

OFFICIAL RULES

SWAROVSKI Presents: My Patriotic Heart Beads... Red, White & Blue Contest (the "Contest")

NO PURCHASE NECESSARY TO ENTER OR WIN

ELIGIBILITY: Open only to legal residents of the fifty (50) United States and the District of Columbia, 18 years of age or older. Void where prohibited. Employees (and their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related) of Swarovski North America Limited ("Swarovski" or "Sponsor"), its parent, affiliates, subsidiaries and advertising and promotion agencies, are not eligible to enter or win. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which are binding and final on matters relating to the Contest. The Contest is subject to all applicable federal, state and local laws.

TO ENTER: Contest entry period begins at 12:00 a.m. Eastern Time ("ET") on May 15, 2013 and ends at 11:59 p.m. ET on July 4, 2013 ("Entry Period"). Show patriotism and spread joy by creating a design or gift Swarovski Elements. Visit contest landing page: www.create-your-style.com/July4 for instructions on how to submit your design via email at: july4@swarovski.com. Then you will submit your patriotic design photo (.jpg and .png formats accepted) by browsing your local computer. There is a limit of one (1) entry per person. Receipt of photos will not be acknowledged. All photos submitted in connection with this Contest will become the property of Sponsor and may be used or featured as Sponsor deems appropriate. Entry in the Contest constitutes permission for Swarovski and its agents and affiliated companies to use entrant's name, photograph or other likeness on Swarovski's social media platforms. If you post updates to or receive updates from Facebook via SMS from your wireless phone, your wireless service provider may charge you for each text message you send and receive. Please consult your wireless service provider for more information. All terms and conditions of Facebook.com apply.

DRAWINGS AND WINNER NOTIFICATION: Upon the expiration of the Entry Period but no later than July, 11, 2013, one (1) 1st place prize winner, one (1) second place prize winner and one (1) third place prize winner will be chosen by Swarovski from all eligible entries received. The criteria for judging will be based upon the creative use of the various Swarovski Elements incorporated into the Patriotic design. Sponsor will send the potential winners an email from july4@swarovski.com to the potential winner's email account used to enter the Contest with instructions on how to claim the prize. If (i) a potential winner does not respond and comply with the instructions in the message within twenty-four (24) hours after Sponsor sent the message, (ii) prize notification is returned to Sponsor as undeliverable, or (iii) a potential winner is not in compliance with these rules, then the prize will be forfeited and, at Sponsor's discretion, an alternate winner will be selected.

PRIZE: The first place prize will consist of one (1) prize package containing approximately \$500.00 worth of Swarovski Elements, the second place prize will consist of one (1) prize package containing approximately \$250.00 worth of Swarovski Elements and the third place prize will consist of one (1) prize package containing approximately \$150.00 worth of Swarovski Elements. Winners may not substitute, assign or transfer a prize or redeem a prize for cash, but

Sponsor reserves the right, at its sole discretion, to substitute a prize with one of comparable or greater value. Winners are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsor's sole discretion.

GENERAL CONDITIONS: The winners, by acceptance of the prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes, including announcing his/her name on Facebook and other Sponsor social media platforms, without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, in any manner, without notice or review or approval. Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, garbled entries, tweets or messages or email; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of the prizes or in any Contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the web site. Persons who tamper with or abuse any aspect of the Contest or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Entrants by participating, agree that Sponsor, Facebook and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Contest. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses. All claims arising out of this Contest will be resolved in the state and federal courts of the State of

Rhode Island, USA. Winner may be required to sign affidavits and release forms in order to claim the prize.

WINNERS LIST: For the names of the winner(s) (available after September 6, 2013), send a self-addressed stamped envelope to: **Swarovski Presents: My Patriotic Heart Beads....Red, White & Blue**, 1 Kenney Drive, Cranston, RI 02920.

SPONSOR: Swarovski North America Limited, 1 Kenney Drive, Cranston, RI 02920.