

2015-2016 Target Bullseye Insiders Sweepstakes

Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: 2015-2016 Target Bullseye Insiders Sweepstakes (the "Sweepstakes") is open only to Target Bullseye Insiders Community members who are legal residents of the fifty (50) United States and the District of Columbia and are at least eighteen (18) years old at the time of entry. Employees of Target Enterprise, Inc., HelloWorld, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Target Enterprise, Inc., 1000 Nicollet Mall, Minneapolis, MN 55403. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on November 5, 2015 at 12:00 a.m. Eastern Time ("ET"), ends on November 30, 2016 at 11:59 p.m. ET (the "Promotion Period"), and consists of thirteen (13) monthly entry periods (each an "Entry Period") as set forth in the table below:

ENTRY PERIOD	Starts at 12:00 a.m. ET	Ends at 11:59 p.m. ET	Mail-in Postmark Date	Mail-in Received by Date	Approximate Drawing Date
November	11/5/2015	11/30/2015	11/30/2015	12/8/2015	12/15/2015
December	12/1/2015	12/31/2015	12/31/2015	1/8/2016	1/15/2016
January	1/1/2016	1/31/2016	2/1/2016	2/9/2016	2/16/2016
February	2/1/2016	2/29/2016	2/29/2016	3/9/2016	3/16/2016
March	3/1/2016	3/31/2016	3/31/2016	4/7/2016	4/15/2016
April	4/1/2016	4/30/2016	4/30/2016	5/9/2016	5/16/2016
May	5/1/2016	5/31/2016	5/31/2016	6/9/2016	6/15/2016
June	6/1/2016	6/30/2016	6/30/2016	7/8/2016	7/15/2016
July	7/1/2016	7/31/2016	8/1/2016	8/10/2016	8/17/2016
August	8/1/2016	8/31/2016	8/31/2016	9/9/2016	9/15/2016
September	9/1/2016	9/30/2016	9/30/2016	10/8/2016	10/15/2016
October	10/1/2016	10/31/2016	10/31/2016	11/9/2016	11/16/2016
November	11/1/2016	11/30/2016	11/30/2016	12/8/2016	12/15/2016

Sponsor's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, there are two (2) ways to enter the Sweepstakes:

- a. **Enter by completing an Activity:** Click the link contained in your email invitation or visit <https://www.bullseyeinsiders.com> to login to your Bullseye Insiders account ("Account"). Then, follow the links and instructions to complete an available activity ("Activity"). Upon successful completion of an Activity, you will automatically receive one (1) entry into the applicable Entry Period.

To opt-out: If you would like your name removed from the Sweepstakes, send an email to bullseyeinsiderssweeps@eprizefulfillment.com with the subject line "2015-2016 Target Bullseye Insiders Sweepstakes: Opt-out Request" and include the name and email address that is

associated with your Account. Your request must be received prior to the applicable drawing date listed in the table in Section 3.

- b. Enter without completing an Activity:** Handprint the name, physical address, and email address that is associated with your Bullseye Insiders Account, and include the URL of the Activity you were invited to participate in, on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "2015-2016 Target Bullseye Insiders Sweepstakes," c/o HelloWorld, Inc., P.O. Box 5992, Department 822601, Kalamazoo, MI 49003-5992. You will receive one (1) entry into the applicable Entry Period. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked and received by the dates listed in the table in Section 3. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: You may enter up to forty (40) times per Entry Period, regardless of your method of entry. Entries from any Entry Period will not carry over into subsequent Entry Periods. Multiple entrants are not permitted to share the same Account or email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different Accounts, email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. 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 potential winner may be required to show proof of being the authorized account holder.

5. Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during each Entry Period, on or around the dates listed in the table in Section 3. Non-winning entries do not carry over into subsequent Entry Period drawings. The potential winners will be notified by email. If a potential winner of any prize cannot be contacted, fails to provide any other requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

6. Prizes: THIRTEEN (13) GRAND PRIZES (awarded one (1) per Entry Period): A \$200 Target GiftCard. Approximate Retail Value ("ARV"): \$200.

THIRTEEN (13) FIRST PRIZES (awarded one (1) per Entry Period): A \$100 Target GiftCard. ARV: \$100.

THIRTEEN (13) SECOND PRIZES (awarded one (1) per Entry Period): A \$50 Target GiftCard. ARV: \$50.

Terms and conditions of Target GiftCards apply. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during each Entry Period. Limit: One (1) prize per person per Entry Period. Total ARV of all prizes: \$4,550.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any

jurisdiction other than the State of Michigan.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <http://www.target.com/spot/privacy-policy>.

13. Winner List: For a winner list, visit <http://bit.ly/1GISL80>. The winner list will be posted after winner confirmation is complete.

© 2015 HelloWorld, Inc. All rights reserved.

2015-2016 Target Bullseye Insiders Sweepstakes

Abbreviated Rules

ABBREVIATED RULES for TV and Radio

NO PURCHASE NECESSARY. OPEN TO TARGET BULLSEYE INSIDERS COMMUNITY MEMBERS WHO ARE LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 11/30/16. For Official Rules, alternate method of entry, and complete details, visit <https://www.bullseyeinsiders.com>. Sponsor: Target Enterprise, Inc.

ABBREVIATED RULES for Print

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN TO TARGET BULLSEYE INSIDERS COMMUNITY MEMBERS WHO ARE LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 11/30/16. For Official Rules, alternate method of entry, prize descriptions and odds disclosure, visit <https://www.bullseyeinsiders.com>. Sponsor: Target Enterprise, Inc., 1000 Nicollet Mall, Minneapolis, MN 55403.

Abbreviated rules for online Ads – Banner

NO PURCHASE NECESSARY. Ends 11/30/16. To enter and for Official Rules, visit <https://www.bullseyeinsiders.com>.

Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE NECESSARY. Open to Target Bullseye Insiders Community members who are legal residents of the 50 United States (D.C.) 18 years and older. Ends 11/30/16. To enter and for Official Rules, including odds, alternate method of entry, and prize descriptions, <https://www.bullseyeinsiders.com>. Void where prohibited.