

IT'S FASHION METRO GIFT CARD SWEEPSTAKES

Official Rules:

1. NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED. The It's Fashion Metro Gift Card Sweepstakes ("Sweepstakes") begins at 12:00 PM (EST) on Monday, March 10, 2014 ends at 12:00 PM (EST) on Monday, April 21, 2014 (the "Promotion Period"). Enter online at <https://www.facebook.com/ItsFashionMetro>.

2. SPONSOR. It's Fashion Metro ("Sponsor"), 8100 Denmark Road, Charlotte NC 28273.

The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook. By entering, you understand that you are providing your information to the Sponsor and not Facebook. Any questions, comments or complaints regarding the Sweepstakes must be directed to the Sponsor, and not to Facebook.

3. ELIGIBILITY. The Sweepstakes is open only to legal residents of the 50 United States and the District of Columbia, 18 years of age or older at time of entry. Employees, officers and directors of the Sponsor, its affiliates, subsidiaries, agencies (advertising, promotional, fulfillment and marketing), their immediate families (parent, child, sibling & spouse) and persons living in the same households as such individuals (whether related or not) are not eligible to participate in the Sweepstakes. By entering the Sweepstakes, participants agree to release, discharge and hold harmless Sponsor, Facebook, their respective affiliates, subsidiaries, retailers, agencies and their respective officers, directors, employees and agents, from any and all damages whether direct or indirect, which may be due to or arise out of participation in the Sweepstakes or any portion thereof, or the acceptance, use/misuse or possession of prizes.

Upon entry submission, you agree to these "Official Rules" and to the decisions of Sponsor whose decisions are final and binding in all respects. Contestant affirms that he or she meets all Sweepstakes eligibility and compliance requirements and further releases Sponsor, its agents and representatives, from any and all publicity and/or liability claims whatsoever. Void where prohibited by law, rule or regulation. All federal, state and local laws and regulations apply.

4. HOW TO ENTER. To enter, visit <http://www.facebook.com/itsfashionmetro> during the Promotion Period, click on the "Sweepstakes" application tab, and follow the links and instructions to complete and submit the registration form. You will receive one (1) entry into the Sweepstakes. You can receive one (1) additional entry into the Sweepstakes for sharing on Facebook, Pinterest and/or Twitter. Limit: Only one entry response allowed per person. Multiple entrants are not permitted to share the same email address or Facebook account. If multiple responses are submitted or multiple email addresses are used, the entrant will be disqualified.

If you do not have a Facebook account you may sign up for free at www.facebook.com. In the event that you are selected as a winner, you must also supply a complete return U.S. postal mailing address, if requested by Sponsor.

5. DRAWINGS/PRIZES/ODDS OF WINNING. On or about the following dates, random drawings will be conducted by Sponsor from among all eligible entries received prior to each drawing: March 17, 2014, March 24, 2014, March 31, 2014, April 7, 2014, April 14, 2014, and April 21, 2014.

A total of six (6) drawings will be held. Each drawing will award the following prize:

(1) Prize: a \$100 It's Fashion Metro Gift Card, subject to terms and conditions stated on the Gift Card. Total approximate retail value of all prizes combined is \$600.

Non-winning entries for any drawing will be retained and included in subsequent drawings. Odds of winning in any drawing depend on the number of eligible entries received.

6. PRIZE AWARDING. Winners will be notified via Facebook and/or by email after March 17, 2014. Return of any prize notification as undeliverable will result in disqualification and selection of an alternate winner.

Sponsor will award prizes only upon winner verification and final approval. No prize substitution, cash equivalent of prizes, transfer or assignment of prize will be permitted, except by the Sponsor in its sole discretion, due to prize unavailability for any reason, and only then for a prize of equal or greater value.

If a winner is unreachable; ineligible; fails to claim the prize or reply to the email prize award notification message within four (4) days of notification; or if the email prize notification message is returned as undeliverable; or if the potential winner otherwise fails to fully comply with these "Official Rules," he/she will forfeit that prize and an alternate potential winner will be determined. Acceptance of a prize constitutes the winner's permission to the Sponsor to use the winner's name solely for advertising and promotional purposes as Sponsor so determines without notice or further compensation, except where prohibited by law.

All information collected will be treated in a manner consistent with the Sponsor's Privacy Policy stated at <http://www.itsfashionmetro.com>. If a dispute arises entries will be deemed made by the authorized account holder of the email address submitted at time of entry. The authorized account holder is defined as the natural person who is assigned an email address by an Internet access provider, online service provider or other organization that is responsible for assigning email addresses or the domain associated with the submitted email address. If in dispute, a potential winner must provide the Sponsor with satisfactory proof that he/she is the authorized account holder of the email address associated with the potentially winning entry.

All decisions of Sponsor will be binding and final.

7. DISQUALIFICATION. The Sponsor is not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed email delivery, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, failure of delivery via U.S. mail, or for incorrect or inaccurate entry information howsoever caused or other error of any kind whether human, mechanical or electronic. Entrants found tampering with or abusing any aspect of this Sweepstakes, as solely determined by Sponsor, will be disqualified. If disqualified for any of the above abuses, the Sponsor may terminate entrant's eligibility to participate in the Sweepstakes. If this Sweepstakes is compromised by virus, bugs, non-authorized human intervention or other causes beyond Sponsor's control which, in the sole opinion of Sponsor, corrupt or impair the administration, security, fairness or proper play of the Sweepstakes, the Sponsor may, at its sole discretion, suspend or terminate the Sweepstakes and will then award a prize, from all eligible entries received prior to (and after, if appropriate) the action taken by Sponsor.

The Sponsor is not responsible for any entry, which is generated by computer hardware or software, malfunction, error or failure, or is tampered with or subject to any non-authorized human intervention. The Sponsor is not responsible for any prize awards not delivered to the designated winner due to delivery problems associated with the United Postal Service.

8. TAX INFORMATION: All federal, state, local, and other taxes on prizes are the sole responsibility of the applicable winner.

9. GENERAL INFORMATION. This Sweepstakes is conducted in English (which will be given its everyday ordinary meaning), and any and all disputes will be resolved in the appropriate courts in the state of North Carolina, exclusively, and subject to the laws of the state of North Carolina. Should there be a conflict between the laws of the state of North Carolina and any other laws, the conflict will be resolved in favor of the laws of the state of North Carolina.

10. WINNERS LIST. To receive a list of winners, send a self-addressed stamped envelope to: It's Fashion Metro Advertising Department, c/o "It's Fashion Metro Gift Card Sweepstakes Winners List Request," PO Box 34216, Charlotte, NC 28234.

11. NAME REMOVAL PROCEDURE. If you would like your name removed from Sponsor's mailing list, go to <http://www.itsfashionmetro.com/unsubscribe> to unsubscribe from list.

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