AN EVENING OUT IN LONDON WITH LIAM AND HARRY FOR TREKSTOCK PROMOTION OFFICIAL RULES

The Win An Evening Out With Liam And Harry For Trekstock Promotion begins at 00:00 a.m. GMT on July 8, 2013 (the "Promotion Start Date") and ends at 11:59 p.m. PST on August 19, 2013 [06:59 a.m. GMT on August 20] (the "Promotion End Date") (such period referred to herein as the "Promotion Period"). The Promotion (as defined below) consists of a contest and a sweepstakes (the "Contest" and the "Sweepstakes", respectively, and, together, the "Promotion"). The Promotion is sponsored by Prizeo Ltd. (the "Sponsor").

1. HOW TO ENTER: NO PURCHASE OR DONATION NECESSARY TO ENTER OR CLAIM PRIZE. NEITHER A PURCHASE NOR DONATION WILL INCREASE YOUR CHANCES OF WINNING.

Participants may enter the Sweepstakes by visiting www.prizeo.com/liamandharry (the "Promotion Website") during the Promotion Period and making a donation to Trekstock. If you donate £3, $3, EUR 3 or AUD $3 you will receive 1 entry; £10, $10, EUR 10 or AUD $10 you will receive 4 entries and a special thank you video rom Liam and Harry and a digital signed polaroid; £25, $25, EUR 25 or AUD $25 you will receive 10 entries, the special thank you video and digital signed polaroid and you'll be send an exclusive campaign bracelet; £50, $50, EUR 50 or AUD $50 you will receive 20 entries, the special thank you video and digital signed polaroid, the exclusive campaign bracelet and a campaign t-shirt designed by Trekstock; $100, £100, EUR100, AUD $100 you will receive 50 entries, the special thank you video and digital signed polaroid, the exclusive campaign bracelet, the campaign t-shirt designed by Trekstock and Trekstock's famous 'Rock-Out' T-shirt as worn by Harry Styles; and, by entering your own self-selected donation amount above the foregoing amounts, you will receive the number of entries as is revealed to you on the Promotion Website at the time of your donation.

To enter the Sweepstakes without donating to the charitable organizations, visit the Promotion Website, print the free entry form and complete the form by hand using blue or black ink. Place the card in an envelope, affix first-class postage, and send it to the applicable Sponsor address, as indicated below in paragraph 7 below. Only one entry form per envelope will be accepted.

Participants may enter the Contest by using the 'Refer-A-Friend' feature to refer friends to make a donation to the charitable organization through the Sweepstakes. Each of the top ten (10) Contest entrants who refer the most friends who make donations to the charitable organizations through the Sweepstakes during the Promotion Period will win prizes, as set forth below.

Participation in the Promotion is voluntary and does not require you to purchase anything from Sponsor, nor to make a donation to the charitable organizations. No illegible, incomplete, forged, mechanically reproduced or altered entries will be accepted. All entries become the property of Sponsor and will not be returned.

2. PRIZES:

The one (1) winner of the Sweepstakes (the "Sweepstakes Winner") will receive a round trip travel package to London, England (date to be confirmed), three (3) nights accommodation in one of London Soho's hotels, £500 to spend in London's Carnaby Street and a an evening out with Liam and Harry in Soho (the "Sweepstakes Winner Prize"). The trip package consists of round trip, coach-class air transportation for the Sweepstakes

Winner and one (1) guest (and a guardian over 18 years old if the winner and their guest are both under 18) from a major international airport nearest the Sweepstakes Winner's home (determined by Sponsor in its sole discretion) to London, UK (approximate retail value ("ARV"): $2,500); accommodation for three (3) nights in London's Soho (venue to be confirmed), (one room, double occupancy, subject to availability) (ARV: $1,000); £500 cash in spending money (ARV: $750) and an evening out with Liam and Harry (ARV: $0). The Sweepstakes Winner and guest (and guardian, if applicable) must be available to travel on the dates specified by Sponsor, which may vary from the dates set forth above in the Sponsor's sole discretion, or forfeit the prize. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in these Official Rules, and those set forth by Sponsor's airline carrier of choice as detailed in the passenger ticket contract. If Sweepstakes Winner is located in the United Kingdom, or the trip destination is otherwise less than 250 miles from the Sweepstakes Winner's residence, the Sweepstakes Winner may be provided car service to and from the London accomodation. Sponsor is not responsible if any scheduled event is delayed, postponed or cancelled for any reason and the Sweepstakes Winner will not be reimbursed for tickets. All expenses, travel, and other costs not expressly stated in the package description above are the sole responsibility of winner, including transportation to and from the airports. Restrictions, conditions and limitations may apply. Lost, mutilated, or stolen tickets, vouchers or certificates will not be replaced. Sponsor is not responsible if the Sweepstakes Winner does not use ticket on day of event. ARV of the Sweepstakes Winner Prize ("Sweepstakes Winner ARV"): $4,250.

The Contest entrants who finish in the top 10 on the leaderboard as a result of referring the most friends who make a donation to the charitable organization through the Sweepstakes during the Promotion Period (the " Contest Winners") will receive: a signed One Direction hoodie (signed by all One Direction band members) (ARV: $70) (the "Contest Prizes"). Each of the top three (3) Contest entrants who refer the most number of friends who make a donation to the charitable organization through the Sweepstakes during the Promotion Period (the " Top Contest Winners") will receive an original signed Liam Payne or Harry Styles polaroid (ARV: $25) (the "Top Contest Prize"). Restrictions, conditions and limitations may apply. ARV of the Contest ("Contest ARV"): $775.

All winners of any prize or prizes with a value of $600 or greater who are citizens of the United States will be issued a 1099 U.S. Tax Form for the retail value of the prize. The ARV of travel may vary based on airfare fluctuations and distance between departure city and destination city. The winners will not receive the difference between the actual retail value and ARV. The odds of winning depend on the number of eligible entries received. Sponsor reserves the right to substitute prizes of equal or greater value. No other substitution or transfer of prizes permitted. Sponsor is responsible only for prize delivery and not prize utility.

3. ELIGIBILITY:

The Promotion is only open to individuals who registered members of www.prizeo.com and are at least thirteen (13) years of age at the time of entry. Regrettably, the residents of certain countries will be unable to enter the Promotion for a variety of reasons, which include local sweepstakes laws and compliance legislation. These countries are Burma/Myanmar, Cuba, Iran, Libya, North Korea, Sudan, Syria, Belgium, Malaysia, Norway, Sweden, Quebec, Portugal, Mexico, Saudi Arabia, Iraq, Jordan, Lebanon, Qatar, Indonesia, Yemon and all African nations with the exception of South Africa. Other countries are void where prohibited. Entries are limited to individuals only; commercial enterprises and business entities are not eligible. By participating in the Promotion, each participant accepts the conditions stated in these Official Rules, agrees to be bound by the

decisions of Sponsor and warrants that she/he is eligible to participate in the Promotion. Employees, independent contractors, officers, and directors of Sponsor, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and legal advisors, and their immediate family members and persons living in the same household, are not eligible to participate in the Promotion. THE PROMOTION IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW and is subject to applicable federal, state and local laws and regulations.

4. SELECTION OF WINNERS:

On or about August 20, 2013 (the "Drawing Date"), Sponsor will select the Sweepstakes Winner. The Sweepstakes Winner will be selected in a random drawing from all eligible entries received by the Sponsor during the Promotion Period. The Sweepstakes Winner will be notified by e-mail using the information provided to the Sponsor and will also be announced on the Promotion Website.

The Contest entrants with the ten (10) highest number of referred friends who make a donation to the charitable organizations through the Sweepstakes during the Promotion Period will be displayed on a leader board on the Promotion Website and will be notified by e-mail using the information provided to the Sponsor. Throughout the Promotion Period, Contest entrants will be able to track their status on the leader's board located on the Promotion Website.

In the event any of the winners do not accept the applicable prize within five (5) business days of such notice, the winner is ineligible, or the applicable prize or prize notification is not deliverable, an alternate winner may be contacted. Sponsor is not responsible for and shall not be liable for late, lost, misdirected or unsuccessful efforts to notify the winners. The winners agree to Sponsor's use of her/his name, address, likeness, and/or prize information for promotional purposes in any medium without additional compensation to the extent permitted by law. Where lawful, the winners may be required to sign and return a Publicity Consent and Liability Release.

5. CONDITIONS: Sponsor and Trekstock, and their respective agents, directors, officers, shareholders, employees, insurers, servants, parents, subsidiaries, divisions, affiliates, predecessors, successors, representatives, advertising, promotion, and fulfillment agencies, and legal advisors (the "Released Entities"), are not responsible for, shall not be liable for, and hereby disclaim all liability arising from or relating to: (i) late, lost, delayed, damaged, misdirected, misaddressed, incomplete, or unintelligible entries; (ii) telephone, electronic, hardware or software program, network, Internet, computer or other malfunctions, failures, or difficulties of any kind, whether human or technical; (iii) failed, incomplete, garbled, or delayed computer or e-mail transmissions; (iv) any condition caused by events beyond the control of Sponsor; (v) any injuries, losses, or damages of any kind arising in connection with or as a result of any prize, or any portion thereof that may have been awarded, or acceptance, possession, or use of any prize, or any portion thereof that may have been awarded, or from participation in the Promotion; or (vi) any printing or typographical errors in any materials associated with the Promotion. Sponsor reserves the right, in its sole discretion, to suspend, modify or cancel the Promotion should any unauthorized human intervention or other causes beyond Sponsor's control corrupt or affect the administration, security, fairness or proper conduct of the Promotion. In the event that proper administration of the Promotion is prevented by such causes as contemplated above, Sponsor will pick the winners from all eligible, non-suspect entries received prior to such action. By participating in the Promotion, participants and winners agree to release, discharge and hold harmless the Released Entities, and all others

associated with the development and execution of the Promotion, from any and all losses, damages, rights, claims and actions of any kind arising out of or relating to the Promotion, participation in the Promotion, any prize, or any portion thereof that may have been awarded, and/or acceptance, possession, use or misuse of any prize, or any portion thereof that may have been awarded, including but not limited to statutory and common law claims for misappropriation or participant's right of publicity. This Promotion shall be governed by UK law. By participating in this Promotion, participants agree that UK courts shall have jurisdiction over any dispute or litigation arising from or relating to this Promotion and that venue shall be only in the UK.

6. **WINNERS LIST**: The first name, last initial, city and state of the winners and a copy of these Official Rules will be available on the Promotion Website shortly following the Drawing Date and for ninety (90) days thereafter.

7. **SPONSOR**: Prizeo Ltd.

For UK, Europe, Middle East and Asia and Asia Pacific Residents:
Prizeo Ltd
55 Drury Lane
London
WC2B 5RZ
United Kingdom

For USA and South America Residents:
Prizeo US, Inc.
631 Sierra Bonita Avenue
West Hollywood
Los Angeles
CA 90036

Prize provider: Trekstock , 4 Lowndes Court, Carnaby Street, London, W1F 7HE. Registered charity number 1132421.

8. **NOTICE**: Sponsor reserves the right to prosecute and seek damages against any individual who attempts to deliberately undermine the proper operation of the Promotion in violation of these Official Rules and/or criminal and/or civil law.

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