accommodation prior to or following the travel dates in order to accommodate flight connections, travel expenses within Europe, income taxes, insurance, passport and visa costs, gratuities, all meals, beverages, incidentals and any items of a personal nature. Cancellation insurance is not part of the Grand Prize, but is recommended (must be arranged privately by winner). In the event of denied boarding, no compensation will be due by Lufthansa for costs directly or indirectly incurred. No mileage credit applicable. Grand Prize Winner and travel companions are responsible for procuring adequate documentation for European travel. Grand Prize must be accepted as awarded with no substitution. Grand Prize is non-transferable and cannot be redeemed for cash or credit, in whole or in part, for any destination.

"Lufthansa's Conditions of Carriage shall apply to all air transportation."

All Prizes are non-transferable and cannot be redeemed for cash or credit, in whole or part. A Prize must be accepted as awarded with no substitution.

6. HOW TO ENTER AND WIN: To enter the Contest, Entrants must 1.) register at www.LH-kidsonboard.com; b) upload a video or audio recording of you doing the onboard announcements (30 seconds or less; 50 MB max); and 2.) parent(s)/legal guardian must provide permission and read and agree to the Rules and Regulations online.

Upon successful submission of the entry form as well as upon successful submission of the video or audio recording, you will receive one (1) Entry into the Contest. Limit of one (1) Entry per person during the Entry Period. If an Entrant uses multiple usernames, social profiles or methods of entry to submit more than one Entry during the Entry Period, only the first Entry received will be entered into the Contest.

By entering this Contest you acknowledge that you (the parents/guardians) have read and understood and agree to be bound by these Rules and Regulations.

Proof of sending will not be deemed to be proof of receipt. All Entries become the exclusive property of Lufthansa and will not be acknowledged or returned. Any use of robotic, automatic, programmed or similar entry methods will void all such Entries by such methods and such senders. Incomplete, inaccurate, or incorrect Entries are void.

No other form of entry will be accepted. Any person who attempts to participate with multiple e-mail addresses, under multiple identities, or uses any device or artifice to enter multiple times in violation of the preceding entry limitation will be disqualified. Any use of robotic, automatic, macro, programmed, or like entry methods will void all such entries by such methods and result in disqualification of any entrant using such methods.

RESPONSE CONTENT AND PARAMETERS. Lufthansa will review all submitted responses and reserves the right in their sole and absolute discretion to reject, disqualify and/or remove any response that violates these Rules and Regulations or is otherwise inappropriate without any notification or warning. Lufthansa reserves the right to remove any Response from site after it is posted.

All of the Rules and Regulations as described herein apply to the format of the entry submission. By submitting an entry, the entrant understands and grants to Lufthansa permission for his/her entry and other entrant information to be posted online for viewing by visitors to the website and used in accordance with the Rules and Regulations.

All Entries must comply with the following minimum guidelines to be eligible:

- Response cannot contain content that is irrelevant to the purpose of the Contest.
- Response cannot be profane, pornographic, sexually explicit or suggestive or contain nudity.
- Response cannot be violent or promote firearms/weapons.
- Response cannot promote illegal drugs or tobacco.
- Response cannot defame, misrepresent or contain disparaging remarks about people, brands or companies.
- Response cannot be obscene or offensive, endorse any form of hate or hate group or be derogatory to any ethnic, racial, gender, religious, professional or age group.
- Response cannot explicitly promote or endorse copyrighted names, likenesses or other indicia identifying any person, living or dead, without permission.
- Response cannot communicate messages or images inconsistent with the positive images and/or goodwill to which Lufthansa wishes to associate.
- Response cannot depict illegal activity and cannot itself be in violation of any law.
- Response cannot in any way reference persons or organizations without written permission from any person or organization whose name is used.

Entries must be the sole, original work of the entrants. Modifying, enhancing or altering a third party's pre-existing work does not qualify as an original work. In such an event, the entries will be disqualified and deleted from the Contest and website. All entries become the property of the Lufthansa. Entrants and winner acknowledge and agree that their entries become the property of the Lufthansa, which thereby has the right to edit, adapt, modify, reproduce, promote and otherwise use entries in any way they see fit. Any entry not in compliance with the above and which does not meet the requirements of these Rules and Regulations will be disqualified. By entering, you agree to waive any rights you may have to the entry submitted. If there are other people depicted in your entry, you must make them aware you are entering the photo in the Contest and they must provide their consent. Lufthansa may require that consent in writing, in our sole discretion.

In addition to the above, each entrant submitting a photo to the Contest agrees to the following intellectual property permissions:

Specific Permissions Granted to Lufthansa:

I do hereby declare and warrant that I am the copyright owner of the Response or other material (hereafter referred to as the "Response" or "Intellectual Property") which I am hereby submitting to Lufthansa.

I hereby grant a non-exclusive license to this Intellectual Property (the "IP License") to Lufthansa and its agents to reproduce the Entry/Response, and I represent that I have the legal right and authority to grant such IP License.

I understand the copyright laws pertaining to the ownership and reproduction of Intellectual Property, and I am also aware that large monetary penalties may be

assessed against me for illegally copying of Intellectual Property without the written permission of the copyright owner. I agree to indemnify and hold harmless Lufthansa and their agents from any and all liabilities, damages and expenses (including reasonable attorney's fees) that may occur as a result of my submission of these Responses, including any and all claims by any third parties claiming ownership or interest in the Intellectual Property submitted.

I understand that this IP License that I have granted is a perpetual license with no termination date.

By legally granting such IP License, I verify that I have read and agree to the Terms and Conditions.

7. **WINNER SELECTION:** Winners will be chosen by an independent judging panel based on the degree of creativity displayed in the entrants' video. Prizes will be awarded by the independent judging panel in the following order: most creative video will be awarded the First Prize; and the next 14 creative videos will be awarded the Additional Prizes. Selection/decisions made by the independent judging panel are final and binding with respect to all matters related to the Contest.

If a winner is selected is a resident of Canada, such winner will need to successfully answer a mathematical skill question that will be provided in the notification email referenced in paragraph 8 below.

8. **NOTIFICATION:** The selected Entrants will be contacted directly via email if Entry between February 24, 2016 and March 7, 2016. If the selected Entrant does not respond via email within 10 days of transmission, or if the selected Entrant does not comply with the Contest Rules and Regulations, that particular Entrant forfeits any right to a Prize and another Entrant will be selected. The Prizes are not transferable or convertible to cash and must be accepted as awarded. In a dispute regarding online Entries only, the authorized account holder of the e-mail address attached to the winning Entry will be declared the winner.

9. Lufthansa is not responsible for failure for any reason whatsoever of selected Entrant to receive notification. Arrangements for the fulfillment of the Prizes will be handled by Lufthansa. Lufthansa reserves the right in their sole discretion to substitute any and all part of a Prize with a Prize of comparable value.

10. In order to be eligible to win a Prize, the selected Entrants and their parents/guardians must authorize Lufthansa to film the onboard announcement, allow said video to be released on social media and various television reports, and publish announce and publish his/her name, location, in any such publicity. In addition, the selected Entrants will be required to sign a declaration of compliance with the Contest Terms and Conditions and one or more releases to obtain a Prize.

10. Lufthansa is not responsible for any injury or damage to Entrants' or any other person's computer system, property or anything stored on or related thereto as a

result of participation in, or connection with, this Contest and Entrants hereby release Lufthansa from all liability in connection with the Contest and any Prize won. The selected Entrant must, in order to be eligible to win a Grand Prize, sign a discharge of liability form acknowledging non-responsibility of Lufthansa in respect to injuries, accidents, loss, or misfortune relating to the drawing and/or the awarding of a Grand Prize. Failure to comply with all the Contest rules or to sign and return any of the release forms will result in disqualification and selection of an alternate winner. A selected Entrant will be declared a winner only after meeting all of the above terms and conditions.

11. Lufthansa is not responsible for error, omission, interruption, deletion, delay in operation or transmission or unauthorized access to or alterations of entries, or for technical, equipment, network, electronic, computer, hardware or software malfunction or inaccurate transmission of or failure to receive entry by Lufthansa, even if it affects ability to enter the Contest. Lufthansa is also not responsible for lost, stolen, misdirected, delayed, destroyed or illegible entries. All submissions become the property of Lufthansa and will not be returned.

12. The decisions of Lufthansa for selecting the winners will be final and binding on all Entrants. By entering, entrants agree that they have read, understood and agree to these Contest Rules and Regulations and release Lufthansa from all liability in connection with the Contest and/or any Prize. Prizes are subject to all applicable Federal, State and Municipal taxes which are the responsibility of each winner.

13. Lufthansa reserves the right to amend or terminate all or any portion of this Contest at any time without prior notification. Lufthansa reserves the right to substitute a Prize of equal or greater value in the event of non-availability of a Prize for any reason. Void where prohibited.

14. Becoming a fan or follower of the Lufthansa social media channels does not constitute an Entry into this Contest. Any questions, comments or complaints regarding this Contest should be sent via mail to: stefan.hartung@dlh.de.

15. GOVERNING LAW: United States: This Contest shall be governed by the laws of the State of New York, USA (without regard to principles of conflict of laws), with venue and jurisdiction Nassau County, NY and all claims must be resolved in the courts located in Nassau County, NY, except as required by law. Canada: This Contest is subject to all applicable federal, provincial and municipal laws and regulations in Canada, and shall be governed by the laws of the Province of Ontario, with venue and jurisdiction in Toronto, Ontario, Canada.

16. The name of the winners may be obtained by e-mail sent to stefan.hartung@dlh.de within 120 days after the closing date of the Contest. Subject line of e-mail must contain Your Announcement! Contest.

17. SPONSOR: Deutsche Lufthansa AG, 1640 Hempstead Turnpike, East Meadow, NY 11554.