

## Multiply the Cards Live Promotion

### OFFICIAL RULES:

ENTRY PERIOD: The North Carolina Education Lottery (“Sponsor”) Multiply the Cards Live Promotion (“Promotion”) will consist of five (5) separate drawings for this Promotion, which will include five (5) Promotional Entry Periods. The number of winner(s) and prizes will be based upon the criteria established for each Promotional Entry Period (see Table below). The NCEL will conduct a live certified random selection process to award the designated number of winner(s) and prizes, meeting the criteria established for the number of winner(s) and corresponding prizes, following each Promotional Period.

The Live Promotion is held via a live video on the Facebook platform and the winner is announced during the live video feed and contacted after the entry period to confirm eligibility. The Promotional Entry Periods, Draw Date, Number of Winners and corresponding prizes are outlined as follows. The drawing date and Promotional Entry Periods are subject to change at the sole discretion of the NCEL.

All Promotions are on the Facebook Platform.

Drawing and Promotional Entry Period #	# of Winner(s) Criteria	Entry Begins	Entry Deadline	Draw Date	Winner(s) and Prizes
1	<p><b>Criteria 1:</b> 0-99 Facebook Reactions (Like, Love, Wow, Haha) on Promotion post at time of drawing.</p> <p><b>Criteria 2:</b> 100 or more Facebook Reactions (Like, Love, Wow, Haha) on promotion post at time of drawing.</p>	2/18/2020 1:00 PM	2/18/2020 0 1:30 PM	2/18/2020	<p><b>If meeting Criteria 1:</b> <u>One (1) winner</u> will receive fifty (50) 5X The Cash scratch-offs (game #710)</p> <p><b>If meeting Criteria 2:</b> <u>Ten (10) winners</u> will receive fifty (50) 5X The Cash scratch-offs (game #710).</p>
2	<p><b>Criteria 3:</b> 0 -999 Facebook Comments on Promotion post at time of drawing.</p> <p><b>Criteria 4:</b> 1,000 or more Comments on promotion post at time of drawing.</p>	2/18/2020 1:00 PM	2/18/2020 0 2:00 PM	2/18/2020	<p><b>If meeting Criteria 3:</b> <u>One (1) winner</u> will receive fifty (50) 10X The Cash scratch-offs (game #711) <b>If meeting Criteria 4:</b> <u>Ten (10) winners</u> will receive fifty (50) 10X The Cash scratch-offs (game #711).</p>
3	<p><b>Criteria 5:</b> 0-99 Facebook shares on Promotion post at time of drawing.</p> <p><b>Criteria 6:</b> 100 or more shares on promotion post at time of drawing.</p>	2/18/2020 1:00 PM	2/18/2020 0 2:30 PM	2/18/2020	<p><b>If meeting Criteria 5:</b> <u>One (1) winner</u> will receive fifty (50) 15X The Cash scratch-offs (game #712) <b>If meeting Criteria 6:</b> <u>Ten (10) winners</u> will receive fifty (50) 15X The Cash scratch-offs (game #712).</p>

4	<p><b>Criteria 7:</b> 0 -499 Facebook Reactions (Like, Love, Wow, Haha) on Promotion post at time of drawing.</p> <p><b>Criteria 8:</b> 500 or more Facebook Reactions (Like, Love, Wow, Haha) on promotion post at time of drawing.</p>	2/18/2020 1:00 PM	2/18/2020 0 3:00 PM	2/18/2020	<p><b>If meeting Criteria 7:</b> <u>One (1) winner</u> will receive forty (40) 20X The Cash scratch-offs (game #713) <b>If meeting Criteria 8:</b> <u>Ten (10) winners</u> will receive forty (40) 20X The Cash scratch-offs (game #713).</p>
5	<p><b>Criteria 9:</b> 0-4,999 Facebook comments on Promotion post at time of drawing.</p> <p><b>Criteria 10:</b> 5,000 or more comments on promotion post at time of drawing.</p>	2/18/2020 1:00 PM	2/18/2020 0 3:30 PM	2/18/2020	<p><b>If meeting Criteria 9:</b> <u>One (1) winner</u> will receive twenty-five (25) 50X The Cash scratch-offs (game #714)</p> <p><b>If meeting Criteria 10:</b> <u>Ten (10) winners</u> will receive twenty-five (25) 50X The Cash scratch-offs (game #714).</p>

1. **ELIGIBILITY:** Drawings are opened to all North Carolina residents who are at least eighteen (18) years old or older. Selected entrants for prizes must be able to prove residency, age and provide a mailing address. By submitting an entry, Entrant agrees to comply with the NCEL social media policy. Entrants DO NOT have to be a Player’s Club or Lucke-Rewards member to win. No purchase is necessary to enter or win. Entrants are subject to all Sponsor Rules and Regulations, the North Carolina State Lottery Act, the drawing procedures and Facebook rules and regulations. This Promotion and/or any parts thereof, including the award of any prizes, is void where prohibited by law. Employees of Sponsor, Scientific Games Corporation, Pollard Banknote Limited/NeoPollard, GTECH Corporation and/or IGT, Wunderman Thompson, Spurrier Group and MDI Entertainment, LLC are prohibited from participating in this Promotion.
2. **HOW TO ENTER:** All entries must be submitted within the applicable Drawing Entry Period for the corresponding drawing.

Winners will be randomly selected from the following method of entry:

**FACEBOOK:** Users enter the Promotion by commenting on the live promotion video post during an entry period. Entrants will be instructed to comment in the comment section of the live video post. A valid entry shall be defined as a comment made on the live video post during the specified drawing period and deemed, by the Sponsor, as adhering to the Sponsor’s social media policy. An eligible entry submitted during a Promotional Entry Period for one drawing will remain eligible for all remaining drawings. Entries received during the final Promotional Entry Period will only be eligible for the final corresponding drawing. As noted above, the number of winner(s) and corresponding prizes for

each drawing are based upon the total Facebook reactions/actions received meeting the established Criteria.

Any comment containing spam links, offensive language, personal attacks or incessant similar posting will be disqualified from this Promotion.

Entries sent via any other method, including through any other website submission, social media, U.S. mail/courier, drop-off, etc. will be disqualified.

3. **WINNERS & PRIZE:** Odds of winning in any drawing depend on the number of entries received for the drawing. Entries will be collected via comments on the Promotion’s Facebook post for a combined pool of entrants for the drawing. In each Promotional Entry Period, either one (1) or ten (10) winners will be randomly selected based on the Criteria as set forth in the prize table (see above). Total Estimated Retail Value (“ERV”) of the Prize ranges from \$50 to \$250.

Number of tickets won	# of winners meeting Criteria 1, 3, 5, 7, 9	# of winners meeting Criteria 2, 4, 6, 8, 10	Prize value
50	1	10	\$50.00
50	1	10	\$100.00
50	1	10	\$150.00
40	1	10	\$200.00
25	1	10	\$250.00

Prizes are not transferable, assignable or redeemable for cash unless otherwise specified or required by law. Sponsor may substitute a prize of equal or better quality. After a drawing is conducted and verified, eligible winners will be announced in a Facebook post and notified by direct message via Facebook. If selected entrants do not respond to the notification directing them to contact the Sponsor within twenty-four (24) hours of notification, they will forfeit the prize. All drawing entries are subject to verification by the Sponsor or its designee and may be disqualified if eligibility requirements are not met.

The Prize must be claimed at one of the Sponsor’s regional offices. Regional offices locations are:

Office Name:	Address:
Raleigh Regional Office & Claim Center	2728 Capital Blvd #144, Raleigh, NC 27604
Greensboro Regional Office & Claim Center	20A Oak Branch Drive Greensboro, NC 27407

Asheville Regional Office & Claim Center	16-G Regent Park Blvd. Asheville, NC 28806
Greenville Regional Office & Claim Center	2790 Dickinson Avenue, Suite A Greenville, NC 27834
Charlotte Regional Office & Claim Center	5029-A West W. T. Harris Blvd. Charlotte, NC 28269
Wilmington Regional Office & Claim Center	123 North Cardinal Extension Drive, Suite 140 Wilmington, NC 28405

If an entrant responded to the Sponsor's notification within the specified deadline but fails to provide their full name, address, birthdate, phone number and email address to the Sponsor's notification via Facebook, they may be disqualified and the prize will be awarded to an alternate. Only one prize may be won by a person in any Drawing in this Promotion.

If an entrant responded to the Sponsor's notification within the specified deadline but fails to claim the Prize at one of the Sponsor's regional offices within 30 days, the prize will be forfeited.

4. **LIMITATIONS OF LIABILITY:** The Sponsor is not responsible for vendor error, interruption, deletion, or delay in operations, technical interruptions, including network, telephone equipment, electronic, computer, hardware, or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry. All entries received will become property of the Sponsor and may be maintained as part of the Sponsor's Promotion records. The Sponsor reserves the right to cancel or modify the Promotion if it becomes technically or otherwise corrupted. The Sponsor reserves the right to disqualify any individual found to be tampering or attempting to tamper with the operation of the Promotion; to be acting in violation of these Official Rules; to be acting with the intent to disrupt the normal operation of this Promotion; or to be otherwise acting in an unsportsmanlike manner. The Promotion is not sponsored, endorsed, administered by, or associated with Facebook.
5. **RELEASE:** By submitting an entry, Entrant agrees that the Sponsor reserves the right to use entrant's name, email address, picture, likeness and any other publicly accessible personal or biographical information collected from entrant for publicity and/or administrative purposes.
6. **SPONSOR:** North Carolina Education Lottery, 2728 Capital Boulevard, Suite 144, Raleigh, N.C. 27604.