

This is a translation of the original Spanish written terms that remain the only legal document. For information purpose only.

CONTEST “#WAKEUPPICS 3 EDITION”

1.- Purpose

The organizer of the draw, NH HOTELES, S.A. (from now on NH Hoteles) with CIF A/28017944 and address in Madrid, Santa Engracia 120, 5th floor, 28003 Madrid, organizes this draw, which is governed by the following Terms.

2.- Acceptance of the Terms

The participation in this draw implies the acceptance of these Terms.

3.- Availability of the Terms.

These terms are available on NH Hoteles' social platforms and have been deposited in the Notary of D. Francisco Javier Piera, in Madrid.

4.- Temporal range of participation

This contest will run from **December 20th, 2012 (from 10:00:01 am Central European Time (CET)) until January 30th, 2013 (until 23:59:59 pm Central European Time (CET))**.

5- Territorial range

The range of this contest is global.

6- Participation requirements

The contest is free, participation in it is voluntary and is limited to compliance with the following requirements:

- Natural persons
- Over 18 years old at the moment of the participation
- Not taking part in the contest with multiple profiles on the same platform, in which case all of them will be disqualified. These effects are considered duplication of a profile or email, whose personal data are the opinion of the organizer which may create confusion.
- Any images which are in any way explicit or implicit derogatory images, showing lack of respect for others, and improper content deemed inappropriate by the organizer or damage the good nature of the contest will not be accepted.

7. - Mechanics of participation and data collection

Participants can participate in the action in the following way:

Each participant must publish a photo using the Instagram application on their mobile device and post that photo on their profile for that application.

Such publication shall be accompanied by the hashtag #wakeuppics which allows the organizer to validate the photograph and take it into consideration for the contest. This act will formally nominate them as a participant in the contest.

8. Criteria for choosing the winner

A jury conformed by a team of qualified professionals in marketing and communication defined by the organizer will review, at the end of the contest, all pictures taken and communicated by individual users who meet the conditions described above. The criteria for selecting winners is based on the quality and originality of the images submitted and how they are related to the concept "Wake Up" concept: moments that symbolize the start and the illusion of new projects. One winner and three alternate winners will be chosen by general consensus among the jurors. If unable to contact one of the winners or he/she does not comply with the conditions of participation, the alternate winner assigned to each winner will be contacted.

The Organizer will contact the winners to confirm the authorship of the Pictures and their data through Instagram account through which they have participated in the contest.

The organizer will confirm if the winners are individuals and if they are at least 18 year old. The organizer may ask for appropriate documentation to validate this.

The organizer and / or NH HOTELES, SA will announce on their social networks the winners, once the winners have proven reliability and authorship of the works presented.

NH Hoteles SA will use its best efforts to accept the images into the process of any participant who wishes. However, due to the existence of a diverse set of circumstances beyond their control, in particular, the use of technical services provided by third parties, it cannot guarantee that all pictures will be taken into consideration.

9. Choosing the winner

Users whose participation complies with the terms set out in these legal terms and conditions will be entered in the contest. From 10:00:01 hours on the 18th of December until 23:59:59 hours on the 30th of January 2013.

NH reserves the right not to incorporate those names or indecent images used that are owned by third parties, that contains protected trademarks or elements, use of false or general profiles that violate the spirit of the competition. In this case, you will lose your right to participate in the contest.

10. Award

There will be one contest winner and accesit. Each of the three awards, have two candidates in reserve to keep the contest from being deserted.

Winner:

- The prize is an invitation for the winner and a guest to the exhibition of the best presented works, which will take place in 2013 in the city designated by the organizer to expose participants to the selected images:

- Round trip airplane tickets for the winner and a guest- to a city designated by the Organizer to host the exhibition of images selected from participants - in economy class from a domestic airport and at designated times for NH Hoteles. It does not include travel to and from airports.

- 2 nights accommodation in a double standard room including breakfast, in a hotel in the city designated by NH Hoteles.

All additional costs for use or consumption other than those expressly included in the prize are the sole responsibility of the participant.

All taxes imposed on the prize are the responsibility and the sole responsibility of the winner.

The purpose of this contest prizes, in any case may be subject to change, alteration or compensation to request winners, unable to use their cash value, or assigned to a third party without the express permission of the Organizer.

2 Accesit:

-Weekend stay (Friday to Sunday) to be enjoyed before June 1, 2013 in a standard double room with breakfast included, in the hotel designated by NH Hoteles which is subject to availability and will be communicated to the winner after accepting the award.

11.- Prize Delivery

The winning status will be communicated via the Instagram account used by the participant. The winner must accept the prize won and enter their personal data for the management of the prize. If 24 hours have passed after the message was sent and there is no reply confirming reception and acceptance of the prize, we will pass to the first reserve, which will have a further period of 24 hours to accept the prize. In case there is no answer from the three reserves confirming the reception and acceptance of the prize, the draw will be deserted.

Once the prizes have been accepted, NH Hoteles will published the name of the winner on their social platforms / or on its website. By accepting the prize, the winner agrees that NH Hoteles, its affiliates and their respective subsidiaries can use their name, image or picture for advertising and promotional purposes in any media, without having to give notice about it later.

The organizer is authorized to remove from contest those participants who do not meet the requirements mentioned in the previous paragraphs or those who try to participate against the terms and conditions.

12. - Limits to the participation

This contest is not open to employees of the organizing Company Territorio Creativo SL.

13. – Privacy

Data from participants will be included in a database owned by NH Hoteles, in accordance with the established in Data Protection legislation of Personal Character and the Company's privacy policy.

All personal information that the contest's participants may provide to the Organizer during its development, will be absolutely confidential and no commercial use will be made of it, all in accordance with the provisions of the Organic Law 15/1999 Protection of Personal Data. The acceptance of the prize does not condition or impose the acquisition of any kind of product or service. To exercise your rights of access, rectification, cancellation or opposition, a letter must be sent to the organizer at the address: Calle Santa Engracia, 120, 28003 Madrid, or by sending an e-mail to: protecciondedatos@nh-hotels.com. with the reference "Data Protection".

The Promoter reserves the right to transfer such data to Notaries, Public Administration, and any person involved in the organization of this contest, management and communication of the prize specified in these terms.

For the present draw, it will be necessary for its successful completion that the data provided by participants is accurate and current. If personal data were uncertain, incomplete or were not updated so that the identification of the participants and potential winners were made impossible by reasonable means, the Promoter reserves the right to declare the contest deserted, remaining free of all responsibility.

14. - Applicable legislation

This promotion is governed by current legislation in Spain and the present terms and conditions.

15. - Jurisdiction

For the knowledge of any dispute that may arise regarding the interpretation or application of these terms, both the organizer and the participants expressly submit to the jurisdiction of the Courts and Tribunals of Madrid, with express waiver of any other jurisdiction that may correspond.

16. – License of Use

By participating in the contest, participants endow their photographs of a license by-nc-sa of those collected by Creative Commons. This license claims that in any subsequent use by the Promoter or other of the work should be recognized for its author.

