

Promotional Procedures: Mega Millions/Diamonds Direct Promotion

Online Game

- Mega Millions

Promotion Type

Buy X Get Y Trail Ticket Promotion

Promotion Detail

Purchase any Mega Millions ticket and receive an entry into the Diamonds Direct promotion. Three (3) winners will receive a \$2,000 Diamonds Direct gift card.

Eligibility requirements:

- Must be 18 or older
- Winners may only win once during this promotion
- Winner must live in the state of Oklahoma at the time of the drawing

Promotion Dates: September 24-October 28

Draw #	Entry Period	Drawing Date	# of winners	Prize
1	September 24- November 2	November 8, 2018 <i>*Entries must be received by Nov 2 to be eligible for drawing.</i>	3	<i>\$2,000 Diamonds Direct Gift Card</i>

Prizes

A \$2,000 Diamonds Direct Gift Card.

Fulfillment:

- The winner must complete the claims process at the Oklahoma Lottery Commission located at 3817 N Santa Fe, Oklahoma City, OK.
- Winner may forfeit the prize or transfer the prize to someone else but cannot sell the prize once it has been claimed. There is no cash value in lieu of the advertised prize.
- If winner chooses to transfer the prize, they must do so in writing by notarized letter stating the intent to transfer and the name of the recipient. The recipient must then complete the OLC claims process in its entirety at the OLC Headquarters.

Entry Submission Methods

Postal Mail

An official entry consists of a completed Mega Millions game trail ticket entry form from an eligible purchase mailed to the Oklahoma Lottery headquarters. A complete name, address, city, state, zip, telephone number, email (optional), and checked age verification box must be provided on the entry. Entrants must also include the name of the person and the signature on the back of the entry form. Entries must be submitted in an envelope. Multiple entries in an envelope will be accepted. The Oklahoma Lottery is not responsible for lost, late, misdirected, damaged, incomplete, altered, illegible or postage-due mail. Valid entries must be received at the Oklahoma Lottery headquarters by close of business on the final day of the entry period to be included in the selection process.

Mailing Address: **“Mega Millions/Diamonds” Promotion**
Oklahoma Lottery
P.O. Box 138856
Oklahoma City, OK 73113-8856

Deposit at OLC Headquarters

Players may enter the promotion by delivering entries to the Claims Department at the Oklahoma Lottery headquarters. Oklahoma Lottery employees cannot hand deliver entries from participating individuals, entries found to be delivered in this manner will be disqualified.

Drawing Information

The prize drawing will be held at the Oklahoma Lottery headquarters. During the drawing, only the drawing representative, security official and an accounting representative will be present. All submitted entries will be digitized and uniquely numbered for the official drawing. A computer based automated drawing system will be used to execute the official drawings. Six (6) entries will be drawn for each promotional drawing. The first three (3) entries drawn will be assigned as the winners and will be awarded prizes pending validation through the OLC claims process. The remaining entries drawn will be assigned as alternates in case winners cannot claim their prize.

The winners will be contacted by the Oklahoma Lottery for prize fulfillment purposes. If there are not enough valid entries within the total number drawn, an equal amount will be re-drawn and subsequently validated through the OLC claims process.

Promotion Specific Rules and Procedures

1. By submitting an entry, each entrant authorizes the Oklahoma Lottery to share contact information listed on the entry form with Diamonds Direct as part of the partnership agreement. Diamonds Direct may contact entrants for future promotional offerings. Contact information will not be shared with any other third parties.
2. Winner may only win one prize during this promotion.
3. Winner must live in the state of Oklahoma at the time of the drawing.

General Rules and Procedures

1. All prize winners must be 18 years or older. Winners will be required to provide proof of age and may be required to show proof of purchase.
2. Winner(s) will be notified via phone of their winning status using the contact information provided on the entry ticket. After initial contact, winner must complete the OLC validation process within **five (5) business days or winner will automatically forfeit the prize**. A reminder phone call will be initiated at the end of the 4th day notifying them that they have less than 24 hours until their prize is forfeited. Final awarding of prize will take place after all validation processes have been completed.

If a winner cannot be reached by phone, a voicemail (if possible) will be left indicating that the winner has five (5) business days to contact the OLC or the prize will be forfeited. The Claims Coordinator will immediately dispatch a letter to the winner (if address is available) indicating the same five (5) day deadline. Once the winner contacts the OLC, then they will have an additional five (5) days to complete the OLC validation process. A reminder phone call will be initiated at the end of the 4th day notifying them that they have less than 24 hours until their prize is forfeited. Final awarding of prize will take place after all validation processes have been completed.

If a prize has a time sensitive element to it (i.e., event or sporting tickets), the Claims Coordinators may decrease the contact deadline or validation deadline to a period not less than 24 hours.

Any other variation to the communicated deadline must have an approval by the Director of Marketing and Administration.

3. By submitting an entry, each player authorizes the Oklahoma Lottery to release prize winner information to various media sources. Winners' names and pictures will also be posted on the Oklahoma Lottery website (www.lottery.ok.gov) and can be used at authorized OLC retailers. The winner hereby consents to the reasonable use by the Oklahoma Lottery of the winner's photographs, voice, likeness, and/or image, contents of the entry form and the name and age of the winner without any further compensation for any future promotional activity.
4. The Oklahoma Lottery reserves the right, at its sole discretion, to substitute a prize of equal or greater value if any prize cannot be awarded as described due to unavailability or for any other reason. Additional restrictions and conditions specific to any particular prize will be disclosed to winners upon prize notification.
5. Prizes pictured on point-of-sale materials and on the Lottery website are for illustrative purposes only.
6. Cash value cannot be substituted for prize.
7. Winners of cash and merchandise prizes valued over \$600 will be issued a W2-G tax form. Cash prizes over \$5,000 are subject to federal and state tax withholdings at the time of prize awarding. Additional local, state, federal or other taxes, expenses or surcharges associated with the prizes (if any) and not mentioned in these rules are the responsibility of the winner.
8. The Oklahoma Lottery and its agencies are not responsible for error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry, winner or other contest information by sponsors or entrants for any reason whatsoever. The Oklahoma Lottery is not responsible for entries that are late, misdirected or incomplete. All entries

become the sole property of the Oklahoma Lottery and will not be returned. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE OKLAHOMA LOTTERY RESERVES THE RIGHT TO CANCEL THE PROMOTION IF IT BECOMES TECHNICALLY CORRUPTED.

9. The Oklahoma Lottery reserves the right to refuse admission of an entry or group of entries if it is determined that the submission has occurred under a pretense that does not conform to the above listed rules.
10. Non-winning tickets or terminal printed entries **must be submitted by the person or persons who purchased the ticket.** A qualified entry may be submitted by another individual if they have the expressed consent by the original purchaser of the ticket. Lottery retailers who purchase tickets within their store can participate in the promotion, however, entries or non-winning tickets left in the store by purchasing customers will not be eligible for the promotion.
11. Owners and employees of a licensed Oklahoma Lottery retail location may only win 1 promotional prize within a 12 month period unless specifically stated in the promotional procedures for a specific promotion. Promotional prizes include any cash or non-cash prize; methods of entry include but are not limited to Mobile Club, Facebook, second-chance, and Buy X Get Y promotions.
12. Former employees of the Oklahoma Lottery are permitted to participate in promotions. If a former employee is selected as a winner of a promotion, they are required to speak with the security team prior to prize being awarded.
13. No other tickets or entries are eligible for this promotion, including Scratchers games, sample-void tickets, altered or stolen tickets, postcards, any canceled ticket or any likeness of an authentic ticket.
14. The Oklahoma Lottery will not provide any assurance and/or verification of receipt of any entry submitted by any player or promotion participant.
15. The Oklahoma Lottery makes no express or implied warranties of any kind with respect to the safety, appearance or performance of any prize offered.
16. Once final transfer of a prize is complete, the winner has sole ownership of the prize and the use of the prize is at the owner's discretion.
17. Each person entering this promotion agrees by the act of participation to be bound by these promotional procedures of the Oklahoma Lottery.
18. Employees of the Oklahoma Lottery and any family member living in their household are not eligible.
19. By participating in this promotion, entrants agree to release and hold harmless the Oklahoma Lottery, Cumulus Media, and Diamonds Direct from and against any claim or

cause of action arising out of participation in the promotion or receipt or use of any prize.

20. These promotional procedures may be modified at any time at the sole discretion of the Oklahoma Lottery. Changes will be posted on our website.
21. All Promotional Procedures and Game Rules are available at www.lottery.ok.gov or by contacting the Oklahoma Lottery Commission at 405.522.7700.