

Pacifica Hotel Company is offering this "Hawaiian Getaway" sweepstakes to registrants of Pacifica Hotel Company only. By participating in this promotion, each registrant fully and unconditionally agrees to accept these Official Rules.

Open only to legal registrants who are at least 18 years old. Pacifica Hotel Company employees as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. Subject to all federal, state, local laws and regulations. One (1) entry per email address. All entries must be received online during the Sweepstakes Period. All entries become the exclusive property of Pacifica Hotel Company. Information collected from registrants will only be used by Pacifica Hotel Company and will never be sold or distributed. Proof of sending or submission will not be deemed to be proof of receipt by Pacifica Hotel Company. Pacifica Hotel Company is not responsible for lost, late, incomplete, invalid, unintelligible registrations, which will be disqualified. Use of any automated system to submit entries is prohibited and will result in disqualification. In the event of a dispute as to any online entry, the authorized account holder of the e-mail address used to enter will be deemed to be the registrant. The "authorized account holder" is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

Prize drawings will take place at the end of each month in 2010. The Registrant selected must comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements. If a potential winner cannot be contacted within one week (7 days) an alternate registrant will be selected in his/her place at random from among all eligible entries received.

The prize for which a registrant is eligible for entering through Pacifica Hotel Company is a three night stay and \$100 Food Credit at the newly renovated King Kamehameha's Kona Beach Hotel located in Kona, Hawaii on The Big Island

All arrangements are subject to availability and occupancy of up to four people. Blackout dates may apply and are subject to change without notice. Prize must be redeemed within one year of receipt and are contingent upon ownership of hotel by Pacifica Hotel Company. Prizes may not be redeemable if new ownership is in place.

Prize Restrictions:

- Room nights must be used consecutively
- Prize must be redeemed within one year of receipt.
- All arrangements are subject to availability at the time of booking
- Other conditions & restrictions may apply
- Prize is non-transferable and cannot be converted into cash
- Blackout dates may apply.

Winners are responsible for air travel and/or any type of transportation.

Accommodations are subject to availability at the time of booking. Winner must be 18 years of age when stay is executed. Winner and guest(s) may occupy one room only. All prize details will be designated solely by Pacifica Hotel Company, and may be changed without notice at any time based on Pacifica Hotel Company's sole discretion. Pacifica Hotel Company is not responsible for additional entertainment, air travel, taxes and any or all fees.

This prize has no cash, redemption or barter value. No alternative prize, cash equivalent, or other substitution is permitted. Photo ID's will be required and will be verified upon check-in.

Except where prohibited, participation in the Hawaiian Getaway Sweepstakes constitutes winner's consent to Pacifica Hotel Company's use of winner's name, likeness, voice, opinions, biographical information, hometown and state for promotional purposes in any media without further payment or consideration.

Pacifica Hotel Company reserves the right to cancel or modify the Hawaiian Getaway Sweepstakes if fraud, technical failures or any other factor beyond Pacifica Hotel Company's reasonable control impairs the integrity of the Sweepstakes, as determined by Pacifica Hotel Company. In such event, Pacifica Hotel Company reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Pacifica Hotel Company 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 an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any web site or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil law, and, should such an attempt be made, Pacifica Hotel Company reserves the right to seek damages from any such person to the fullest extent permitted by law.

By entering this Sweepstakes, entrant agrees to release and hold harmless, Pacifica Hotel Company and each of its' respective officers, directors, employees, and agents from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize.

Pacifica Hotel Company is not responsible for: (i) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (ii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iii) unauthorized human intervention in any part of the entry process or the Sweepstakes; (iv) electronic or human error which may occur in the administration of the Sweepstakes or the processing of entries; or (v) any injury or damage to persons or property, including but not limited to registrants computer, hardware or software, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes.

Registrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Hawaiian Getaway Sweepstakes, or any prizes awarded, other than the administration of the Sweepstakes or the determination of winners shall be resolved individually, and (ii) under no circumstances will registrant be permitted to obtain awards for and registrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California and Hawaii, without giving effect to any choice of law or conflict of law rules (whether of the State of California, Stae of Hawaii or any other jurisdiction).