

**WESTERN UNION® “The WU® Gift Box” GIVEAWAY
OFFICIAL RULES
NO PURCHASE/TRANSACTION NECESSARY TO ENTER OR WIN
A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING**

- PROMOTION PERIOD:** The Western Union® “WU® Gift Box” Giveaway (the “Giveaway” or the “Promotion”) sponsored by Western Union Financial Services, Inc. (the “Sponsor”) begins at 12:00:00 AM Eastern Time (“ET”) on **April 15, 2017** and ends at 11:59:59 PM ET on **July 15, 2017** (the “Promotion Period”).
- ELIGIBILITY:** The Promotion is open only to legal U.S. residents (having a valid Tax Identification Number (TIN) or Social Security Number (SSN), 18 years of age or older at time of entry. To participate in the Promotion, you must be a member of the Western Union® My WU® membership program (the “Program”) at time of entry and at time of award. Membership is free; see below for information on how to become a Western Union® My WU member. Employees of Western Union Financial Services, Inc. (“Sponsor”), its affiliates and subsidiaries, Western Union Agents and Sub-agents, vendors and promotion agencies (collectively “Released Parties”) as well as the immediate family (spouse, parents, siblings and children, regardless of where they reside) and the household members of each employee, are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and the Sponsor’s and Administrator’s decisions, which are final and binding in all matters related to the Promotion. Winning a prize and/or award is contingent upon fulfilling all requirements set forth herein.

To become a Western Union® My WU® member, visit www.mywu.com or call 1-877-984-0469 toll free to enroll. Once enrolled, you will receive your Western Union My WU® membership number, which can be used immediately.

- HERE’S HOW TO ENTER/PLAY:** To enter and play the “WU® Gift Box” Giveaway, visit www.wu.com/mywu/us/alwayson anytime during the Promotion Period, log-in using your My WU® membership number (your “My WU number”) and follow the on-screen instructions to participate in the Giveaway. You will initially be required to confirm your email address and primary phone number. Click on the WU® Gift Box image to reveal an Official Giveaway Message. If you receive an Official Prize or Award Points Giveaway Message, the My WU prize or award points revealed will be automatically added to your My WU® account balance, subject to verification of eligibility and compliance with these Official Rules. The person participating in the Giveaway as noted above and identified by Western Union as the registered owner of the My WU® membership number used at time of entry will be deemed the “Entrant.”

EACH ENTRANT MAY ENTER/PLAY ONE TIME PER DAY DURING THE PROMOTION PERIOD. For purposes of this Promotion, a “day” is defined as a 24-hour period, beginning at 12:00:00 AM ET and ending 24 hours later. An Entrant can use only one My WU number to enter and play. Winners will be determined through random computer generation methodology. Odds of receiving an Official Award Points Giveaway Message will depend upon the date and time you enter/play the Giveaway.

- AVAILABLE PRIZES, AWARDS AND VALUES:** There are a total of 130 prizes with an approximate value of \$1,395 and a total of 24,000 Awards with an approximate value of \$15,000 being offered during the promotion period, as detailed below:

	Level	Quantity Offered	Description	Approximate Value of Each
Prizes	First	5	450 My WU points	\$69.75
	Second	25	150 My WU points	\$23.25
	Third	100	30 My WU points	\$4.65
Total Prizes offered: 130 – Total approximate value: \$1,395				
Awards	Fourth	12,000	5 My WU points	\$0.78
	Fifth	12,000	3 My WU points	\$0.47
Total Awards offered: 24,000 – Total approximate value: \$15,000				

No substitution or transfer of any prize/award permitted, except that Sponsor may in its discretion substitute a prize/award of equal or greater value. My WU Points have no cash value and may only be redeemed at www.westernunion.com/mywu/us/rewards. Terms and Conditions for the My WU Membership Rewards program apply. Visit www.westernunion.com/mywu/us/rewards for more information on available rewards. All rewards and benefits offered are

subject to change and availability or cancellation without prior notice from Western Union. Prizes/awards consist of only the items specifically listed as part of the prize/award.

5. **GENERAL RULES:** All applicable federal, state and local taxes on prize and any expenses relating to the acceptance/use of prize not specified herein are the sole responsibility of winner. Winners of prizes with an aggregate value of \$600 or more will be contacted via phone and/or email and will be required to sign and return an Affidavit of Eligibility/Release and where permissible, Publicity Release ("Documents") within 7 days of attempted notification. If a potential winner cannot be contacted, fails to sign and return the Documents or any other requested information within the required time period, or if potential winner's participation in the Program is suspended or terminated for any reason, prize will be forfeited and Sponsor will have no further obligation. If an Entrant submits more than the stated number of entries permitted, and/or if the Sponsor suspects that an Entrant attempted to obtain additional entries by using multiple email addresses, My WU numbers, identities or any other method, all entries submitted by the Entrant may be declared null and void. Entrants/winners agree to release, discharge and hold harmless Released Parties from and against any and all liability (including damages caused or claimed to be caused) arising out of participation and/or acceptance/use of prize, and agree to be bound by the Official Rules and the decisions of the Sponsor, which are final. Acceptance of prize constitutes permission for the Sponsor and its agencies to use winners' names and/or likenesses for purposes of advertising and trade without further compensation, including a winners list, unless prohibited by law. Claims may not be resolved through any form of class action. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. All material submitted becomes the sole property of Sponsor and will not be returned. If for any reason, including but not limited to an administrative, printing, production or other error or due to incorrect announcements of any kind, more winning Official Award Point Giveaway Messages are distributed or more prizes and/or awards are claimed than are intended to be awarded for any prize/award level according to these Official Rules, intended prizes and/or awards will be awarded in a random drawing from among all verified claims received for that prize/award level. In no event will Sponsor be obligated to award more than the stated number of prizes and/or awards. In the event of a printing, production or other error neither the Sponsor nor its respective agents and agencies shall have any liability. This Giveaway and these Official Rules shall be interpreted in accordance with the laws of Colorado without regard to its principles of conflicts of law. Jurisdiction and venue shall be solely within the State of Colorado.
6. **PRIVACY: The personal information you submit in connection with this Promotion is collected by Sponsor and will be subject to Sponsor's Privacy Statement ("Statement"). Sponsor may disclose your personal information to third parties as explained in the Statement. To obtain a copy of the Statement, visit Sponsor's website at www.westernunion.com or call 1-800-562-2598 and ask for a copy of Sponsor's Privacy Statement. Information disclosed may include financial background; identification, such as name and address; transaction information; and other information relating to financial matters. Recipients may include financial institutions; retailers; companies that process transactions or provide other services for Sponsor; government agencies; and direct marketers. You may opt out of (direct Sponsor not to make) certain disclosures. If you do not opt out, Sponsor will assume that you agree that your information may be used as the Statement describes. To opt out, call 1-800-562-2598.**
7. **NOTICE TO ENTRANTS: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.** The Sponsor and its agents are not responsible for any (i) incorrect announcements of any kind, (ii) technical hardware or software failures of any kind, including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the promotion, (iii) lost or unavailable network connections, or (iv) failed, incomplete, garbled, or delayed computer transmission that may limit a user's ability to participate in the Promotion. The Sponsor assumes no responsibility for undeliverable emails resulting from any form of active or passive email filtering by a user's Internet service provider and/or email client or for insufficient space in user's email account to receive email messages. Sponsor and its agencies are not responsible for Entries not received due to lost, failed delayed or interrupted connections or miscommunications, or to other electronic malfunctions, delays, or errors of any kind in the transmission or receipt of Entries. Sponsor is not responsible for incorrect or inaccurate Entry information, whether caused by any human or technological error that may occur in the processing of Entries in this Promotion. Any other attempted form of Entry not specified herein is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. The Sponsor reserves the right to cancel or modify the Promotion if fraud, misconduct, or technical failures destroy the integrity of the Promotion or if a computer virus, bug, or other technical problem corrupts the administration or security of the Promotion as determined by the Sponsor in its sole discretion. In the event a dispute arises regarding the specific individual entitled to receive a prize, Entry will be declared made by the person assigned to the My WU membership number associated with the Entry. Proof of submitting entries will not be deemed to be proof of receipt by the Sponsor. The Sponsor reserves the right to prohibit

the participation of an individual if fraud or tampering is suspected or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

8. **WINNERS LIST:** The names of Winners of prizes valued at \$25 or more and the Official Rules will be posted at www.wu.com/mywu/us/alwayson on or about 7/30/17 or after all winners have been determined.
9. **SPONSOR:** Western Union Financial Services, Inc., 12500 E. Belford Avenue, Englewood, CO 80112.
10. **ADMINISTRATOR:** Marden-Kane, Inc., 195 Froehlich Farm Blvd., Woodbury, NY 11797.