

Complete Official Rules:

**HOLLAND AMERICA LINE  
ALASKA 75<sup>th</sup> ANNIVERSARY SWEEPSTAKES  
2022 SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THE SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA, AGE 21 OR OLDER AT THE TIME OF ENTRY WHO ENTER FROM WITHIN THE 50 UNITED STATES, OR THE DISTRICT OF COLUMBIA. VOID WHERE PROHIBITED. U.S. LAW GOVERNS THIS SWEEPSTAKES.**

**1. HOW TO ENTER:** The entry period for the Alaska 75th Anniversary Sweepstakes (the "Sweepstakes"), sponsored by Holland America Line N.V. ("Sponsor"), begins at 12:00:00 A.M. Pacific Time ("PT") on January 11, 2022 and ends at 11:59:59 P.M. PT on February 13, 2022 (the "Entry Period"). To enter, during the Entry Period, an Eligible Entrant (as defined in Section 2 below) may access [www.enterhal.com](http://www.enterhal.com) (the "Website") and follow the on-screen entry instructions to submit an entry.

Entrants entering the Sweepstakes by way of online entry may be required to submit their **first and last name, telephone number, e-mail address, country of residence, and such other information as Sponsors may require, including, but not limited to, confirmation of age and U.S. residency, and whether consent is given to receive marketing information.** Online entries must be submitted during the Entry Period. Normal time rates, if any, charged by Internet service provider will apply. Proof of submission does not constitute proof of entry. Entry times will be determined using Sponsor's computer, which will be the official clock for the Sweepstakes. There is a limit of one (1) Sweepstakes entry per person/e-mail address. Additional entries from any one person or e-mail address in excess of the stated limitation will be void. In the event of a dispute regarding any entry, the entry will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry (i.e., the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address). All entries become the property of Sponsor and will not be returned, verified or acknowledged.

**2. ELIGIBILITY:** The Sweepstakes is open only to legal residents of the fifty United States and the District of Columbia who are 21 years of age or older and are located in the United States as of the date of entry ("Entrants" or "Eligible Entrants"). Employees of Sponsor, DCG One and their parent companies, subsidiaries, affiliates, distributors and advertising and promotion agencies, (all of the foregoing, the "Sweepstakes Entities"), and such employees' immediate family (spouse, parent, child, siblings and their respective spouses) and household members (whether related or not), are not eligible to enter or win. Void in U.S. territories and where prohibited by law. Sponsor's decision is final in deciding the identity and/or eligibility of an entrant. Those who do not follow any or all of

Sponsor's instructions, these Official Rules and/or provide all required information in their entry may be disqualified.

**3. WINNER SELECTION:** Seventy-five (75) potential winners (each, a "Potential Winner") will be selected in a random drawing taking place at 450 Third Avenue West, Seattle, WA 98119 USA by Sponsor or its agent from among all eligible entries received during the Entry Period. Sponsor currently anticipates that the drawing will take place on or about February 21, 2022. Odds of winning depend on the number of eligible entries received. Sponsor's decisions are final in all matters relating to this Sweepstakes.

**4. WINNER NOTIFICATION AND VERIFICATION:** Potential Winners will be notified by email, on or about February 21, 2022 ("Winner Notification") An Affidavit of Eligibility and Liability/Publicity Release ("Prize Claim Forms") will be attached to the Winner Notification. Before being declared a verified winner ("Winner"), each Potential Winner must complete, sign and return the Prize Claim Forms (where legal) to Sponsor, within ten (10) days of the send date of the Winner Notification. If the Winner Notification is returned as undeliverable, or if a Potential Winner fails to complete, sign and/or return any required Prize Claim Forms within the required time period, or if the Sponsor determines that a Potential Winner is ineligible, or if a Potential Winner does not otherwise comply with these Official Rules and/or cannot accept Prize as awarded for any reason, such Potential Winner may be disqualified and an alternate Potential Winner may be selected even if the disqualified Potential Winner's name has already been publicly announced, in Sponsor's sole discretion. Sponsor is not responsible for any change of email address of any Entrant. Potential Winners must comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements.

**5. PRIZE:** Seventy-five Prizes ("Prize") are available to be awarded in the Sweepstakes. Limit one Prize Winner per household. Each Prize includes:

One (1) Holland America Line Alaska cruise departing in 2022 for the winner and one (1) guest. The approximate retail value ("ARV") of the Prize is \$1,199 USD.

Total ARV for all Prizes available to be awarded in this Sweepstakes: \$89,925 USD.

Taxes, Fees, and Port Expenses are included. Each Prize consists of (i) stateroom accommodations for the Winner and one (1) guest, sharing accommodations of one interior stateroom (stateroom upgrades require payment of a fee, upgrade cost is calculated based on each category and is subject to change), and (ii) most shipboard meals (certain alternative dining options require payment of a fee). Prize is only redeemable for 7-day sailings and excludes Eurodam sailings June through August 2022. Additional restrictions and blackout dates may apply. All Prize details, including stateroom category, will be determined by Sponsor at its sole discretion. Winner and guest must travel together on the same itinerary. Prize travel must be completed by October 1, 2022 or Prize will be forfeited. Prize travel date and arrangements are subject to availability at the time of booking. Once scheduled, the Prize itinerary cannot be altered and failure of Winner to follow such itinerary shall not obligate Sponsor in any way to provide such Winner with alternate arrangements. All expenses and costs associated with the acceptance or use of the Prize that are not expressly specified in these Official

Rules or by Sponsor, in writing, as being part of the Prize (including without limitation airfare, ground transportation, luggage fees, hotel accommodations, shore excursions, travel insurance, laundry service, spa treatments, alcoholic beverages, alternative dining, gratuities, local and long distance telephone calls, ship to shore communications including Internet usage, merchandise, and souvenirs, incidental expenses, hotel service charges, personal onboard expenses, or applicable passport, visa and entry/exit fees) are the sole responsibility of the Winner and guest. Ship's registry: The Netherlands.

Prize is provided subject to the Holland America Line Cruise Contract and the terms and conditions set forth in the applicable Holland America Line brochure. Prize is non-transferable, non-refundable, non-negotiable for cash, may not be resold, and cannot be used as partial payment toward a different Holland America Line cruise or stateroom category other than that assigned or used in conjunction with any other offer or promotion, except at the sole discretion of Sponsor. Winner and guest are NOT eligible for Holland America Line's air/sea or Cancellation Protection Plan programs in connection with the Prize. Winner and guest are responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that Sponsor has not, and will not, obtain or provide travel insurance. No substitution of the Prize or any component thereof is permitted, except in the discretion of Sponsor, who reserves the right to substitute a Prize or Prize component with a substitute prize of equal or greater value. The Prize will be awarded only to a Winner with a residential address within the 50 United States or the District of Columbia. Winner will be solely responsible for all applicable income taxes, if any, connected with acceptance of Prize. As a condition of accepting the Prize, the Winner agrees to furnish to Sponsor any requested information needed for tax reporting, including IRS Form W-9, and understands that such information must be received by Sponsor before or at the time any Prize is issued to or booked on behalf of such Winner. Winner will receive an IRS Form 1099 for the actual value of the prize awarded. Prize value depends on market conditions at time of fulfillment. The difference in value of Prize as stated herein and value at time of notification, if any, will not be awarded. ARV of Prize is based on applicable information and fair market value of prize awarded may be reported for tax purposes where required by law. Prize will be awarded if validly claimed by the date specified in the Prize award notification. Guest accompanying Winner must sign and return release of liability/publicity prior to booking travel. Winner must be the parent/legal guardian of any guest under 21 years of age, must stay in the same stateroom with such guest, and must sign and return all required documentation on behalf of such minor guest. Minor must be accompanied at all times during trip by such parent and/or legal guardian. Once travel guest is selected, they may not be substituted, except in Sponsor's sole and absolute discretion. Winner and guest are responsible for all required and necessary identification and travel documents including providing proper citizenship documentation to travel, which may include passports, valid alien registration card and/or necessary visas, as well as for obtaining and providing proof of any and all required (either by applicable government, port or Sponsor's own) Covid-19 or any other vaccination or health protocols in advance or at time of boarding the cruise/cruisetour vessel (originally or after

any excursion), at Winners/guests sole cost. Those without proper citizenship health/vaccine protocols and documentation will be denied boarding. Sponsor will not be responsible if Winner/guest are denied entry onto ship, into various ports during the cruise, or return entry into departure point. In such a situation, the Winner/guest will be responsible for any and all additional costs incurred. Each traveler must check with their travel advisor, government agencies, embassies or consulates prior to their vacation to ensure that they have proper citizenship documentation. U.S. Citizens can also visit the State Department's travel website at [www.travel.state.gov](http://www.travel.state.gov) for more information. Travelers of all ages are strongly encouraged to obtain passports. Prize elements may not be separated. Winner and guest must obey all ship and cruise rules and requirements, and failure to follow such rules and requirements may result in, without limitation, forfeiture of all or part of the Prize. Lost, stolen or damaged cruise tickets or any other ticket or certificate in connection with Prize will not be replaced or exchanged. Sponsor reserves the right to remove or to deny entry to Winner and/or guest in the event Winner and/or guest, in Sponsor's sole discretion, engage in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or engage in any other objectionable behavior. Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by any air carriers, hotels, venue operators, transportation companies, or any other persons in connection with Prize. Additional prize award details and travel information may be provided to Winner at the time of notification.

**6. PUBLICITY RELEASE:** Except where prohibited by law, entry and/or acceptance of Prize constitutes a grant of permission to Sponsor and each of its parent companies, affiliates, subsidiaries, promotional partners, agents, and those they may designate from time to time (all of the foregoing, the "Sponsor Parties") to use Entrant's name, likeness (including without limitation photographs and/or recordings of the Entrant), voice and biographical information, for purposes of trade, publicity or promotion and any other purpose, in all media and formats, whether now known or later developed, throughout the world in perpetuity, without any notice, permission or compensation (except where prohibited by law). Sponsor may in its discretion create and disseminate blog posts and other informational accounts of the Prize and the activities of the Winner and guest in connection with the Prize, and by entering and/or accepting a Prize, each Entrant consents to the same.

**7. GENERAL CONDITIONS:** Sweepstakes Entities, Twitter LLC, Facebook, Inc., and their successors, assigns and agents of each of the foregoing, and each of their respective directors, officers and employees (collectively, the "Released Parties") are not responsible for, and will have no liability for, late, lost, delayed, illegible, damaged, corrupted or incomplete entries, incorrect or inaccurate capture of entries or entry information, loss of or damage to entries or entry information, or any other human or technical errors of any kind relating to the operation of the Website or social media sites, including, but not limited to errors in connection with any computer systems, phone lines, hardware, software or computer or network connections, communications or attempted communications with any Entrant, the submission, collection, storage or processing of entries or the administration of the Sweepstakes. The Released Parties are not responsible for, and will have no liability for, undeliverable e-mails resulting from any form of active or passive e-mail filtering by a

user's Internet service provider and/or e-mail client or for insufficient space in user's e-mail account to receive e-mail. The Released Parties are not responsible for, and will have no liability for, any damage to any computer or computer system resulting from participation in or accessing or downloading information in connection with this Sweepstakes. The Released Parties are not responsible for, and will have no liability for, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause any postponement or cancellation of Prize or any component thereof. Sponsor is not responsible for, and shall not have any liability for, any typographical or other error in the printing of the Official Rules or any advertising and/or promotion materials in connection with Sweepstakes, administration of the Sweepstakes or in the announcement of any Prize. In no event will more than the stated number of Prizes be awarded. Use of any macro, "bot" or other automated system or mechanism to submit entries is prohibited and any such entries will be disqualified. Entrants may not register with multiple email addresses nor may Entrants use any other device or artifice to register multiple times or as multiple registrants. Any Entrant who attempts to enter with multiple email addresses or social media accounts under multiple identities or uses any device or artifice to register/play multiple times will be disqualified and forfeits any and all prizes won, in Sponsor's discretion. Sponsor, in its sole discretion, may disqualify any individual (and all of Entrant's entries) who tampers with the entry process. Sponsor may prohibit any individual from participating in the Sweepstakes or winning a Prize if, in Sponsor's sole discretion, it determines or believes that such individual (a) attempts to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception or other unfair playing practices, (b) acts in a manner that is intended or likely to annoy, abuse, threaten or harass any other Entrant or any representative of Sponsor, or (c) acts in violation of these Official Rules. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend all or part of this Sweepstakes should a virus, bug, Entrant fraud or misconduct, or other cause(s) beyond the reasonable control of Sponsor, in Sponsor's sole determination, corrupt the administration, integrity, security or proper operation of the Sweepstakes. In the event of termination of the Sweepstakes, a notice will be posted online and a random drawing to award the Prize(s) will be conducted from among all Eligible Entries received prior to the date of termination if a sufficient number of non-suspect entries have been received. All federal, state and local laws and regulations apply. By participating in this Sweepstakes, Entrants agree (i) to be bound by the Official Rules and the decisions of Sponsor, which are final and binding in all respects; and (ii) that the Released Parties have not made, with respect to Prize or part thereof (if applicable), any warranty, representation or guarantee, express or implied, in fact or in law, with respect to the prize and specifically disclaim all such warranties, including without limitation, the implied warranties of merchantability and fitness for a particular purpose.

Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Rules is determined to be invalid or otherwise unenforceable, then the Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Should a Winner make any false statement(s) in any document referenced above, the Winner may be required to promptly return Prize to Sponsor, or the cash value thereof, as applicable.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

**8. LIMITATION OF LIABILITY AND RELEASES:** AS A CONDITION OF ENTERING, ENTRANTS AGREE (AND AGREE TO CONFIRM IN WRITING IF REQUESTED), THAT THE RELEASED PARTIES SHALL HAVE NO LIABILITY WHATSOEVER FOR ANY DAMAGE OR LOSS TO PERSON OR PROPERTY OR ANY OTHER LIABILITY DUE, IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, TO THE OPERATION OF THIS SWEEPSTAKES, ANY PERSON'S PARTICIPATION IN THIS SWEEPSTAKES, AND/OR THE ACCEPTANCE, POSSESSION, RECEIPT, USE AND/OR MISUSE OF ANY PRIZE OR PRIZE COMPONENT. BY ENTERING, ENTRANTS AGREE TO RELEASE, IN WRITING, AND HOLD EACH OF THE RELEASED PARTIES HARMLESS FROM AND AGAINST ANY AND ALL CLAIMS AND LIABILITY ARISING OUT OF THE OPERATION OF THIS SWEEPSTAKES, THE ENTRANT'S PARTICIPATION IN THIS SWEEPSTAKES, THE ACCEPTANCE, POSSESSION, RECEIPT, USE AND/OR MISUSE OF ANY PRIZE OR PRIZE COMPONENT (INCLUDING WITHOUT LIMITATION ANY PRIZE-RELATED TRAVEL), AND/OR USE OF THE WINNER'S NAME, LIKENESS, VOICE AND/OR BIOGRAPHICAL INFORMATION AS PERMITTED HEREUNDER, INCLUDING, WITHOUT LIMITATION, ANY CLAIMS OR LIABILITY RELATING TO LOSS OF OR DAMAGE TO PROPERTY, PERSONAL INJURY AND/OR DEATH, PERSONALITY, PRIVACY RIGHTS OR DEFAMATION. ENTRANTS ASSUME ALL LIABILITY FOR ANY INJURY OR DAMAGE CAUSED, OR CLAIMED TO BE CAUSED, BY PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, RECEIPT OR USE OF ANY PRIZE OR PRIZE COMPONENT. BY ACCEPTING PRIZE, WINNER, AND WINNER'S GUEST, ACCEPT THE INHERENTLY DANGEROUS NATURE AND RISK IN LAND AND SEA TRAVEL INCLUDING, BUT NOT LIMITED TO PERSONAL INJURY AND/OR DEATH, ACKNOWLEDGE THAT THEIR PARTICIPATION IN THE PRIZE, OR ANY ASPECT OF THE PRIZE, IS VOLUNTARY, ACKNOWLEDGE THAT THERE ARE NATURAL FACTORS AND OCCURRENCES WHICH MAY IMPACT ON OR AFFECT THE SAFETY OF THE ACTIVITIES THEY ARE PARTICIPATING IN AND THEY ASSUME THE RISK OF SUCH FACTORS AND OCCURRENCES AND AGREE THAT SPONSOR, SWEEPSTAKES ENTITIES AND RELEASED PARTIES SHALL NOT BE IN ANY WAY RESPONSIBLE FOR ANY RESULTING INJURY AND/OR DEATH.

Entrants further understand and agree that all rights under Section 1542 of the Civil Code of California ("Section 1542") and any similar law of any state or territory of the United States that may be applicable with respect to the foregoing release are hereby expressly and forever waived. Entrants acknowledge that Section 1542 provides that: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH, IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR." The releases hereunder are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims.

**9. PRIVACY:** Sweepstakes Entities and their respective contractors, agents and licensees will have the right to process, store, disclose and otherwise use all data provided to the Sponsor in connection with this Sweepstakes, including but not limited to each Entrant's name and email address, for the purpose of administering the Sweepstakes. Furthermore, such data may also be used by Sponsor for

other marketing and public relations related activity and in any other manner permitted by Sponsor's privacy policy which can be viewed at [www.hollandamerica.com](http://www.hollandamerica.com). By entering, Entrant expressly consents to such processing, storage and use. Personal data will be transferred to Sponsor and DCG One, and Entrants consent to the data transmission, processing and storage of this personal data in the United States by the entities and for the purposes as mentioned herein, and as provided in the Sponsor's and DCG One's ([www.dcgone.com](http://www.dcgone.com)) privacy policies. By entering the Sweepstakes, each Entrant consents to the collection and use of data (including without limitation personal data about the Entrant) as permitted pursuant to the Sponsor's and DCG One's respective privacy policies and as permitted pursuant to this Section 9. Entrants are providing information to Sponsor and not to Twitter or Facebook.

**10. DISPUTES:** Except where prohibited by law, as a condition of participating in the Sweepstakes, each Entrant agrees (and agrees to confirm in writing) that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by a court of proper jurisdiction in the State of Washington, USA; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees or court costs; and (c) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and waives any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, the rights and obligations of the Entrant in connection with the Sweepstakes, or the conduct of the Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of Washington, USA, without giving effect to any choice of law or conflict of law rules (whether of the State of Washington, USA or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Washington. By entering, Entrants consent to the jurisdiction and venue of the federal, state and local courts for King County, Washington, USA.

**11. WINNER LIST:** For Winners' first name and surname initial, city and state of residence, available after March 17, 2022, send an email to [Partnerships@HollandAmerica.com](mailto:Partnerships@HollandAmerica.com) with the subject line: 75 Alaskan Cruises 2022 Sweepstakes Winner List. Requests must be received by July 1, 2022. Ad Code: A21AK12SWP

**12. SPONSOR:** Holland America Line N.V., 450 Third Avenue West, Seattle, WA 98119 U.S.A.