

## **OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

The “Lunchtime Beauty Break” Sweepstakes (the “Sweepstakes”) begins at 12:00 p.m. Eastern Time (“ET”) on 7/23/12 and ends at 5:00 p.m. (ET) on 7/27/12 (“Sweepstakes Entry Period”). For purposes of this Sweepstakes, a “Day” is defined in the chart below for each day’s giveaway.

**Eligibility:** The “Lunchtime Beauty Break” Sweepstakes is only open to U.S. legal residents, age 18 or older who possess a valid email address at time of entry. Employees of New York Magazine (“Sponsor”) and its subsidiaries, affiliates, wholesalers, retailers, advertising and promotion agencies and all other companies involved in this Sweepstakes and their immediate family members and/or those living in the same household of each are not eligible to enter or win. Sweepstakes governed by U.S. law. Sweepstakes is subject to all applicable federal, state and local laws and regulations. Void where prohibited by law.

**How to Enter:** To enter online, visit [https://www.facebook.com/TheCutBlog?sk=app\\_217188508340911](https://www.facebook.com/TheCutBlog?sk=app_217188508340911) and follow onscreen instructions to complete and submit the online entry. Entries must be received between 12:00 pm Eastern Time (“ET”) on 7/23/11 and 5:00 pm (ET) on 7/27/12. To qualify to win each Day, you must submit an Official Online Entry Form each Day. When you enter the Sweepstakes, you may also have an opportunity to sign up to receive follow-up information from New York Magazine, The Cut and its advertisers. Entrants subject to all notices posted online including but not limited to privacy policy. **Limit: One online entry per email address per day.** All entries and requests become property of Sponsor and will not be returned or acknowledged. Sponsor is not responsible for lost, late, damaged or misdirected entries.

**Random Drawing:** Twenty-five (25) daily prize winners (“Daily Prize Winners”) will be selected for each Day during the Promotion Period in a random drawing (hereinafter, each a “Daily Random Drawing”) from among all eligible Entries for a total of one-hundred-and-twenty-five (125) Daily Prize Winners. Daily Random Drawings will be conducted by a representative from the Sponsor (“judges”) whose decisions are final. Winners will be notified via the e-mail address provided in entry form. Winners may be required to complete and return an Affidavit of Eligibility and Liability and a Publicity Release within 5 days from the date of prize notification or an alternate winner may be selected. If prize notification is returned as undeliverable, winner(s) will be disqualified and if there is sufficient time to notify an alternate winner, the prize may be awarded to an alternate winner selected at random from all non-winning entries. Prizes are guaranteed to be awarded. Prizes are non-assignable or transferable except to a surviving spouse. Winners are responsible for all federal, state, local and sales and income taxes (if any). Any incidental expenses on prize not specified herein is the sole responsibility of winners. Entry and acceptance of prize constitutes permission to use winners’ name, prize won, entry comment, hometown and likeness for online posting and promotional purposes without further compensation, except where prohibited by law.

**Prize & Approximate Retail Value (“ARV”):** Twenty-five (25) daily prizes will be awarded each Day during the Promotion Period for a total of one-hundred-and-twenty-five (125) Daily Prize Winners. Daily Prizes are as follows:

Date	Start Time	End Time	Number of Winners	Description of Daily Prize	ARV of Daily Prize
7/23/2012	12:00 PM (ET)	11:59 AM (ET)	25	Giorgio Armani Eyes to Kill Mascara	\$30
7/24/2012	12:00 PM (ET)	11:59 AM (ET)	25	NARS Duo Cream Eye Shadow	\$24
7/25/2012	12:00 PM (ET)	11:59 AM (ET)	25	Fresh Here Comes the Sun Face Palette	\$45
7/26/2012	12:00 PM (ET)	11:59 AM (ET)	25	Korres Lip Butter	\$12

7/27/2012	12:00 PM (ET)	5:00 PM (ET)	25	CK One Brow Duo Pencil + Gel	\$22
-----------	---------------	--------------	----	------------------------------	------

Total ARV of all Daily Prizes awarded in this Sweepstakes collectively is \$3,325. Limit one (1) Daily Prize per household. Winners may be required to furnish his/her social security number and an IRS Form 1099 may be filed in the name of the winners for the retail value of the prize.

**Odds:** Odds of winning depend on the number of eligible entries received for each Daily Random Drawing. Entries received on the Day, but not selected at the close of each Daily Random Drawing, will not be eligible the next Day nor for subsequent Daily Random Drawings during the Promotion Period.

**General:** Participating entrants agree to these Official Rules and the decisions of the judges and the Sponsor, and release the Sponsor and their affiliated companies, and all other businesses involved in this Sweepstakes, as well as the employees, officers, directors and agents of each, from all claims and liability relating to their participation, acceptance and use of any prize. Winners assume all liability for any injury or damage caused or claimed to be caused, by participation in this Sweepstakes or use or redemption of prize. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prize.

**Online Notice:** In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the "Authorized Account Holder" of the e-mail address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Sponsor is not responsible for: (i) lost, late, misdirected, damaged, or illegible entries; or (ii) 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 information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (ii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Sweepstakes. By participating in the Sweepstakes, you (i) agree to be bound by these official rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of Sponsor and its representative, which are final and binding in all matters relating to the Sweepstakes. Failure to comply with these official rules may result in disqualification from the Sweepstakes. Sponsor reserves the right to: (i) permanently disqualify from any sweepstakes it sponsors any person it believes has intentionally violated these official rules; and (ii) withdraw the Sweepstakes if it becomes technically corrupted, (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Sweepstakes), and to select winner from among all eligible entries received prior to withdrawal.

**LEGAL WARNING:** ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

**Winner's List:** Winners will be announced on [www.facebook.com/TheCutBlog](http://www.facebook.com/TheCutBlog). For a winner's list, send a self-addressed stamped envelope to: Lunchtime Beauty Break Sweepstakes, c/o New York Media, 75 Varick Street, 4<sup>th</sup> Fl, New York, NY 10013, after 8/15/12.

**Confidentiality:** By entering, you may be contacted by the Sponsor and/or any promotional partner(s) with future promotional offers. Information provided by you to participate in this Sweepstakes is subject to the Sponsor's privacy policy located at [www.nymag.com/newyork/privacy](http://www.nymag.com/newyork/privacy).

**Sponsor:** New York Magazine, 75 Varick Street, New York, NY 10013.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. Entry information is provided to participating presenter and independent judging organization, and not to Facebook. Entrants release Facebook from all claims and liability relating to their participation in the sweepstakes, acceptance, use, and or redemption of prize.