

“Share the ‘Like’ and Win Sweepstakes”
Official Rules

NO PURCHASE NECESSARY. PURCHASE WILL NOT IMPROVE CHANCES OF WINNING. YOU MUST HAVE A FACEBOOK ACCOUNT TO PARTICIPATE.

ELIGIBILITY: The “Share the ‘Like’ and Win Sweepstakes” (“Sweepstakes”) is open to legal U.S. residents, that are 18 years of age or older at time of entry. Void where prohibited. Employees of Service One Credit Union (“Sponsor”), and its respective parent companies, subsidiaries, affiliates, advertising agencies, public relations agencies, prize suppliers, including any vendors providing services in connection with this Sweepstakes (collectively, the “Sponsor Affiliates”), their respective agents, directors, officers and members of their immediate families (i.e., parents, children, siblings, spouses, domestic partners) and/or persons living in the same household as such persons, whether related or not) are not eligible to participate.

TIMING: The sweepstakes begins on April 1, 2014 at 12:00 a.m. CST and ends on December 29, 2014 at 11:59:59 p.m. CST (“Promotion Period”) and consists of thirteen (13) phases (each, a “Phase”) as outlined in the chart below.

Phase	Start Date at 12:00 a.m. CST	End Date at 11:59:59 CST	Draw Date
1	April 1, 2014	April 21, 2014	Or about April 22, 2014
2	April 22, 2014	May 12, 2014	On or about May 13, 2014
3	May 13, 2014	June 2, 2014	On or about June 3, 2014
4	June 3, 2014	June 23, 2014	On or about June 24, 2014
5	June 24, 2014	July 14, 2014	On or about July 15, 2014
6	July 15, 2014	August 4, 2014	On or about August 5, 2014
7	August 5, 2014	August 25, 2014	On or about August 26, 2014
8	August 26, 2014	September 15, 2014	On or about September 16, 2014
9	September 16, 2014	October 6, 2014	On or about October 7, 2014
10	October 7, 2014	October 27, 2014	On or about October 28, 2014
11	October 28, 2014	November 17, 2014	On or about November 18, 2014
12	November 18, 2014	December 8, 2014	On or about December 9, 2014
13	December 9, 2014	December 29, 2014	On or about December 30, 2014

TO ENTER: During the Promotion Period, you may enter the Sweepstakes as follows:

During the Promotion Period, you may enter the Sweepstakes by completing the following steps: (i) “like” the Service One Facebook Page located at (<https://www.facebook.com/ServiceOneCU>), and (ii) comment on Service One Credit Union page (each, a “Comment”). All information you provide must be truthful, accurate and complete. Each Comment that is posted for entry into the Sweepstakes must not contain any material which is (or promoting activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing; or material that contains any derogatory references to Sponsor. If Sponsor determines in Sponsor’s good faith judgment, any such Comment violates the preceding criteria, the entry may be disqualified. Upon completing the previous steps, you will receive one (1) entry into the Sweepstakes.

Limit one (1) entry per person (including, as applicable, household, email and/or phone number) regardless of method of entry. No mechanically reproduced entries of any kind permitted. Illegible and incomplete entries are void. Sponsor is not responsible for lost, late, misdirected entries or entries not received regardless of cause. In the event of a dispute over who submitted an online entry, the entry will be deemed to have been submitted by the authorized account holder of the e-mail account identified on the online entry form. The authorized account holder is deemed to be the natural person who is assigned to the e-mail address by the relevant entity responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entries become the property of Sponsor and will not be returned.

PRIZE DRAWING: Potential winner(s) will be selected by random drawing on the dates listed above for each Phase of the Sweepstakes. Limit one prize per person (including, if applicable, household, email and/or phone number). Odds of winning will depend upon the number of eligible entries received.

PRIZES: The following prizes, in the quantities noted and having the listed approximate retail value ("ARV"), will be awarded. The total ARV of all prizes is \$325.00.

1. *First Prize* (13): \$25 gift cards as described below.

Phase	Gift Cards	Gift Card Value
1	itunes	\$25.00
2	GooglePlay	\$25.00
3	WKU Bookstore	\$25.00
4	Starbucks	\$25.00
5	Target	\$25.00
6	Service One	\$25.00
7	WKU Bookstore	\$25.00
8	itunes	\$25.00
9	Starbucks	\$25.00
10	Fandango Movie Tickets	\$25.00
11	WKU Bookstore	\$25.00
12	Amazon	\$25.00
13	Service One	\$25.00

Prizes are awarded "AS IS." Neither Sponsor nor Sponsor Affiliates make offer any warranty or guarantee, either express or implied (including, without limitation, quality, merchantability and fitness for a particular purpose) in connection with this Sweepstakes or any prize. Prize details and availability are subject to change, in which case a prize of equal value may be substituted at Sponsor's sole discretion. Prizes consist only of the items listed, are non-transferable, with no cash redemption or substitution except at Sponsor's sole discretion. Federal, state, or local taxes on prizes, if any, and any other costs, fees or expenses not listed above are the sole responsibility of each winner.

NOTIFICATION: Winner(s) will be notified by direct message on Facebook to the account used to submit the potentially-winning entry or using another available contact method as determined solely by Sponsor. To claim a prize, Sponsor may require winner(s) to complete, sign, and return Affidavit of Eligibility/Liability Release/Publicity Release forms, and other applicable documents, which may require a social security number, postmarked within ten (10) days of the date on the notification. At Sponsor's discretion, winners may be required to produce picture or some other form of proper identification to claim any prize. Sponsor reserves the right to substitute any prize with prize of equal or greater value. If a potential winner cannot be contacted, fails to timely claim the prize, is disqualified, fails to timely

execute and return any required forms, or if the prize notification is returned as undeliverable, an alternate winner will be selected from other potential winners and/or by random draw from all remaining eligible entries. If by reason of printing or other error, more prizes are claimed than the number of prizes set forth in these Official Rules, a random drawing will be held to award the advertised number of prizes in the relevant category. Under no circumstances will more than the advertised number of prizes be awarded.

PUBLICITY & MARKETING: Acceptance of any prize constitutes permission to the Sponsor to use winners' name, voice, statements, image and likeness for purposes of advertising and trade, in any medium, without further compensation or notice, unless prohibited by law. Submission of contact information in connection with this Sweepstakes (whether or not required), including mailing address, phone number, and email address during entry constitutes permission for Sponsor to add entrant to Sponsor's customer database and to contact entrant in the future for promotional and other reasons. You may opt-out of receiving such communications as set forth in Sponsor's Privacy Policy (located at www.socu.com/privacy) or as provided within any such marketing materials (e.g., using the "Unsubscribe" feature provided in the footer of Sponsor's emails).

NO LIABILITY & INDEMNIFICATION: Sponsor, Sponsor Affiliates, and Facebook, Inc. are not responsible for and entrants release each from any failures of any kind (whether caused by computer, technical, or human error) which may either limit the entrant's ability to submit an entry, claim a prize, or otherwise participate in this Sweepstakes, or Sponsor's ability to include all eligible entries, conduct random drawings, notify potential winners, or otherwise execute this Sweepstakes in the manner intended. Entrants further release and agree to indemnify Sponsor, Sponsor Affiliates, and Facebook, Inc. from any and all liability, claims or actions of any kind whatsoever arising from injuries, damages, or losses to persons or property which may be sustained in connection with this Sweepstakes including, but not limited to: (a) the receipt, ownership or use of any prize awarded; (b) any travel or prize-related activity; (c) any typographical or other error in these Official Rules or any other materials disseminated by Sponsor; and (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with any equipment, systems, networks, lines, satellites, servers, computers, or providers used by an entrant or Sponsor.

OTHER TERMS: Decisions of Sponsor on all matters related to the Sweepstakes are final. Sponsor reserves the right to cancel or modify the Sweepstakes for any reason, including but not limited to, if fraud, misconduct or technical failures destroy the integrity of the Sweepstakes, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the Sweepstakes as determined by Sponsor, in its sole discretion. Sponsor reserves the right to disqualify or prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation or with any provision in these Official Rules. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL & CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND/OR SEEK DAMAGES FROM ANY INDIVIDUAL MAKING ANY SUCH ATTEMPTS TO THE FULL EXTENT PERMITTED BY LAW.**

NO AFFILIATION WITH FACEBOOK: This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook. Any questions, comments or complaints regarding the Sweepstakes should be directed to Sponsor, not Facebook.

NO AFFILIATION WITH STARBUCKS, TARGET, AMAZON, WKU BOOKSTORE, ITUNES, FANDANGO OR GOOGLEPLAY: This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Starbucks, Target, Amazon, WKU Bookstore, iTunes, Fandango or

GooglePlay. Any questions, comments or complaints regarding the Sweepstakes should be directed to Sponsor, not Starbucks, Target, Amazon, WKU Bookstore, iTunes, Fandango or GooglePlay.

WINNER LIST: To obtain a list of winners (available after April 22, 2014), send a self-addressed, stamped envelope (residents of Vermont may omit return postage) to: Service One Credit Union, Inc., Attention: Marketing Department, PO Box 51770, Bowling Green, KY 42102-6770. Requests must be received within ninety (90) days after the end of the Promotion Period.

SPONSOR: Service One Credit Union, Inc. PO Box 51770, Bowling Green, KY 42102-6770.