100th Anniversary Timeline Sweepstakes
Official Rules

NO PURCHASE NECESSARY TO ENTER OR CLAIM PRIZES. NON-PURCHASE AND PURCHASE ENTRIES HAVE AN EQUAL CHANCE OF WINNING

PRIZE: One $100 ESL Visa gift card will be awarded to five winners on or around April 22, 2020.

ENTRY PERIOD: The Sweepstakes begins at 9:00 AM Eastern Time (ET) on February 24, 2020 and ends at 11:59 pm ET on March 27, 2020 (the “Entry Period”). Entries submitted before or after the Entry Period will not be eligible. Sponsor’s computer is the official time-keeping device for the Sweepstakes.

PROMOTION PERIOD: Beginning at 9:00 AM Eastern Time (“ET”) February 24, 2020 and ending at 11:59 pm ET March 27, 2020.

HOW TO ENTER: No purchase is necessary to enter. Go online to esl.org to the 100th Anniversary Timeline Sweepstakes landing page; complete and submit the form with your answers, name, address, email, and telephone number. Only submissions with correct answers will be qualified to win. Winners will be chosen at random. One entry per person. No mechanical reproductions permitted. Void where prohibited.

ALTERNATIVE MEANS OF ENTRY: No purchase is necessary to enter. To enter without purchase or other obligation: Hand print or type your name, address (no P.O. Box), city, state, Zip Code, day and evening phone numbers, and the words 100th Anniversary Timeline Sweepstakes Alternative Means of Entry c/o ESL Federal Credit Union, P.O. Box 92714, Rochester, NY 14692-8814. Non-purchase entries must be postmarked by March 27, 2020 for the drawing. Winners will be chosen at random. One entry per envelope. No mechanical reproductions permitted. Void where prohibited.

ELIGIBILITY: Sweepstakes is open to legal residents of New York State who are 18 years of age and older. Employees, Board members and immediate family members (living in the same household as the ESL employee) of ESL, ESL Investment Services, LLC, ESL Trust Services, LLC, and Cooper/Haims, LLC, are not eligible. Sweepstakes are subject to all applicable federal, state, and local laws and regulations.

DRAWING: Drawing will be held at close of business on April 1, 2020.

ODDS: The number of entries received determines odds of winning.

PRIZE: One (1) $100 ESL Visa gift card will be awarded to five winners, at a total value of $500.

PRIZE RESTRICTIONS: The ESL Visa gift card has no expiration date. Winners may not transfer prize rights or obtain substitutions.

NOTIFICATION OF WINNERS: Winners will be notified by telephone and required to sign and return within 21 days an affidavit of eligibility, release of liability and consent to use his or her name and likeness for advertising and publicity purpose without further consent. Failure to comply with all the conditions will result in prize forfeiture and selection of a new winner. Winner may not transfer prize rights. Failure to timely return required documents, or if documents are returned as undeliverable, or if we are unable to reach the winner using the information in our records, will result in prize forfeiture and the prize may be awarded to an alternate winner.
selected at random from the list of remaining Sweepstakes entries. All taxes on prizes are the
winner’s sole responsibility.

**LIMITATIONS OF LIABILITY:** ESL Federal Credit Union is not responsible for lost, late,
misdirected, damaged, incomplete, illegible or postage –due mail or entries, or for transactions
that are processed late or incorrectly or are lost because of computer error or malfunctions or
for transaction that are not processed through a bank or other authorized processing system.
The Sponsor reserves the right to cancel, suspend, or modify the Sweepstakes at any time with
or without notice to entrants or if fraud or technical failures compromise the integrity of the
Sweepstakes as determined by the Sponsor in its sole discretion and shall assume no
responsibility to entrants in such case.

By participating in the Sweepstakes, entrants and winners agree to release and hold harmless
Sponsor and its subsidiaries, affiliates, partners, representatives, agents, successors, assigns,
employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost
or expense whatsoever including without limitation, property damage, personal injury (including
emotional distress), and/or death which may occur in connection with preparation for, or
participation in, the Sweepstakes, or possession, acceptance and/or use or misuse of the prize
or participation in any Sweepstakes-related activity and for any claims or causes of action based
on publicity rights, defamation or invasion of privacy and merchandise delivery. By accepting the
prize, winners agree that any liability concerning or arising out of the prizes rests solely with the
manufacturer of the goods or their affiliates and/or the provider of the services or their affiliates.
Sponsor and its subsidiaries, affiliates, partners, representatives, agents, successors, assigns,
employees, officers and directors assume no responsibility for any injury or damage to entrants
or to any other person regardless of how caused, relating to or resulting from entering or
downloading materials in connection with this Sweepstakes. Entrants and winners acknowledge
that Sponsor has neither made nor is in any manner responsible or liable for any warranty,
representations or guarantees, express or implied, in fact or in law, relative to any prize,
including, but not limited to, express warranties provided by the manufacturer of the goods or
their affiliates and/or the provider of the services or their affiliates. Except where prohibited, all
issues and questions concerning the construction, validity, interpretation and enforceability of
these Official Rules, or the rights and obligations of entrant or Sponsor in connection with the
Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of
New York without giving effect to any choice of law or conflict of law rules. In addition, any
dispute relating to the Sweepstakes (including these Official Rules) shall be brought in the
appropriate state or federal court having jurisdiction over the subject matter located in the
County of Monroe, New York. Entrants hereby irrevocably consent to the personal jurisdiction of
said courts and waive any claim of forum non conveniens or lack of personal jurisdiction they
may have. This Sweepstakes is in no way sponsored, endorsed or administered by, or
associated with Facebook. By entering, entrants agree to a complete release of Facebook.

**OFFICIAL RULES REQUESTS:** For a copy of the full Official Rules, mail a self-addressed,
stamped envelope to: 100th Anniversary Timeline Sweepstakes Official Rules; c/o ESL Federal
Credit Union, 225 Chestnut Street, Rochester, NY 14604.

The Sponsor of the Sweepstakes is ESL Federal Credit Union, 225 Chestnut Street, Rochester,
New York 14604.

**WINNER’S LIST:** To obtain the name of the winners, available after April 22, 2020, mail a self-
addressed stamped envelope by April 22, 2020, to 100th Anniversary Timeline Sweepstakes
Official Rules; c/o ESL Federal Credit Union, 225 Chestnut Street, Rochester, NY 14604.

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