

**HOLLAND AMERICA LINE
“NIEUW STATENDAM SETS SAIL 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. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA, CANADA (EXCLUDING QUEBEC), THE UNITED KINGDOM AND THE NETHERLANDS, AGE 18 OR OLDER. VOID WHERE PROHIBITED. U.S. LAW GOVERNS THIS SWEEPSTAKES. BY PARTICIPATING IN THIS SWEEPSTAKES, YOU ACKNOWLEDGE AND AGREE TO BE BOUND BY ALL OF THE TERMS AND CONDITIONS STATED HEREIN.

- 1. ELIGIBILITY:** The Nieuw Statendam Sets Sail Sweepstakes (“Sweepstakes”) is open only to legal residents of the fifty United States, the District of Columbia, Canada (excluding Quebec), the United Kingdom and the Netherlands who have reached 18 years of age or older as of the date of entry. Employees of Sponsor, its subsidiaries, affiliates, distributors and advertising and promotion agencies, and such employees' immediate family and household members (whether related or not), are not eligible. The Sweepstakes is not open to residents in Quebec, U.S. territories or Dutch territories outside the Netherlands or where prohibited by law. The Sponsor reserves the right to verify eligibility qualifications of winner. The Sponsor’s decision is final in deciding the identity and/or eligibility of an entrant.
- 2. HOW TO ENTER:** The entry period for the Sweepstakes, sponsored by Holland America Line N.V. (“Sponsor”), begins at 12:00 A.M. Pacific Time (PT) on April 18, 2018 and ends at 11:59 P.M. PT on June 15, 2018 (the “Entry Period”). Entrants may choose to enter online or via postal mail.

To enter online, during the Entry Period, eligible entrants may:

1. Access:
www.HALNieuwStatendamSweeps.com (U.S. and Canada residents),
www.HALNieuwStatendamSweeps.com/UK (UK residents), or
www.HALNieuwStatendamSweeps.com/NL (NL residents)
(collectively, the “Website”) and follow the on-screen entry instructions; or
2. Provide all requested information where indicated on any Nieuw Statendam Sets Sail Sweepstakes online advertisement on which an entry form appears and submit an entry.

Entrants entering the Sweepstakes by way of online entry will be required to submit his or her **first and last name, telephone number, e-mail address and such other information as Sponsor may require.**

Upon completion of the online entry page, entrants may opt to follow the on-screen instructions to share the Sweepstakes link via Twitter or Facebook in order to receive one additional entry.

To enter by mail, available only to residents of the U.S, Canada and the United Kingdom, during the Entry Period, eligible entrants may:

1. Hand-print his or her first and last name, telephone number, e-mail address, country of residence and date of birth on a 3"x 5" card, deposit the card in a standard business-sized envelope with sufficient postage affixed, and mail the envelope to: Nieuw Statendam Sets Sail Sweepstakes Entry, Holland America Line N.V., 450 Third Avenue West, Seattle, WA 98119 USA.

Entrants entering by mail-in method may opt to submit by mail one additional mail entry clearly marked with the words "Bonus Entry."

Online entries must be submitted during the Entry Period and received by Sponsor by 11:59 P.M. PT on June 15, 2018. Mailed entries must be postmarked during the Entry Period, no later than 11:59 P.M. PT on June 15, 2018, and received by 5:00 P.M. PT on June 22, 2018. Normal time rates, if any, charged by Internet service provider will apply. Proof of submission does not constitute proof of entry. Entry times will be determined using Sponsor's computer, which will be the official clock for the Sweepstakes. There is a limit of one Sweepstakes entry per person and per e-mail address and a limit of one bonus Sweepstakes entry per person and per e-mail address, regardless of method of entry. Additional entries from any one person or valid e-mail address in excess of the stated limitation will be void. In the event of a dispute regarding any entry, the entry will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry (i.e., the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address). No purchase necessary.

3. **WINNER SELECTION:** One potential Grand Prize winner will be selected in a random drawing conducted by an independent party on June 30, 2018 at 450 Third Avenue West, Seattle, WA 98119 from among all eligible entries received. Odds of winning depend on the number of eligible entries received. The potential winner is subject to verification, including verification of age. The potential winner will be notified by email, mail or phone, in Sponsor's discretion. The potential winner will be required to complete, sign and return to Sponsor, within ten days of the date notice or attempted notice is sent, an Affidavit/Declaration of Eligibility and Liability Release and, if legally permissible, a Publicity Release (collectively, a "Declaration and Release" for residents of Canada), and all information required for tax reporting, as applicable, per Section 4 herein in order to claim his/her prize or prize may be forfeited. If the potential winner is a Canadian resident (with the exception of Quebec, residents of which are not eligible to enter this Sweepstakes), he/she will be required to answer unaided a time-limited, mathematical skill-testing question by telephone (or another manner determined by Sponsor in its discretion) before the prize can be claimed. In the event that such potential winner is unable to correctly answer the skill-testing question, Sponsor shall have the right to disqualify the potential winner and randomly select another potential winner, and

Sponsor shall be fully and completely released and discharged from any liability or responsibility in connection therewith. If the potential winner is unreachable 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), or if the potential winner fails to respond or fails to sign and return any required documentation within the required time period, or if any attempted notification or prize delivery is returned as undeliverable, or if a potential winner does not otherwise comply with these Official Rules and/or cannot accept the applicable prize as awarded for any reason, the potential winner may be disqualified and an alternate winner may be selected. The potential winner must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements.

- 4. PRIZE:** One Grand Prize will be offered in the Sweepstakes. The Grand Prize consists of one (1) seven- (7-)day Holland America Line Caribbean or Europe Cruise on the ms Nieuw Statendam for the winner and one (1) guest, sharing accommodations of one (1) verandah stateroom, departing in 2019, subject to availability at time of confirmation. The winner and guest must travel on the same itinerary. The prize consists of verandah stateroom accommodations for the winner and one (1) guest (same stateroom) and most shipboard meals (certain alternate dining options require payment of a fee). The approximate retail value (“ARV”) of the Grand Prize is: Caribbean cruise - \$2,278 USD / \$2,951 CAD / £1,631 GBP / € 1,838 EUR; Europe Cruise - \$3,998 USD / \$5,126 CAD / £2,880 GBP / € 3,244 EUR. Prize values are based on conversion rates as of March 13, 2018, and may vary. Actual value depends on market conditions at time of fulfillment. Any difference between ARV and actual value will not be awarded. Restrictions may apply. All prize details will be determined by Sponsor in its discretion. The prize consists only of those items expressly specified in these Official Rules as being part of the prize. All expenses and costs associated with the acceptance or use of any prize that are not expressly specified in these Official Rules as being part of the Grand Prize (including without limitation airfare or other transportation to or from port of departure, ground transfers, shore excursions, hotel service charges, discretionary hotel and dining charges, meals in alternate dining venues, alcoholic beverages, boutique purchases, any other personal onboard expenses, applicable passport, visa and entry/exit fees and any other incidental costs or expenses) are the responsibility of the winner. 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 the cruise prize. The Grand Prize is provided subject to the Holland America Line Cruise Contract which can be accessed at www.hollandamerica.com. As set forth in more detail in the Cruise Contract, Sponsor reserves the right to refuse to embark Winner or Cruise Guest, at any time if, in the sole opinion of Sponsor, Winner, Cruise Guest, or any minor or other person in Winner or Cruise Guest’s care during the cruise, are unfit for any reason for the cruise. Guests under the age of 21 years (whether the Grand Prize winner or such winner’s guest) must be accompanied by a parent, relative or guardian 21 years or older in the same stateroom. The prize is non-transferable, non-refundable, non-negotiable for cash, may not be resold, and cannot be used as partial payment toward a different Holland America cruise or stateroom category other than that assigned. The Grand Prize winner and guest are NOT eligible for Holland America air/sea programs or Holland America's Cancellation Protection Plan programs in connection with the Grand

Prize. No substitution of the prize or any component thereof is permitted, except in the discretion of Sponsor, which reserves the right to substitute a prize or prize component of equal or greater value. The prize will be awarded if properly claimed. Prizes are awarded “as is” and without any warranty, except as required by law. Prize will be awarded only to a Winner with a residential address within the United States, DC, Canada (excluding Quebec), the United Kingdom, or the Netherlands. Winner will be solely responsible for all applicable Federal, State, provincial and local taxes connected with receipt of prize, the use and enjoyment of prize, or any other connection with this Sweepstakes unless otherwise required by law or unless this requirement is waived by the Sponsor in its sole discretion. As a condition of accepting the prize, Winner agrees to furnish any requested information needed for tax reporting. If Winner is a U.S. resident, he/she will receive an IRS Form 1099 for the ARV of prize. Canadian residents may be subject to withholding taxes, and Canadian residents are responsible for the reporting and payment of any income tax. FOR DUTCH RESIDENTS: Any gaming tax due with respect to a prize shall be paid by the entrant and the entrant shall timely file any tax returns relating thereto and timely pay the amount of gaming tax due to the relevant authorities. Ship's registry: The Netherlands.

5. **GRANT OF RIGHTS:** By entering the Sweepstakes, each entrant grants permission to Sponsor and its contractors, agents and licensees to use the entrant's name, voice, likeness, image and biographical information and statements for purposes of advertising, trade, promotion, publicity without additional compensation, in perpetuity, in the following media: Facebook, Twitter, Pinterest, Instagram, www.hollandamericablog.com and www.hollandamerica.com, worldwide, without notice, review or approval by the Sponsor and those acting under Sponsor's authority.
6. **GENERAL RULES AND LIMITATION OF LIABILITY:** Sponsor and its parent companies, affiliates, subsidiaries, distributors and advertising, promotion and Internet agencies, Twitter, Facebook and DCG One and the successors, assigns and agents of each of the foregoing, and each of their respective directors, officers and employees (collectively, the “Released Parties”) are not responsible for, and will have no liability for, late, lost, delayed, illegible, damaged, corrupted or incomplete entries, postage-due mail, incorrect or inaccurate capture of entries or entry information, loss of or damage to entries or entry information, or any other human or technical errors of any kind relating to the operation of the Website, communications or attempted communications with any entrant, the submission, collection, storage or processing of entries or the administration of the Sweepstakes. The Released Parties are not responsible for, and will have no liability for, undeliverable e-mails resulting from any form of active or passive e-mail filtering by a user's Internet service provider and/or e-mail client or for insufficient space in user's e-mail account to receive e-mail. The Released Parties are not responsible for, and will have no liability for, any damage to any computer or computer system resulting from participation in or accessing or downloading information in connection with this promotion. The Released Parties are not responsible for, and will have no liability for, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause any postponement or cancellation of any prize component or event. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAW.

SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. Use of any macro, "bot" or other automated system or mechanism to submit entries is prohibited. Sponsor, in its sole discretion, may disqualify any individual who Sponsor determines or believes has tampered with the entry process, cheated, or otherwise undermined or attempted to undermine the legitimate operation of the Website or the Sweepstakes or acted in a manner or has engaged in conduct that is intended or likely to annoy, abuse, threaten or harass any other entrant or any representative of Sponsor. Sponsor reserve the right, in its sole discretion, to cancel, modify or suspend all or part of this Sweepstakes should a virus, bug, technical failure or problem, entrant fraud or misconduct or other cause(s) beyond the reasonable control of Sponsor, in Sponsor's determination, corrupt the administration, integrity, security or proper operation of the Sweepstakes. In the event of termination of the Sweepstakes, a notice will be posted online and a random drawing to award the prize will be conducted from among all eligible entries received prior to the time of termination. All federal, state/provincial and local laws and regulations apply. The Released Parties shall have no liability for any damage or loss to person or property or any other liability due, in whole or in part, directly or indirectly, to the operation of this Sweepstakes, any person's participation in this Sweepstakes, and/or the acceptance, possession, receipt, use and/or misuse of any prize or prize component. By entering, entrants agree to release and hold each of the Released Parties harmless from and against any and all claims and liability arising out of the operation of this Sweepstakes, the entrant's participation in this Sweepstakes, the acceptance, possession, receipt, use and/or misuse of any prize or prize component (including without limitation any prize-related travel), and/or use of the winner's name, likeness, voice and/or biographical information as permitted hereunder, including, without limitation, any claims or liability relating to loss of or damage to property, and, except for Dutch entrants, personal injury and/or death. Entrants assume all liability for any damage or, except for Dutch entrants, injury caused, or claimed to be caused, by participation in this Sweepstakes or the acceptance, receipt or use of any prize or prize component. All entries become the property solely of Sponsor and will not be returned. By participating in this Sweepstakes, entrants understand and agree (and agree to confirm in writing) to abide to these Official Rules which are final and binding and the decisions of Sponsor with respect to all aspects of the Sweepstakes, which are final. Sponsor is not responsible for and shall not have any liability for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of any prize. In no event will more than the number of prizes stated in these Official Rules be awarded. The limitations of liability set out in this clause do not apply to the extent that the damage is a direct result of the gross negligence or willful intent of a Released Party. The Released Parties will act in accordance with the Dutch Code of Conduct for Promotional Games of Chance.

7. **PRIVACY:** Sponsor and its contractors, agents and licensees will have the right to process, store, disclose and otherwise use all data provided to the Sponsor in connection with this Sweepstakes, including each entrant's name, address, telephone number and email address, for the purpose of administering the Sweepstakes and, if express consent has been provided by the entrant, (a) for other marketing and public relations related activity and (b) in any other manner permitted by Sponsor's privacy policy which can be

viewed at www.hollandamerica.com. By entering, entrant expressly consents to such processing, storage and use. Personal data will be transferred to Sponsor and DCG One and entrants consent to the data transmission, processing and storage of this personal data in the United States by the companies and for the purposes as mentioned before. By entering the Sweepstakes, each entrant consents to the collection and use of data (including without limitation personal data about the entrant) as permitted pursuant to the privacy policy and as permitted pursuant to this Section 7. Entrants are providing information to Sponsor and not to Twitter or Facebook. **FOR DUTCH RESIDENTS:** The Dutch entity of the Administrators shall be the responsible entity (i.e. controller) under the Dutch Data Protection Act (*Wet bescherming persoonsgegevens*) or the European General Data Protection Regulation (“GDPR”), as applicable, for the processing of personal data under the Sweepstakes.

- 8. COMPLAINTS:** Dutch entrants who consider that the Sweepstakes breaches one or more provisions of the Dutch Code of Conduct for Promotional Games of Chance may lodge a complaint in writing with the Administrator on the following address and/or phone number: Otto Reuchlinweg 1110, 3072 MD Rotterdam, the Netherlands, phone number 31-10-297-6600. Dutch entrants can send complaints regarding any matters related to the processing of personal data to the Administrators at the following address and phone number: Otto Reuchlinweg 1110, 3072 MD Rotterdam, the Netherlands, phone number 31-10-297-6600.
- 9. DISPUTES:** As a condition of participating, except for Dutch residents and where prohibited by law, entrants agree (and agree to confirm in writing), to the extent permitted by law: (a) to release the Released Parties, as defined in Section 6 herein, from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession, and/or use or misuse of any prize, (b) that under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, special, incidental and/or consequential, or any other damages, other than for actual out-of-pocket expenses and waives any and all rights to have damages multiplied or otherwise increased; (c) all 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 (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys’ and court fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, or the conduct of the Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of Washington, U.S.A., without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Washington or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Washington, U.S.A. The aforementioned choice of law does not limit Dutch residents protection of mandatory provisions of the law that would be applicable in the absence of that choice (Article 6 (2) of the Rome I Regulation). By participating in this Sweepstakes, entrants consent to the jurisdiction and venue of the federal or state courts located in King County, Washington, U.S.A. with respect to any legal proceedings or disputes of whatever nature arising out of these Official Rules.

10. WINNER LIST: The first name, surname initial and country (and county, if the winner is in the United Kingdom) of the Winner, available after July 13, 2018, will be published on the following website: www.facebook.com/halcruises.

11. MISCELLANEOUS: If at any time any provision of these rules is or becomes illegal, invalid or unenforceable in any respect under the law of any jurisdiction, this shall not affect or impair the legality, validity or enforceability in that jurisdiction of any other provision of these rules; or the legality, validity or enforceability under the law of any other jurisdiction of that or any other provision of these rules.

12. OFFICIAL RULES: These official rules can be accessed by visiting:

www.HALNieuwStatendamSweeps.com (for U.S. and Canada residents),

www.HALNieuwStatendamSweeps.com/UK (for UK residents), or

www.HALNieuwStatendamSweeps.com/NL (for NL residents).

For more information, please contact Holland America Line N.V. at 450 Third Avenue West, Seattle, WA, 98119 or by sending an email to socialmedia@hollandamerica.com with the subject line of “2018 Nieuw Statendam Sets Sail Sweepstakes.”

13. SPONSOR: Holland America Line N.V., 450 Third Avenue West, Seattle, WA 98119 U.S.A.

14. ADMINISTRATORS: Holland America Line N.V., 450 Third Avenue West, Seattle, WA 98119 U.S.A and HAL Services B.V., Otto Reuchlinweg 1110, 3072 MD Rotterdam, the Netherlands.