

Awkward Family Photos and Embassy Suites "Awkward Vacation Contest"

OFFICIAL RULES

NAME OF PROMOTION: Embassy Suites Awkward Family Vacation Contest

SPONSOR: Hilton Worldwide, 7930 Jones Branch Drive, Ste 1100, McLean, VA, 22102

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

ADMINISTRATOR: Awkward Family, LLC. 16255 Ventura Blvd. Suite 525 Encino, CA 91436.

ELIGIBILITY REQUIREMENTS: The Promotion is open only to individuals who 1) are legal residents of the fifty (50) United States, The District of Columbia, Puerto Rico and Canada (excluding Quebec) 2) are the age of majority in their state/jurisdiction of residence at the time of entry; 3) have access to the Internet and have not purchased Internet service in order to participate in this Promotion; and 4) are not employees, officers, directors, immediate family members (spouse, parent, child, sibling or their respective spouses, regardless of where they reside, or member of the same household, whether or not related) of Sponsor, Awkward Family, LLC, or each of their respective parent(s), affiliated companies, subsidiaries, licensees, advertising and promotion agencies (collectively, the "Sponsor"), and any and all other companies associated with the Promotion. The Promotion is subject to all applicable federal, state and local laws, rules and regulations. Void outside the United States where prohibited or restricted by law, rule or regulation. Void in Quebec, other U.S. territories and possessions and where prohibited.

AGREEMENT TO OFFICIAL RULES: By participating in the Promotion or by accepting the prize(s), the entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor, which are final and binding in all matters related to the Promotion, and also agrees to accept any prize(s) as awarded based on availability. In addition, the entrant represents and warrants that he or she has complied with these Official Rules and Content Restrictions as applicable. Whether an entrant receives a prize is contingent upon fulfilling all requirements set forth herein.

TIMING: The Promotion begins on July 13, 2011 at 9:00 a.m. Pacific Time ("PT") and ends on August 10, 2011 at 11:59 pm PT (the "Promotion Period"). The Promotion consists of both an entry period from July 13th, 2011 at 9:00 am PT until August 2, 2011 at 9:00 pm PT (the "Entry Period") and a voting period from August 3rd, 2011 at 6:00am PT until August 9th, 2011 at 11:59pm PT (the "Voting Period"). The Sponsor computer is the official time-keeping device for the Promotion.

HOW TO ENTER: During the Promotion Period, the Eligible Entrant will need to visit <http://awkwardfamilyphotos.com/embassysuites> ("Website"), complete and submit the registration fields, upload an original photo depicting an awkward vacation photo (your "Submission") and click "submit" to enter for a chance to win. An Eligible Entrant may submit more than one entry. The Sponsor or Administrator is not responsible for entries that, for any reason, are not received, or for entries that are received, but are not decipherable for any reason. By completing the registration and uploading your Submission, you agree that it conforms to the Content Restrictions as defined below and that the Sponsor or Awkward Family, LLC, in its sole discretion, may remove your Submission and disqualify you from the Contest if it believes that your Submission fails to conform to the Content Restrictions or these Official Rules.

CONTENT RESTRICTIONS:

The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement; The entrant must own the rights or have written permission from the owner to the photo submission; The Submission must not contain images or artwork not created by entrant; The Submission must not contain material that is inappropriate, indecent, obscene, hateful, tortuous, defamatory, slanderous or libelous; The Submission must not depict any harmful or dangerous act, nor may it depict or be the result of any activity that disturbs the peace or creates unsafe or hazardous conditions, as determined by Sponsor in its sole discretion; The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where the Submission is created.

FOR ALL SUBMISSIONS:

Entrants must have permission from all individuals that appear in the Submission (if any) to use their name and likeness in the Submission and to grant the rights set forth herein. If requested, the entrant must be able to provide such permissions in a form acceptable to Sponsor or Administrator. Uploading a Submission constitutes entrant's consent to give Sponsor and Administrator a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, the entrant will sign any documentation that may be required for the Sponsor, Administrator or its designees to make use of the non-exclusive rights the entrant is granting to use the Submission. Released Parties (as defined below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions; all of which will be void. The Sponsor and the Administrator reserve the right to treat as void any Submissions that do not comply with these Official Rules and Content Restrictions. In the event of a dispute as to any Submission, the authorized account holder of the email address used to register will be deemed to be the entrant and must comply with these Official Rules and Restrictions. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each entrant may be required to show proof of being an authorized account holder.

WINNER DETERMINATION:

Awkward Family, LLC will collect all registration information for Eligible Entrants submitted on or before August 2, 2011 at 9:00 pm PT. Awkward Family, LLC and the Sponsor will choose the top twenty (20) vacation photo Submissions to be displayed at <http://awkwardfamilyphotos.com/embassysuites> on August 3, 2011, to be voted on by the voting community (which includes any visitor to AwkwardFamilyPhotos.com during Voting Period of the Promotion Period) as the photo that best represents an "Awkward Vacation photo." Each member of the community will be allowed five (5) votes. The photo with the most votes as of 11:59pm PT on August 9, 2011, will be determined as the grand prize winner. The next five (5) photos receiving the most votes will be determined as the five (5) runners-up prize winners. There will be one grand prize winner and five runner-up prize winners. (See below for prize details.)

Each potential winner will be required to sign an Affidavit of Eligibility, a Liability/Publicity Release (where lawful) within five (5) business days of notification. If the potential winner does not complete the required forms as instructed and/or return the required forms within the time period listed on the winner notification message, the Sponsor may disqualify the potential winner and, at

the Sponsor's option, select an alternate winner. If the final winner(s) is under the age of 18 at the time of entry, the prize won by that winner will be awarded to a parent or legal guardian in trust for the minor.

PRIZES: One grand prize winner and five runner-up winners will be selected. Grand Prize (1): One grand prize winner will receive fourteen (14) Be My Guest Certificates, each valid for one (1) night hotel accommodations in a standard suite at any Embassy Suites Hotel worldwide of winner's choice and a check in the amount of \$15,000 for airfare or other activities related to the vacation, plus 6% allowance for local and/or state sales tax and 20% allowance for other taxes, issued in US dollars by check made payable to the grand prize winner. Any difference between actual sales tax amount incurred and the allowance or between the actual other tax amount incurred and the allowance will not be awarded to the grand prize winner. Be My Guest Certificates must be redeemed at one of three Embassy Suites properties – Embassy Suites Waikiki Beach Walk, Embassy Suites Lake Tahoe Hotel & Ski Resort, or Embassy Suites Greenville Golf Resort & Conference Center. Certificates are subject to terms and conditions specified thereon. Certificates expire one year from date of issue. Certificate applies to room rate and corresponding tax only and does not apply to gratuities or incidental charges. Seven (7) days advanced reservation required. Hotel accommodations are subject to availability. Must disclose use of certificate at time of reservation and must book a **non-prepaid** reservation. Vacation US\$17,660; sales tax allowance US\$1,060; and other tax allowance \$3,532. Total Approximate Retail Value ("ARV") of grand prize: US\$22,252. All federal, state and local taxes in connection with the receipt and use of the grand prize and any other expenses associated with grand prize acceptance and use not stated herein as being provided are the sole responsibility of the grand prize winner. Grand prize winner will be issued IRS Form 1099.

Runners Up: Five (5) runners up will receive two (2) Be My Guest Certificate, each valid for one (1) night in a standard suite at any Embassy Suites Hotel worldwide of winner's choice and one Awkward Family Photos signed book. Approximate Retail Value ("ARV") of runner up prize: US\$ 380 each. Certificates are subject to terms and conditions specified thereon. Certificates expire one year from date of issue. Certificate applies to room rate and corresponding tax only and does not apply to gratuities or incidental charges. Seven (7) days advanced reservation required. Hotel accommodations subject to availability. Must disclose use of certificate at time of reservation and book a non-prepaid rate. Total ARV of all runner-up prizes: US\$1,900.

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 (or any portion thereof) with one of comparable or greater value. Runner-up prize winners are responsible for all applicable federal, state and local taxes (including any income and withholding taxes) as well as any other costs and expenses related to prize acceptance and use not set forth herein as being provided, including without limitation, transportation costs, gratuities and incidental charges. All prize details are at Sponsor's sole discretion. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. Limit one (1) prize per household.

NOTIFICATION: The potential winners will be notified by email on or around August 10th, 2011 to request all eligibility information, and to complete a prize affidavit, and W-9 form (grand prize winner only) following determination of the winners (the "Prize Notification"). In the event that the Prize Notification is returned as undeliverable, or the potential Winner is otherwise unreachable for any reason, the Sponsor may award to an alternate potential Winner. If any potential Winner does not respond to any such Prize Notification within five (5) days of date of receipt, a disqualification will result, and the Prize will be forfeited, at the Sponsor's sole discretion. Failure to submit any identification required by Sponsor or to return the required documents within the specified time period, noncompliance with these Official Rules or the return of any Prize or Prize

Notification as undeliverable may result in disqualification, and Prize will be forfeited and, at Sponsor's sole discretion and time permitting, may cause an alternate potential Winner to be chosen from among all remaining eligible entries.

WAIVER OF LIABILITY/PUBLICITY RELEASE: By participating in the Promotion and submitting an entry/entries, each entrant agrees to (i) be bound by these Official Rules, including all entry requirements, and (ii) waive any and all claims against Awkward Family, LLC and Sponsor and their respective parents, affiliated companies, subsidiaries, officers, directors, employees, agents, licensees, distributors, dealers, retailers, printers, representatives and advertising and promotion agencies, and any and all other companies associated with the Promotion, and all of their respective officers, directors, employees, agents and representatives (collectively, "Released Parties") for any injury, damage or loss of any kind, to persons or property that may occur, directly or indirectly, in whole or in part, from the participation in the Promotion or from the receipt, acceptance, use or misuse of any Prize (including without limitation any travel or activity related to the receipt or use of any Prize). By entering this Promotion, each entrant gives their express permission to be contacted by the Sponsor, the Prize Sponsor and/or their respective designees by telephone, e-mail and/or postal mail for Promotion purposes only. Each Winner, by acceptance of Prize, grants to the Sponsor, the Administrator, and the Prize Sponsor, and each of their respective designees the right to publicize such Winner's name, address (city, state, and country of residence), photograph, voice, statements and/or other likeness and prize information in any media now known or hereafter devised, throughout the world, in perpetuity, without limitation and without additional compensation or consideration, notification or permission, unless prohibited by law.

GENERAL CONDITIONS: By participating in the Promotion and submitting an entry/entries, each entrant agrees to all terms and conditions and further agrees that the Released Parties are not responsible for stolen, late, incomplete, inaccurate, misdirected, lost, damaged, delayed, postage-due or garbled entries, email or mail; 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 problems of any kind whether human, mechanical, electronic, network (such as Twitter), computer, typographical, printing or otherwise relating to or in connection with the Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing of entries, the announcement of the Prize or in any Promotion-related materials, or the cancellation or postponement of any travel flight or lodging. For details regarding collection of information from Eligible Entrants, please consult the privacy policy available on the Sponsors' Websites. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion. 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 Promotion or downloading materials from or use of the Website. Persons who tamper with or abuse any aspect of the Promotion or website or attempt to undermine the legitimate operation of the Promotion by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or Sponsor's representatives or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Promotion should any portion of the Promotion 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, and, if terminated, Sponsor and Administrator will select the top twenty Submissions for voting upon by voting community from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. If terminated during

Voting Period, winners will be determined based upon votes received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Any attempt to deliberately damage the content or operation of this Promotion is unlawful and subject to legal action by the Sponsors, the Prize Sponsors or their respective agents. Sponsors shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Promotion, and to resolve all disputes in their sole discretion. Released Parties (i) make no warranty, guarantee or representation of any kind concerning any prize, and (ii) disclaim any implied warranty. Any Sponsor's or Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. All disputes will be resolved under applicable U.S. laws in the State of California.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of participants or Sponsor in connection with this Promotion will be governed by the laws of the State of California without giving effect to any choice of law or conflict of law provisions that would cause the application of any other state laws. Any court of competent jurisdiction sitting within California will be the exclusive jurisdiction and venue for any dispute arising out of or relating to this Agreement. You hereby waive any argument that any such court does not have jurisdiction over you or such dispute or that venue in any such court is not appropriate or convenient. The Sponsors and Administrator will be entitled to recover their court costs and reasonable attorneys' fees and expenses incurred in successfully proving any breach of any term of these Official Rules. Claims may not be resolved through any form of class action.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS AND ADMINISTRATORS WILL DISQUALIFY ANY SUCH ENTRANT AND RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW. Entries generated by a script, macro or other mechanical or automated means will be disqualified.

WINNERS LIST/OFFICIAL RULES: To obtain a copy of any legally-required winners list, send a self-addressed stamped envelope (residents of Vermont may omit return postage) to The Embassy Suites Awkward Vacation Contest Winners List, c/o Awkward Family, LLC, 16255 Ventura Blvd., Suite 525, Encino, CA 91436. All such requests must be received by August 22, 2011. These Official Rules will be posted on the Website.