

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 create photographs or "reels" aboard or of a CFL cruise are invited to submit their images created in 2023. 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, X, Instagram, TikTok or Threads account and d) who has created cruise related imagery. The images will be evaluated by criteria (outlined below) and finalists will be chosen for consideration for the Best Photo prize and Best Reel 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 principals from among CFL. Winners will be chosen by juried submissions. Prize(s) will be awarded to participant(s) with the highest evaluation. The photograph with highest public vote total on the Chicago's First Lady Cruises and Mercury Cruises' social media Contest Pages will be awarded the Best Photo - People's Choice prize. 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, X, INSTAGRAM, TIKTOK or THREADS between August 7, 2023 and September 30, 2023. 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 or reel and to use the name, likeness and image of anyone depicted in the photograph or reel 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 or reel. You represent and warrant that the photograph or reel is your own original creation, and has not been previously published (including being previously posted on Instagram, Facebook, X, TikTok, Threads or other social media websites). By submitting the photograph or reel, you represent and warrant that you own all copyrights in the photograph or reel, 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 or reel.

4. Submission Criteria & the Selection of Finalists: Finalists will be selected for consideration of the Best Photo and Best Reel by the Contest Judges on or about October 9, 2023 and winners will be

chosen on or about October 23, 2023. Judges will evaluate photo entries based on the criteria of the image's aesthetic beauty, representation of Chicago, technical proficiency and uniqueness. Judges will evaluate reel entries based on the criteria of aesthetic beauty, representation of Chicago, creativity and uniqueness. Reels may include graphic and/or textual overlays, music or other in-app enhancements, or they may be comprised solely of unaltered video.

In the event a potential Winner is disqualified for any reason, the photo or reel 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 their social media 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 social media contest pages' public voting, CFL may manually select a submission to be awarded the Best Photo - 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 August 9, 2023 at 12:01 AM EDT and ends at 11:59 pm EDT on September 30, 2023. You must submit your photo or reel entry to the Contest via Facebook, X, TikTok, Instagram or Threads, by visiting <http://www.facebook.com/cflcruises>, <http://www.facebook.com/mercurycruises>, <http://www.facebook.com/mercurycruiseslatino>, <http://www.x.com/CFLcruises>, <http://www.x.com/mercurycruises>, <http://instagram.com/cflcruises>, <http://instagram.com/mercurycruises>, <https://www.tiktok.com/@cflcruises>, <https://www.tiktok.com/@mercurycruises>, <https://www.threads.net/@cflcruises>, <https://www.threads.net/@mercurycruises> and using the hashtag #CruiseChi2023 in your post. In submitting an entry, you confirm that you have read and understand these Contest rules.

6. Prizes:

Best Photo (1 winner):

- Private Cruise for 6 aboard vintage yacht Lady Grebe. Includes beverages. (Date and time for cruise to be mutually agreed upon by CFL and Winner. Cruise valid June 1 – August 15, 2024. Excludes Saturdays. No children under the age of 12 allowed aboard Lady Grebe.) Value: \$1550
- (2) Chicago Architecture Center Walking Tour vouchers (Valid through 2024 season), each redeemable for 2 passes (4 total). Value: \$120
- \$150 Dining Gift Card to The Northman Beer & Cider Garden

Best Reel (1 winner):

- \$200 Dining Gift Card to Harry Caray's Restaurant Group (Valid through December 31, 2024)
- (2) Chicago Architecture Center Walking Tour vouchers (Valid through 2024 season), each redeemable for 2 passes (4 total). Value: \$120
- \$50 Dining Gift Card to The Northman Beer & Cider Garden

Best Photo - People's Choice (1 winner):

- (2) Chicago Architecture Foundation River Cruise aboard Chicago's First Lady Cruises tickets (Valid for 2023 or 2024 cruising season). Value: \$114
- (2) Mercury Urban Adventure Cruise tickets (Valid through 2024 cruising season). Value: \$88
- (4) complimentary passes to the Chicago Sports Museum. Value: \$40
- \$50 Dining Gift Card to The Northman Beer & Cider Garden

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 or reel 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