

The Birthright Israel: Shorashim/Jewish National Fund Pay It Forward Sweepstakes

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN.

The Birthright Israel: Shorashim/Jewish National Fund Pay It Forward Sweepstakes (the "Sweepstakes") begins on Tuesday, September 5, 2017 at 10:00 AM Eastern Time ("ET") and ends when summer 2018 Birthright Israel: Shorashim registration closes. (the "Sweepstakes Period").

ELIGIBILITY: Sweepstakes is open to legal residents of the fifty (50) United States and the District of Columbia, who are at least 18 years of age. Paid full-time and contracted employees of Shorashim, Inc. and members of their immediate family (spouse, parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to enter or win. Void where prohibited by law. There must be 150 or more Valid Entries (as defined below) in the Sweepstakes, for the random drawing to occur and for the prize to be distributed. The Sweepstakes is subject to all applicable federal, state and local laws.

HOW TO ENTER:

There is one (1) method of entry for this Sweepstakes, as follows:

During the Sweepstakes Period, after completing the primary Birthright Israel application (located at <https://register.birthrightisrael.com/>), each applicant for a Birthright Israel: Shorashim trip (each such person, a "Trip Applicant") will be able to designate (each, a "Designation") one (1) individual as his or her source of referral (each such person, a "Participant") in the Shorashim secondary application (located at <https://status.israelwithisraelis.com/application-status-login>) (the "Secondary Application") in the "Friendship and Date requests" section of the Secondary Application. Each time a Participant is designated on a Secondary Application to the Pay It Forward sweepstakes, such Participant receives an entry in the Sweepstakes (each, a "Valid Entry"), provided that the following conditions are met: (i) all Participants must be eligible for the Sweepstakes in accordance with the terms and conditions set forth in these Official Rules, (ii) all Designations must be made online and include a valid email address and/or valid phone number for the Participant, and (iii) the Trip Applicant has deposited with Shorashim the requisite \$260. Birthright Israel deposit, of which \$250.00 is refundable and \$10.00 is a non-refundable processing fee. No other method of entry will be accepted. Provided that the foregoing conditions are satisfied, Participant will receive one (1) Valid Entry per Designation; however, there is no maximum number of Valid Entries per Participant. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these "Official Rules" and the decisions of Shorashim and the Jewish National Fund (collectively, "Sponsor"), including the interpretation of these Official Rules and its exercise of discretion, which will be final and binding in all respects.

ODDS: Odds of winning depend on the number of Valid Entries received during the Sweepstakes Period. Non-winning entries received from will not be considered for any subsequent drawings for future seasons or sweepstakes.

RANDOM DRAWINGS: One (1) winning Participant (the “Winner”) will be selected through a random, live drawing from all Valid Entries received during the Sweepstakes Period, such drawing to be held within six (6) months following the end of the Sweepstakes Period.

WINNER NOTIFICATION: Sponsor’s decisions are final and binding on all matters relating to this Sweepstakes. Sponsor will tally Valid Entries received from every Secondary Application received and notify the Winner via email or by phone (the “Notice”) to let the Winner know that he/she won the Sweepstakes and with instructions on how to receive the Trip Prize (as defined below). The Winner may be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within the time period specified by Sponsor (collectively, the “Documents”). The Trip Prize will automatically be forfeited by the Winner, and Sponsor will have no further obligations to such Winner, if(i) the Documents are not returned within the time period specified by Sponsor, (ii) the Winner does not respond to Sponsor within three (3) business days following the date on which Sponsor first delivers the Notice to the Winner, regardless of whether the Notice is returned as undeliverable or (iii) the Winner fails to comply with any of the terms of conditions contained in these Official Rules. Upon any such forfeiture of the Trip Prize, at Sponsor’s discretion, Sponsor may conduct an additional random drawing in accordance with the process described herein to choose a replacement winner (each, a “Replacement Winner”) and thenceforth the Replacement Winner shall be considered the “Winner” for all intents and purposes under these Official Rules. The process for winner notification, as set forth in this paragraph, shall apply to any such Replacement Winner.

PRIZES AND VALUES: Sponsor will be awarding one (1) prize in this Sweepstakes (the “**Trip Prize**”), which shall consist of:(i) one (1) roundtrip economy/coach airline ticket for each of the Winner and two (2) companions selected by the Winner (the “Companions”), in the Winner’s sole discretion, on a commercial passenger airline selected by Sponsor (the “Airline”), in its sole discretion, from a major commercial airport (the “Airport”) selected by Sponsor, in its sole discretion, to Tel Aviv, Israel, between the dates of April 1, 2019 and July 31, 2019 (the “Travel Period”) (with the Winner selecting the dates of departure and return, which must both fall within the Travel Period, subject to any restrictions set forth in these Official Rules); and (ii) a four (4)-night hotel stay for the Winner in Tel Aviv, Israel at a five-star hotel selected by Sponsor (the “Hotel”), in its sole discretion. The total approximate retail value (“**ARV**”) for the Trip Prize is: **\$2400**. Sponsor will pay up to the equivalent of 80,000 airline miles. Actual retail value of Trip Prize may vary depending on point of departure, travel dates and fare/rate fluctuations.

- **TRAVEL ARRANGEMENTS:** All travel arrangements must be made through the Sponsor or Sponsor’s designee. Certain restrictions and black out dates may apply. The winner of the Trip Prize and the Companions must travel as and when designated by Sponsor or the Trip Prize may be forfeited and a Replacement Winner may be selected. The Trip Prize is non-transferable, with no cash redemptions, equivalents or substitutions except at Sponsor’s sole and absolute discretion. All Trip Prize details not specified in these Official Rules will be determined in Sponsor’s sole and absolute discretion. Trip Prize details and availability are subject to change and the Airline’s and the Hotel’s (collectively, the “Prize Providers”) rules and restrictions, and in the event that Sponsor is unable to provide the winner with the Trip Prize, the Sponsor may elect to provide the Winner with the approximate value of such item in cash or award an alternate prize of comparable or greater value. Sponsor is not responsible for and the Winner will not receive the difference, if any, between the actual value of the Trip Prize at the time of award and the stated ARV in these Official Rules or in any Sweepstakes-related correspondence or materials. If Sponsor determines at any time, in its sole discretion, that the Winner is disqualified, ineligible, in violation of these Official Rules, Sponsor reserves the right to disqualify the

Winner even if the disqualified Winner may have been notified or displayed or announced anywhere. In the event the Winner (and/or the Companions) engage in behavior that (as determined by Sponsor or any Prize Provider in its or their sole and absolute discretion) is obnoxious, inappropriate, or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the Trip Prize/trip or other applicable experience early. The Winner shall be responsible for any and all damage caused and obligations incurred by the Winner or the Companions, whether while traveling on the Trip Prize or otherwise. The Trip Prize is awarded "AS IS" and without warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). The Winner will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the Trip Prize the Winner receives, regardless of whether the Trip Prize is used, in whole or in part. The ARV of the prize is based on available information provided to Sponsor and the value of the Trip Prize awarded to the Winner may be reported for tax purposes as required by law. The Winner may be required to provide Sponsor with a valid social security number or tax identification number before the Trip Prize will be awarded for tax reporting and background check purposes. An IRS Form 1099 may be issued in the name of the Winner, for the actual value of the prizes received. Unclaimed prize(s) will be forfeited.

The Winner and the Companions must travel together on the same itinerary and possess all required travel documents, including passports valid for the six (6) months following the Travel Period. It is the responsibility of the Winner and their companion to provide proper documentation (including government issued picture identification) and any other information required by Sponsor. All aspects of the travel portions of the Trip Prize must be conducted on such dates as determined by Sponsor in its sole and absolute discretion. The dates of departure and return are subject to change at Sponsor's sole and absolute discretion. Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. Sponsor reserves the right to structure travel route and select hotels in their sole and absolute discretion. The Winner will not receive cash or any other form of compensation if actual travel costs are less than the estimate made in these Official Rules. The round trip air transportation element for the Trip Prize begins and ends at the point of departure, with the Winner and the Companions responsible for traveling to and from the Airport at their own cost and expense. The Trip Prize is subject to the Airline's seat and the Hotel's room availability, as well as Sponsor's terms and conditions generally applicable thereto. If, in the judgment of Sponsor, air travel is not required due to winner's proximity to the Trip Prize location (e.g. the Winner lives in Israel or will be in Israel or a neighboring country for the duration of the Travel period, then ground transportation will be substituted for the round-trip air travel at Sponsor's sole and absolute discretion. The difference in value will not be awarded to the Winner.

Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any Trip Prize-related services or accommodations. Sponsor is not liable for any missed prize events, opportunities or expenses incurred as a consequence of flight cancellation/delay or ground transportation delay. No refund or compensation will be made in the event of the cancellation or delay of any transportation or other prize element except at the sole and absolute discretion of Sponsor. Additional prize award details and travel information to be provided to the Winner at the time of Trip Prize notification. The Winner and companion

are also responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. The Winner may be required to provide a credit card at the time of check-in at the Hotel. The Companions must be at least the age of 18 (eighteen). The Companions must execute liability/publicity releases prior to issuance of travel documents. Once the Companions are selected, he/she may not be substituted, except in Sponsor's sole and absolute discretion. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Airline. Lost, stolen or damaged airline tickets, travel vouchers or certificates will not be replaced or exchanged. All expenses not specifically mentioned herein, are not included as part of any Trip Prize package, and are solely the Winner's responsibility, including, but not limited to: hotel taxes, additional ground transportation at the Winner's destination(s), the Winner's and the Companions' travel costs to and from the Airport, travel insurance, flight extensions, room service, bag check fees, parking fees, laundry service, food, alcoholic beverages, merchandise, souvenirs, telephone calls, tips, gratuities and service charges. Transportation carrier and hotel regulations and conditions apply. Travel and lodging are subject to availability, and any changes made to either of these will be at the expense of the Winner. No compensation will be paid in lieu of the cancelled Trip Prize. The winner is strictly prohibited from selling, auctioning, trading or otherwise transferring the tickets unless Sponsor consents in writing.

GENERAL: By participating, each Participant agrees: (a) to abide by these Official Rules and decisions of the Sponsor, which shall be final in all respects relating to this Sweepstakes; (b) to release, discharge and hold harmless Shorashim Inc., and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Sweepstakes or the acceptance, possession, use or misuse of the Trip Prize; and (c) to the use of his/her name, voice, photograph, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so.

Released Parties are not responsible for late, lost, damaged, misdirected, incomplete, undeliverable, destroyed, or garbled entries which would otherwise be Valid Entries; 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 difficulties of any kind whether typographical, human mechanical, electronic, computer, network, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the Trip Prize or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to Participant's or to any other person's mobile device or

computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the Sponsor's website.

Sponsor may disqualify anyone from participating in the Sweepstakes or winning the Trip Prize, if, in its sole discretion, it determines that such person is attempting to undermine the legitimate operation of the Sweepstakes by cheating, deception or other unfair playing practices, or intending to annoy, abuse, threaten or harass any other entrant or Sponsor's representatives. ANY ATTEMPT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ANY AND ALL REMEDIES AVAILABLE FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. Sponsor reserves the right in its sole discretion to cancel or suspend any portion of the Sweepstakes for any reason, including should any cause corrupt the administration, security or proper play of the Sweepstakes and, in the event of termination, to determine the Winner for the drawing at issue from among all Valid Entries received up to such time for the applicable drawing using the winner determination procedure outlined above.

SUSPENSION/MODIFICATION/TERMINATION: In the event Sponsor is prevented from continuing with the Sweepstakes by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Sweepstakes by any party, or any federal state or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "**Force Majeure**" event or occurrence) Sponsor shall have the right to modify, suspend or terminate the Sweepstakes or Trip Prize. Sponsor additionally reserves the right, in its sole and absolute discretion: (1) to modify, suspend or terminate the Sweepstakes should causes beyond Sponsor's control corrupt or interfere with the administration, integrity, operation, security or proper play of the Sweepstakes; or (2) to disqualify any Participant found to be, or suspected of: (a) tampering with the entry process or the operation of the Sweepstakes; (b) acting in violation of these Official Rules; or (c) acting in an un-sportsmanlike manner.

OWNERSHIP/USE OF ENTRIES: By submitting a Valid Entry, each Participant understands that Sponsor is being granted a perpetual, worldwide, fully paid-up and royalty free right and license to use the entry in any media now or hereafter known.

ARBITRATION: Except where prohibited by law, as a condition of participating in this Sweepstakes, Participant agrees that (1) any and all disputes and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the Participant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will a Participant be permitted to obtain awards for, and Participant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than Participant's actual out-of-pocket expenses (i.e., costs associated with participating in this Sweepstakes), and Participant further waives all rights to have damages multiplied or increased.

MISCELLANEOUS: The invalidity or unenforceability of any provision of these Official Rules or the Affidavit will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules or the Affidavit is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. When terms such as "may" are used in these Official Rules, Sponsor has sole and absolute discretion. Participants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials, privacy policy or terms of use on the Website and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.

CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Participant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of Illinois, USA.

HOW TO BE NOTIFIED OF THE WINNER: A copy of these of Official rules and/or the name of the winner may be obtained by sending a self-addressed stamped envelope to Pay It Forward, Shorashim Inc., 1415 North Dayton Street, Unit A1 Chicago, IL 60642.

SPONSOR: Shorashim, Inc., 1415 North Dayton Street, Unit A1 Chicago, IL 60642. Reference to third parties in connection with the Trip Prize and/or third party websites or services are for reference and identification purposes only and not intended to suggest endorsement, sponsorship or affiliation with Sponsor or the Sweepstakes.