

PRINCESS® & HOLLAND AMERICA LINE® ALASKA SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS GOVERNED BY THESE OFFICIAL RULES. BY PARTICIPATING IN THE SWEEPSTAKES, YOU ACKNOWLEDGE AND AGREE TO BE BOUND BY ALL OF THE TERMS AND CONDITIONS STATED HEREIN. THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES AND CANADA (EXCLUDING QUEBEC) ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES OR CANADA (EXCLUDING QUEBEC) AND 21 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY. **NOT OPEN TO THE GENERAL PUBLIC.**

1. Eligibility: The Sweepstakes is open to all legal residents of the 50 United States, the District of Columbia, and Canada (excluding Quebec), who are employed as travel agents of a Qualified Travel Agency and/or who are Qualified Travel Agents, and have reached 21 years of age or older as of the time of entry (each, an "Entrant"). A "Qualifying Travel Agency" or "Qualified Travel Agent" shall mean those travel agencies or agents that have registered on www.onesourcecruises.com and are operating as a travel agency offering Princess Cruise Lines, Ltd. cruises and travel packages at least as early as the date of their entry into the Sweepstakes via POLAR Online using an OneSource ID and with a valid email address. Void in Quebec and where prohibited.

All employees of Princess Cruise Lines, Ltd. ("Sponsor"), its advertising and promotion agencies, and their respective parent companies, divisions, affiliates, subsidiaries, or agents (collectively, "Sweepstakes Entities") and their immediate families (defined as spouse, child, sibling, or parent, grandparent, and their respective spouse) or household members are not eligible to enter or win. Sponsor reserves the right to verify eligibility qualifications of potential Winners (as defined herein). This Sweepstakes is subject to all applicable federal, state, provincial, and local laws. Sponsor's decision is final in all matters relating to this Sweepstakes, including decisions regarding the identity and eligibility of any potential entrant.

2. Sweepstakes Period: The Sweepstakes begins on or about October 21, 2021 at 12:00:01 a.m. Pacific Time ("PT") and ends on **October 28, 2021** at 9:59:59 a.m. PT (the "Sweepstakes Period"). The Sweepstakes consists of (1) Entry Period.

3. How To Enter: During the Sweepstakes Period, eligible Entrants can receive one (1) entry into the Sweepstakes by visiting the Sweepstakes website(s) at <https://bit.ly/3p4Ox5l> (the "Princess Website") or <https://bit.ly/3lORwGw> (the "Holland Website") (collectively, the "Websites") and registering by providing your name, email address, and/or any other information requested by the Sponsor. Limit: One (1) entry per person/email address during the Sweepstakes Period regardless of point of entry noted herein.

By entering this Sweepstakes or visiting a Website, you hereby agree that you have read and will be bound by these Sweepstakes' Official Rules ("Rules"), including that your first name and last initial may be announced on a live broadcast (for example, on Facebook Live) if you are a potential winner. All Winners (as defined below) must meet the eligibility requirements set forth in these Rules in order to qualify for a prize. Automated entries (including, but not limited to, entries submitted using any robot, crypt, macro, or other automated service) are not permitted and may be disqualified. All Entrants must have a valid e-mail address that remains active throughout the Sweepstakes Period and prize awarding period. Should multiple users of the same e-mail account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the Entrant, the authorized account holder of said e-mail account at the time of entry will be considered the Entrant. "Authorized account holder" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for

assigning e-mail addresses or the domain associated with the submitted e-mail address. Any potential Winner may be requested to provide Sponsor with proof that such potential winner is the authorized account holder of the email address associated with the winning entry. Please see the privacy policy located at http://www.princess.com/legal/legal_privacy/ for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes. Sponsor is not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. Sponsor is not responsible for any failure of the Websites during the Sweepstakes Period, including any technical malfunction of any computer online systems, servers, access providers, computer equipment, software, failure of any email or entry to be received on account of traffic congestion on the internet or at the Websites, or any combination thereof including any injury or damage to an Entrant's or any other person's computer related to or resulting from downloading any material related to the Sweepstakes, all of which may affect a person's ability to participate in the Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel or suspend this Sweepstakes should fraud, viruses, bugs, or any other causes beyond the control of Sponsor corrupt the administration, security, proper operation of the Sweepstakes or proper awarding of the prize. In the event of cancellation, Sponsor may in its sole discretion randomly award any and all prizes from among all eligible, non-suspect entries received prior to cancellation. Normal time rates, if any, charged by Internet service provider will apply. Proof of submissions does not constitute proof of entry. Sponsor's computer will be the official clock for Sweepstakes.

4. Winner Selection: On or around October 28, 2021 at 24305 Town Center Drive, Santa Clarita, CA 91355, two (2) grand prize winners will be selected during a social media live stream webinar about Alaskan cruises open to travel agents of a Qualified Travel Agency and/or who are Qualified Travel Agents (the "Presentation") in a random drawing from among all eligible entries received via both Websites combined. The first randomly selected potential winner shall receive Prize A (if verified) and the second randomly selected potential winner shall receive Prize B (if verified), each as defined below. ***Winners shall have no ability to switch, substitute or otherwise change the prize that they are awarded.*** Potential winners are subject to verification. Odds depend on the number of eligible entries received.

By entering Sweepstakes, Entrants acknowledge and agree that Sponsor's decisions are final and binding in all respects. Before being declared a winner, a potential Canadian Winner must first correctly answer, without assistance of any kind, whether mechanical or otherwise, a timed mathematical skill-testing question. The skill-testing question will be administered by mail or email. Sponsor reserves the right to void all entries made through any script, macro, robotic, automatic, mechanical, programmed or similar duplication method. Any attempt by an Entrant and/or his or her respective family/friends to enter more than the number of times authorized herein, using multiple names and/or email addresses, and/or systematic entering from the same IP address, and/or any other fraudulent mechanism, as determined by the Sponsor, in its sole discretion, shall give the Sponsor the right to disqualify the Entrant or entries in Sponsor's reasonable discretion. The Grand Prize Winners (as defined herein) will be notified by e-mail on or around October 28, 2021. If any prize correspondence is returned as non-deliverable, the prize may be forfeited. If a potential Winner cannot be reached or fails to respond to any notification during a period of forty-eight (48) consecutive hours (Sponsor may elect not to leave messages on answering machines (as applicable)) or fails to respond or complete any affidavits/declarations (as set forth below), potential Winner may be disqualified and any alternative potential Winner may be selected. Sponsor is not responsible for any non-delivery or communication failure caused by a change in Entrant's email address, mailing address, phone number or any other contact information. Before being declared a Winner, each potential Winner is subject to verification, including verification of age. In the event a Winner is found to be ineligible, Winner may

be disqualified regardless of whether an Entrant has been announced as a Grand Prize Winner. Each Winner will be required to complete, sign and return an Affidavit/Declaration of Eligibility/Liability Release, and, where lawful, a Publicity Release within ten (10) days of attempted notification or any potential prize will be forfeited. Unclaimed prizes may not be awarded. Grand Prize Winner is subject to verification. Sponsor shall not be responsible if the Presentation does not air, is cancelled, disrupted, postponed or is otherwise not available for any reason; and in such circumstances, at Sponsor's option, Sponsor may cancel the Sweepstakes in its entirety or postpone it until a later date.

5. Grand Prizes: There will be two (2) grand prizes and two grand prize winners total (collectively, grand prize winners shall be referred to as "Grand Prize Winner(s)" or "Winner(s)").

The first Winner selected in the random drawing (once verified) will receive the following "Prize A": One (1) \$2,000 USD Princess Cruise Promotional Gift Card. Approximate Retail Value ("ARV") of Prize A: \$2,000 USD /\$2473.52 CAD.

The second Winner selected in the random drawing (once verified) will receive the following "Prize B": One (1) \$2,000 USD Holland America Line Promotional Gift Card. ARV of Prize B: \$2,000 USD /\$2473.52 CAD.

Total ARV: \$4,000 USD/7,420.56 CAD.

Gift cards are subject to the terms, conditions, and restrictions set forth by Sponsor including without limitation, those listed thereon. 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. Additional prize award details may be provided to a Winner at the time of notification. Lost, stolen or damaged gift cards will not be replaced or exchanged. Sponsor may elect to award each prize as one gift card or multiple gift cards totaling the amount specified, in its sole discretion. Any and all prize details not specified in these Rules will be determined in Sponsor's sole and absolute discretion. For terms, conditions & restrictions that apply to "Prize A," visit <https://www.princess.com/learn/cruise-gifts-celebrations/overview/gift-cards/> and for "Prize B," visit https://www.hollandamerica.com/en_US/legal-privacy/gift-card-terms-and-conditions.html

Prize A and Prize B shall collectively (and individually) be referred to herein as "Prize." Unless otherwise indicated, all prize language applies to both Prizes.

When using the gift card toward a cruise ("Cruise"), winner must select an available Cruise from the list of available Cruises offered by Princess Cruises, which is solely in Sponsor's discretion. All Cruises are subject to availability. Winner is responsible for any costs or fees in excess of value of the gift card.

TRANSPORTATION TO AND FROM THE POINT OF EMBARKMENT/DISEMBARKMENT FOR CRUISE IS NOT INCLUDED. Cruise includes all regular onboard meals and entertainment, applicable government fees and taxes for Cruise only. Cruise must be completed within one (1) year of Winner verification. All ground and air transportation, baggage fees, shore excursions fees, discretionary hotel and dining charges, meals in alternate dining venues, alcoholic beverages, boutique purchases, and any other incidental costs or other expenses not specifically set forth in the cruise description are the sole responsibility of the Winner. All reservations and Cruise arrangements including, without limitation, the dates and times, are subject to availability (as determined solely by Sponsor), and restrictions such as blackout dates including holidays may apply. If Winner utilizes the Prize to book a Cruise with a guest, guest must be 21 years of age or older as of the date of departure unless the Cruise guest is the child of the Winner. Minor guest must be accompanied at all times during Cruise trip (including, but not limited

to Cruise activities, excursions and all other Cruise-related events) by minor's parent or legal guardian. Winner and guest must cruise on same itinerary. Any guest of Winner (or parent/legal guardian) that is booked using the Prize or portion of Prize must sign and return a publicity release before any ticketing for Cruise occurs. The Winner and guest must have all necessary identification and/or Cruise documents (including but not limited to a valid passport, visa (if applicable) and all other necessary travel documents) required for Cruise. Cruise is subject to the terms and conditions of Sponsor's passage contract. As set forth in more detail in the passage contract, Sponsor reserves the right to refuse to embark any Winner or Cruise guest, at any time if, in the sole opinion of Sponsor, a Winner guest are unfit for any reason for the Cruise. Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any acts or omissions whatsoever by Cruise operators or any other persons providing any prize-related services or accommodations. Winner and guest 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. Lost, stolen or damaged Cruise tickets, travel vouchers or certificates will not be replaced or exchanged.

The ARV of prizes included herein is based on available information provided to Sponsor and the value of any prize awarded to a verified Winner may be reported for tax purposes where required by law.

Any and all prize details not specified in these Rules will be determined in Sponsor's sole and absolute discretion.

6. General Conditions: All prizes (and prize portions) are non-transferable and no cash equivalent or substitution of any prize is offered, except at the sole discretion of the Sponsor. Any and all prizes will only be awarded to addresses within the United States or Canada (excluding Quebec). Each verified Winner will be solely responsible for all applicable federal, state, provincial, and local taxes connected with receipt of any and all prizes, the use and enjoyment of the prizes, or any taxes in connection with this Sweepstakes unless otherwise required by law or unless this requirement is waived by the Sponsor in its sole discretion. If a Grand Prize Winner is a United States resident, he/she may receive IRS Form 1099 for the ARV of any and all applicable prizes. **Solely in the event a Grand Prize Winner is a Canadian citizen**, Sponsor will be responsible for the reporting and payment of any income tax. As a condition of accepting a prize, each verified Winner agrees to furnish any requested information needed for tax reporting.

By participating in this Sweepstakes, Entrants understand and agree (and agree to confirm in writing): (a) to abide by these Rules and the decisions of Sponsor with respect to all aspects of the Sweepstakes, all of which are final and binding, (b) to accept any and all Prizes hereunder as awarded, with substitution (as applicable), and (c) to release and hold harmless Sponsor, its parent, subsidiary and affiliated companies, advertising and Sweepstakes Entities and all of their respective officers, directors, employees, representatives and agents (collectively, "Releasees") from and against any and all liability whatsoever, including, without limitation, legal claims, costs, injuries, losses or damages, demands or actions of any kind (including, without limitation, personal injuries, death, damages, loss or destruction of property rights of publicity or privacy, defamation, or portrayal in a false light) in connection with this Sweepstakes or with the awarding, announcement, acceptance, receipt, ownership, or use or misuse of any prize awarded hereunder (including, but not limited to, any travel related thereto) and/or use of an entry, or other errors in these Rules, and (d) except where legally prohibited, by accepting any prize awarded hereunder, a Winner agrees to the use of his/her name, photograph, likeness, voice, image and biographical information and statements for advertising, trade, publicity and promotional purposes without additional compensation, in perpetuity, in all media now known or hereafter discovered, worldwide and on digital media, without notice,

review or approval by the Sponsor and those acting under Sponsor's authority. If an Entrant is selected as a Winner, Winner's information may also be included in a publicly-available Winner's list.

Releasees are not responsible for loss, damage, or claims resulting from the Sweepstakes. Entrants and/or Winners will be disqualified for any attempt to tamper with any aspect of the Sweepstakes, or circumvent these Rules. Sponsor reserves the right to remedy any such action, disruption, or circumvention in a manner, as determined solely by Sponsor, that is fair and equitable to Entrants. Sponsor may, at its sole discretion, disqualify any individual who tampers with any entry or with the operation of the Sweepstakes, who acts in violation of these Rules or otherwise in a non-sportsmanlike or disruptive manner, or who displays any intent to threaten, abuse or harass any other person or who submits any fraudulent or deceptive information. Sponsor reserves the right to verify and audit all entries and to disqualify any Entries related thereto which have not been verified by Sponsor as qualifying in its sole discretion. Sponsor reserves the right, in its sole discretion, to void, modify, terminate or suspend this Sweepstakes (or any portion thereof) should fraud or any unauthorized human intervention or other causes beyond the reasonable control of Sponsor corrupt or impair the administration, security, fairness or proper play of the Sweepstakes. ENTRANTS ASSUME ALL LIABILITY FOR ANY INJURY OR DAMAGE CAUSED, OR CLAIMED TO BE CAUSED, BY PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, RECEIPT OR USE OF ANY PRIZE COMPONENT INCLUDED HEREUNDER. BY ACCEPTING PRIZE, GRAND PRIZE WINNER AND CRUISE GUEST ACCEPT, AND AGREE TO CONFIRM IN WRITING, THE INHERENTLY DANGEROUS NATURE AND RISK IN LAND AND SEA TRAVEL, INCLUDING PERSONAL INJURY AND/OR DEATH, ACKNOWLEDGES THAT THEIR PARTICIPATION IN ANY ASPECT OF A PRIZE IS VOLUNTARY, ACKNOWLEDGES THAT THERE ARE NATURAL FACTORS AND OCCURRENCES WHICH MAY IMPACT ON OR AFFECT THE SAFETY OF THE ACTIVITIES IN WHICH THEY ARE PARTICIPATING AND THEY ASSUME THE RISK OF SUCH FACTORS AND OCCURRENCES AND AGREES THAT TO THE EXTENT PERMISSIBLE BY LAW, RELEASEES SHALL NOT BE IN ANY WAY RESPONSIBLE FOR ANY RESULTING INJURY AND/OR DEATH. Winners acknowledge that Releasees have not made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize awarded hereunder. If any provision of the Rules or the application of any such provision to any person or circumstance shall be declared to be invalid, unenforceable or void, such decision shall not have the effect of invalidating or voiding the remainder of the Rules, it being the intent and agreement of the parties that the Rules shall be deemed amended by modifying such provision to the extent necessary to render it valid, legal and enforceable while preserving its intent or, if such modification is not possible, by substituting therefore another provision that is valid, legal and enforceable so as to give effect to Sponsor's intent. Nothing in these Rules shall in any way limit or exclude liability for or in connection with (a) fraud, or (b) death or personal injury caused by Sponsor negligence.

Entrants further understand and agree that all rights under Section 1542 of the Civil Code of California ("Section 1542") and any similar law of any state or territory of the United States that may be applicable with respect to the foregoing release are hereby expressly and forever waived. Entrants acknowledge that Section 1542 provides that: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH, IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR." The releases hereunder are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims.

7. Disputes: As a condition of participating, Entrants agree (and agree to confirm in writing), to the extent permitted by law: (a) that under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (b) all causes of action arising out of or connected with this Sweepstakes, or any prize awarded hereunder, shall be resolved individually, without resort to any form of class action; and (c) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs. All issues and questions concerning the construction, validity, interpretation and enforceability of these 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 California, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than the State of California. By entering, Entrants consent to the jurisdiction and venue of the federal, state and local courts for Los Angeles County, California.

8. Name of Winners. For the Winners' first name and surname initial, city & state/province/territory, send a self-addressed stamped envelope to: BEST IN ALASKA Sweepstakes Official Winners, ATTN: Sales Support, 24305 Town Center Drive, Santa Clarita, CA 91355. Requests must be received no later than November 7, 2021. Canadian residents may omit return postage.

9. Sponsor: Princess Cruise Lines, Ltd. and Princess Cruise Lines, Ltd. (Corp.), 24305 Town Center Drive, Santa Clarita, CA 91355.