

MICHAEL KORS IN STORE EXPERIENCE SWEEPSTAKES SERIES
OFFICIAL RULES (THE “OFFICIAL RULES”)

NO PURCHASE REQUIRED TO ENTER OR WIN

1. **ELIGIBILITY:** The Michael Kors In Store Experience Sweepstakes Series (individually and collectively, the “Sweepstakes”) is open only to legal residents of the United States who are eighteen (18) years of age or older at the time of entry. Employees of Michael Kors (USA), Inc., Michael Kors Retail, Inc., Michael Kors Stores, L.L.C., Michael Kors Stores (California), Inc., its parent, subsidiary, and affiliates, or other companies associated with the promotion of the Sweepstakes, 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 federal, state, and local laws and regulations and is void where prohibited.
2. **SPONSOR:** The Sweepstakes is sponsored by Michael Kors (USA), Inc., 11 West 42nd Street, New York, NY 10036 (the “Sponsor”).
3. **AGREEMENT TO OFFICIAL RULES:** Participation in the Sweepstakes constitutes entrant’s full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein.
4. **ENTRY PERIOD:** The MK In Store Experience Sweepstakes Series consists of twelve (12) separate sweepstakes.

Sweepstakes 1 begins on March 25, 2015 no earlier than 12:00AM EST and ends no earlier than 11:59 PM EST on April 30, 2015 (the “Entry Period”). Entries submitted prior to or after the Entry Period will be disqualified.

Sweepstakes 2 begins on May 1, 2015 no earlier than 12:00AM EST and ends no earlier than 11:59 PM EST on May 31, 2015 (the “Entry Period”). Entries submitted prior to or after the Entry Period will be disqualified.

Sweepstakes 3 begins on June 1, 2015 no earlier than 12:00AM EST and ends no earlier than 11:59 PM EST on June 30, 2015 (the “Entry Period”). Entries submitted prior to or after the Entry Period will be disqualified.

Sweepstakes 4 begins on July 1, 2015 no earlier than 12:00AM EST and ends no earlier than 11:59 PM EST on July 31, 2015 (the “Entry Period”). Entries submitted prior to or after the Entry Period will be disqualified.

Sweepstakes 5 begins on August 1, 2015 no earlier than 12:00AM EST and ends no earlier than 11:59 PM EST on August 31, 2015 (the “Entry Period”). Entries submitted prior to or after the Entry Period will be disqualified.

Sweepstakes 6 begins on September 1, 2015 no earlier than 12:00AM EST and ends no earlier than 11:59 PM EST on September 30, 2015 (the "Entry Period"). Entries submitted prior to or after the Entry Period will be disqualified.

Sweepstakes 7 begins on October 1, 2015 no earlier than 12:00AM EST and ends no earlier than 11:59 PM EST on October 31, 2015 (the "Entry Period"). Entries submitted prior to or after the Entry Period will be disqualified.

Sweepstakes 8 begins on November 1, 2015 no earlier than 12:00AM EST and ends no earlier than 11:59 PM EST on November 30, 2015 (the "Entry Period"). Entries submitted prior to or after the Entry Period will be disqualified.

Sweepstakes 9 begins on December 1, 2015 no earlier than 12:00AM EST and ends no earlier than 11:59 PM EST on December 31, 2015 (the "Entry Period"). Entries submitted prior to or after the Entry Period will be disqualified.

Sweepstakes 10 begins on January 1, 2016 no earlier than 12:00AM EST and ends no earlier than 11:59 PM EST on January 31, 2016 (the "Entry Period"). Entries submitted prior to or after the Entry Period will be disqualified.

Sweepstakes 11 begins on February 1, 2016 no earlier than 12:00AM EST and ends no earlier than 11:59 PM EST on February 29, 2016 (the "Entry Period"). Entries submitted prior to or after the Entry Period will be disqualified.

Sweepstakes 12 begins on March 1, 2016 no earlier than 12:00AM EST and ends no earlier than 11:59 PM EST on March 24, 2016 (the "Entry Period"). Entries submitted prior to or after the Entry Period will be disqualified.

5. **HOW TO ENTER:** Entrants must complete a survey about their in-store purchase experience in order to enter the Sweepstakes. Entrants will be provided a link to the survey on printed and e-receipts in connection with a purchase made in a participating Michael Kors Lifestyle Store. Alternatively, Entrants can go directly to https://survey.foreseeresults.com/michaelkors_ss. Once Entrants complete the survey, they can enter the Sweepstakes online by providing their name, e-mail, and mailing address. There is a limit of one (1) entry per person and e-mail address per sweepstakes. Subsequent entries in the same Sweepstakes will be void.
6. **DRAWING:** The Sponsor (or an agent acting on its behalf) will select two (2) potential winners in a random drawing of all entries received at approximately 12:00PM EST on May 7, 2015 for Sweepstakes 1. The odds of being selected depend on the number of eligible entries. The Winners will be contacted using the information they provided on the Sweepstakes entry form.

The Sponsor will select two (2) potential winners in a random drawing of all entries received at approximately 12:00PM EST on June 8, 2015 for Sweepstakes 2. The odds of being selected depend on the number of eligible entries. The Winners will be contacted using the information they provided on the Sweepstakes entry form.

The Sponsor will select two (2) potential winners in a random drawing of all entries received at approximately 12:00PM EST on July 7, 2015 for Sweepstakes 3. The odds of being selected depend on the number of eligible entries. The Winners will be contacted using the information they provided on the Sweepstakes entry form.

The Sponsor will select two (2) potential winners in a random drawing of all entries received at approximately 12:00PM EST on August 7, 2015 for Sweepstakes 4. The odds of being selected depend on the number of eligible entries. The Winners will be contacted using the information they provided on the Sweepstakes entry form.

The Sponsor will select two (2) potential winners in a random drawing of all entries received at approximately 12:00PM EST on September 7, 2015 for Sweepstakes 5. The odds of being selected depend on the number of eligible entries. The Winners will be contacted using the information they provided on the Sweepstakes entry form.

The Sponsor will select two (2) potential winners in a random drawing of all entries received at approximately 12:00PM EST on October 7, 2015 for Sweepstakes 6. The odds of being selected depend on the number of eligible entries. The Winners will be contacted using the information they provided on the Sweepstakes entry form.

The Sponsor will select two (2) potential winners in a random drawing of all entries received at approximately 12:00PM EST on November 9, 2015 for Sweepstakes 7. The odds of being selected depend on the number of eligible entries. The Winners will be contacted using the information they provided on the Sweepstakes entry form.

The Sponsor will select two (2) potential winners in a random drawing of all entries received at approximately 12:00PM EST on December 7, 2015 for Sweepstakes 8. The odds of being selected depend on the number of eligible entries. The Winners will be contacted using the information they provided on the Sweepstakes entry form.

The Sponsor will select two (2) potential winners in a random drawing of all entries received at approximately 12:00PM EST on January 7, 2016 for Sweepstakes 9. The odds of being selected depend on the number of eligible entries. The Winners will be contacted using the information they provided on the Sweepstakes entry form.

The Sponsor will select two (2) potential winners in a random drawing of all entries received at approximately 12:00PM EST on February 8, 2016 for Sweepstakes 10. The odds of being selected depend on the number of eligible entries. The Winners will be contacted using the information they provided on the Sweepstakes entry form.

The Sponsor will select two (2) potential winners in a random drawing of all entries received at approximately 12:00PM EST on March 7, 2016 for Sweepstakes 11. The odds of being selected depend on the number of eligible entries. The Winners will be contacted using the information they provided on the Sweepstakes entry form.

The Sponsor will select two (2) potential winners in a random drawing of all entries received at approximately 12:00PM EST on March 31, 2016 for Sweepstakes 12. The

odds of being selected depend on the number of eligible entries. The Winners will be contacted using the information they provided on the Sweepstakes entry form.

7. **POTENTIAL WINNER REQUIREMENTS:** Except where prohibited, the potential winner may be required to complete, have notarized and return an affidavit of eligibility and liability/publicity release (the "Affidavit/Release") upon receipt of the prize. If an Affidavit/Release is required, and a potential winner fails to return it within 14 days, an alternate entrant may be selected in his/her place in a random drawing of all entries received.
8. **PRIZE:** For each of the twelve (12) Sweepstakes, two (2) winners will be selected. Each winner will receive one (1) Michael Kors gift card. The value of the prize is \$250.00. Use of the gift card is subject to the terms and conditions on the back of the card. All expenses, costs, and taxes not expressly listed above are solely the winner's responsibility. The prize is not transferable. No cash or other substitution is allowed except by the Sponsor who may substitute a prize (or component thereof) with another prize (or component thereof) of equal or greater value if the advertised prize becomes unavailable, as determined by the Sponsor in its sole discretion. If repeated attempts to contact the winner to arrange for fulfillment of the prize are met with no response, the prize will be forfeited and the Sponsor has the right to select an alternate winner in a random drawing of entries received.
9. **GENERAL CONDITIONS:** In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) award the prizes at random from among the eligible entries received up to the time of the impairment. The 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 these Official Rules or in a disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
10. **RELEASE AND LIMITATIONS OF LIABILITY:** By participating in the Sweepstakes, entrants agree to release and hold harmless the Sponsor, its related companies, and its respective officers, directors, employees, and agents (the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Sweepstakes or the processing of entries; or (f) 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 of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

11. **DISPUTES:** Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in New York. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of New York, without giving effect to any choice of law or conflict of law rules (whether of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than New York.
12. **SWEEPSTAKES RESULTS:** If you are curious to find out the name of the winner, send a self-addressed, stamped envelope to Michael Kors Retail Marketing Department, 11 W. 42nd Street, 23rd floor, New York, NY 10036. Requests must be received by April 1, 2016.