

No Purchase Necessary. "CFL" means Mercury Skyline Yacht Charters Inc., Mercury Sightseeing Boats Inc., and their affiliates, agents, representatives and assigns.

The Cruise Chicago Photo Contest (the "Contest") is a skill contest where individuals who created photographs aboard a CFL cruise are invited to submit their images created in 2016. An "Individual" is a person a) residing in the United States, Canada, Australia, or United Kingdom b) who is at least 18 years of age c) who has a Facebook, Twitter, or Instagram account and d) who has created cruise related image. The images will be evaluated by criteria (outlined below) and finalists will be chosen for consideration for the grand prize, runner-up prize and honorable mentions prizes, as well as for each monthly prize. A "Finalist" is an entry to the contest that is selected to advance to either public voting or juried voting for the chance to win its respective category in the contest. Finalists are selected by a team of curators (the "Judges") comprised of a photography professional and principals from among CFL. Winners will be chosen by juried submissions. Prize(s) will be awarded to participant(s) with the highest evaluation. The submission with highest public vote total on the Chicago's First Lady Cruises and Mercury Cruises' Facebook Contest Pages between October 1 – October 12, 2016, will each be awarded the People's Choice prize. One entry will be awarded the Monthly Prize for the periods of July 29 – August 19, 2016; August 20 – September 9, 2016; & September 10 - 30, 2016, from entries made in each respective time period. See below for the complete Contest rules.

1. Binding Agreement: In order to enter the Contest, you must agree to these Official Rules ("Rules"). Therefore, please read these Rules prior to entry to ensure you understand and agree. You agree that submission of an entry in the Contest constitutes agreement to these Rules. You may not submit an entry to the Contest and are not eligible to receive the prizes described in these Rules unless you agree to these Rules. These Rules form a binding legal agreement between you and CFL with respect to the Contest.

2. Agreement to Rules: By entering this contest, you agree to all of these Official Rules. All decisions regarding the contest will be made by CFL in its sole discretion, and are final.

3. Originality and Rights: ALL ENTRIES MUST HAVE BEEN UPLOADED TO FACEBOOK, TWITTER OR INSTAGRAM between July 29, 2016 and September 30, 2016. By submitting your image, and in exchange for our consideration of it, you grant CFL the irrevocable, royalty-free licenses to use, re-use, copy, publish, republish, in whole or in part, edit, add to, modify, and rearrange the photograph and to use the name, likeness and image of anyone depicted in the photograph in any publication or work, in any media or format, on any devices, whether now known or hereafter devised, throughout the world, without any further compensation. You release and forever discharge CFL from any and all claims, demands, and causes of action of whatever kind that may arise from any use of the photograph. You represent and warrant that the photograph is your own original creation, and has not been previously published (including being previously posted on Instagram, Facebook, Twitter, Tumblr or other social media websites). By submitting the photograph, you represent and warrant that you own all copyrights in the photograph, have obtained the right to grant the foregoing licenses, and your submission of it and any use by CFL does not infringe upon or violate any rights, including any rights of privacy or publicity of anyone who appears in your photo.

4. Submission Criteria & the Selection of Finalists: Finalists will be selected for consideration of the grand prize, runner-up prize and honorable mentions prizes by the Contest Judges on or about

October 7, 2016 and a winner will be chosen on or about October 12, 2016. Judges will evaluate entries based on the criteria of the image's aesthetic beauty, representation of Chicago, technical proficiency and uniqueness.

All submissions must have been created aboard a CFL cruise. CFL may require winner to provide details to show attendance of a CFL cruise.

In the event a potential Winner is disqualified for any reason, the photo that received the next highest total score will be chosen as the potential Winner. CFL may, in its sole discretion, contact any or all of the potential Winners via the Facebook or Instagram accounts in order to confirm the eligibility of those potential Winners and compliance with the Official Rules.

If CFL in its sole discretion suspects any vote tampering or misrepresentation in the Facebook contest page public voting, CFL may manually select a submission to be awarded the People's Choice Prize.

At the close of the evaluation period, the submission that receives the highest evaluation will be declared the winner. In the unlikely event that the evaluation results in a tie, CFL will decide the winner. At the discretion of CFL, all winners are subject to verification, including without limitation, verification of eligibility, compliance with these Contest Rules. Entrants agree that CFL have the sole right to decide all matters and disputes arising from this Contest and that all decisions of CFL are final and binding. All CFL employees are ineligible from entry.

CFL will notify the winner via the contact information provided at the time of entry. CFL reserves the right to disqualify any winner who fails to respond to the notification within five business days.

5. To Enter the Contest: The timeframe to submit entries ("Submission Period") starts July 29, 2016 at 12:01 AM EDT and ends at 11:59 pm EDT on September 30, 2016. You must submit your photo entry to the Contest via Facebook, Twitter or Instagram, by visiting <http://www.facebook.com/cruisechicago>, <http://www.facebook.com/mercurycruises>, <http://www.twitter.com/CFLcruises>, <http://www.twitter.com/mercurycruises>, <http://instagram.com/cflcruises> or <http://instagram.com/mercurycruises>. To be considered on Twitter or Instagram, include the hashtag #CruiseChicago in your post. In submitting an entry, you confirm that you have read and understand these Contest rules.

6. Prizes:

Grand Prize (1 winner):

- Private Cruise for 6 aboard vintage yacht Lady Grebe (Date and time for cruise to be mutually agreed upon by CFL and Winner. Cruise valid June 1 – July 31, 2017. Excludes Saturdays. No children under the age of 12 allowed aboard Lady Grebe.) Value: \$1500
- Two-night stay in an Executive Suite at The Peninsula Chicago (Prize subject to availability and blackout dates apply. The two-night stay in an Executive Suite offer is valid through and must be consumed by October 1, 2017.)

- \$250 Dining Gift Card to City Winery's West Loop facility. Gift card is valid for food and beverage purchases at City Winery's West Loop location. Not valid at Riverwalk location and not applicable to ticket purchases at West Loop location.

Honorable Mentions (3 winners):

- Eight (8) Chicago Architecture Foundation Walking Tour tickets (Valid for 2016 & 2017 season) + One (1) \$25 Chicago Architecture Foundation Shop & Tour Center gift card

Monthly Prizes (1 winner for each July, August, September):

Winners will be chosen and announced at or around the 5th day after prize period ends. All prizes are subject to availability and blackout dates apply. Afternoon Tea excludes holiday teas and reservations are required in advance. Excludes alcohol, tax and gratuity. "Chocolate at The Pen" is valid through December 31, 2016, excludes special events and reservations are required in advance. Beverages, tax and gratuity are additional. Dinner in The Lobby is valid through December 31, 2016 and excludes holidays. Guests must be 21 years of age; additional alcohol, tax and gratuity are excluded.

- Afternoon Tea for two in The Lobby (Prize period July 29 – August 19, 2016)
- Chocolate at The Pen for two (Prize period August 20 – September 9, 2016)
- Dinner for two in The Lobby (Prize period September 10 – 30, 2016)

People's Choice (1 winner on Chicago's First Lady Cruises Facebook page; 1 winner on Mercury, Chicago's Skyline Cruiseline's Facebook page):

- (2) Chicago Architecture Foundation River Cruise aboard Chicago's Cruise tickets (Valid for 2015 or 2016 cruising season)
- (4) Mercury Urban Adventure Cruise tickets (Valid for 2015 or 2016 cruising season)

7. Choice of Law and Recourse to Judicial Procedures: These Rules shall be governed by, subject to, and construed in accordance with the laws of the State of Illinois, United States of America, excluding all conflict of law rules. If any provision(s) of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect. To the extent permitted by law, the rights to litigate, seek injunctive relief or make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Contest are hereby excluded, and all participants expressly waive any and all such rights.

8. Additional Conditions and Terms: As a condition for entry, you agree to release, waive, indemnify, and otherwise hold harmless CFL and all persons associated with it from any liability associated with your photo and this contest to the fullest extent of appropriate state or local laws.

CFL is not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained online.

The odds of winning will be determined by the number of entries.

For more information, please contact the Cruise Chicago Photo Contest at www.cruisechicago.com/photocontest