

2017 Website Launch Sweepstakes OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

1. Eligibility: 2017 Website Launch Sweepstakes (the "Sweepstakes") is open to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old at the time of entry. Entries originating from any other jurisdiction are not eligible. Employees of Armstrong World Industries, Inc. and its parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Subject to all applicable federal, state and local laws and regulations. Void where prohibited. Participation constitutes entrant's full and unconditional agreement to be bound by these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Armstrong World Industries, Inc., 2500 Columbia Avenue, Lancaster, PA 17603

3. Timing: The Sweepstakes begins on August 30, 2017 at 7:00 a.m. Eastern Time ("ET") and ends on December 31, 2017 at 11:59 p.m. ET (the "Sweepstakes Period"). Sponsor's computer is the official time keeping device for this Sweepstakes.

4. How to Enter: Register for the Sweepstakes by filling out the form at www.armstrongceilings.com/residential/en-us/site-launch-sweepstakes.html between August 30, 2017 and December 31, 2017 by 11:59 PM ET.

Limit: One submission per person. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be deemed ineligible and disqualified. The "authorized account holder" of an email address is defined as the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

5. Winner Determination and Verification: Sponsor's decisions as to the administration and operation of the Sweepstakes and the selection of potential winners are final and binding in all matters related to the Sweepstakes. Sponsor will randomly select the potential Sweepstakes winners every Monday, starting 9/4/17 through 1/1/18 from all eligible entries received during such period. Potential winners will be notified via email provided on the form and must continue to comply with all terms and conditions of these Official Rules; and winning is contingent upon fulfilling all requirements. Sponsor will randomly select two (2) potential Sweepstakes winners each week from all eligible entries received during the Sweepstakes Period promptly at the end of such period. The potential winners will be notified via the email address provided after the date of random drawing. The potential winner may be required to sign and return a mutually agreeable Affidavit of Eligibility, Liability & Publicity Release ("Affidavit"), which must be received by Sponsor within fourteen

(14) days of the date notice or attempted notice is sent, in order to claim his/her prize. Failure to return any required documents within fourteen (14) days after Sponsor has emailed the Affidavit may result in prize forfeiture, and an alternate winner may be selected, in Sponsor's sole discretion. Allow 4-6 weeks for delivery of prize following completion of notification process. Prizes will only be delivered to addresses within the United States.

6. Prize: Two (2) Grand Prizes every week for 20 weeks. The Grand Prize consists of a **\$50 Amazon™ Gift Card**. * All expenses not specifically mentioned herein are solely the responsibility of winner including any delivery or servicing fees. Odds of winning a prize depend upon the number of eligible entries received.

*Amazon.com is not a sponsor of this promotion. Except as required by law, Amazon.com Gift Cards ("GCs") cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods at Amazon.com or certain of its affiliated websites. For complete terms and conditions, see www.amazon.com/gc-legal. GCs are issued by ACI Gift Cards, Inc., a Washington corporation. All Amazon ® ,™ & © are IP of Amazon.com, Inc. or its affiliates. No expiration date or service fees.

7. Release: By participating, entrants and winners agree to release and hold harmless Sponsor, its parent company, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents from and against any claim or cause of action, for any loss, harm, damage, injury, cost or expense, whatsoever including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited by law, by accepting the prize, winner grants to Sponsor and its agents the right to use winner's name, image, likeness, photograph, voice, opinions and/or hometown, state, and biographical information for promotional purposes in any media, worldwide, including on the Internet or via wireless application protocol, without further permission, payment or consideration.

9. Conditions: Sponsor reserves the right to cancel, terminate, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right to substitute the grand prize should it become unavailable. 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 any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. LIMITATIONS OF LIABILITY: In no event shall Sponsor be liable for any damages or losses of any kind, including, without limitation, direct, indirect, incidental, consequential, or punitive damages arising out of entering or winning the Sweepstakes or accessing the Sweepstakes Website. Sponsor further assumes no liability or responsibility for: (a) lost, illegible, late, misdirected, or incomplete, entries or email; or for interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, garbled, corrupted, scrambled, delayed, or misdirected transmissions, or computer hardware or software or telephone malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information; and (b) any incorrect or inaccurate information, whether caused by Website users, or by any equipment or programming associated with or utilized in this Sweepstakes; any error, omission, interruption, deletion, defect or delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of the Website. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with entry process or operation of Sweepstakes or Website, to be acting in violation of the terms of the Website or to be acting in a non-sportsmanlike or disruptive manner, or with intent to threaten, abuse or harass any other person. Sponsor is not responsible for injury or damage to participants' or any other person's computer related to or resulting from participating in this Sweepstakes or downloading or copying materials from or use of Website. If, for any reason, Sweepstakes, in the sole opinion of Sponsor, is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, hacking, unauthorized intervention, fraud, technical failures or any other causes which, in sole opinion of the Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend Sweepstakes, and determine winner from Internet entries received prior to action taken, or as otherwise deemed fair and equitable by Sponsor. In case of dispute, authorized subscriber of email account used to enter at actual time of entry will be deemed to be the participant, and must comply with these Official Rules. The authorized account subscriber is deemed to be natural person who is assigned an email address by an Internet Access Provider, on-line service provider, or other organization that is responsible for assigning email addresses. It is solely the responsibility of the entrant to notify Sponsor in writing if the entrant changes his or her email address during the Sweepstakes Period.

CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

11. DISPUTE RESOLUTION: Except where prohibited, by participating, you agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant(s) and Sponsor, shall be governed by and construed exclusively in accordance with the laws of the Commonwealth of Pennsylvania without giving effect to any principles of conflicts of law of any jurisdiction

and that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating, but in no event attorneys' fees; and (c) under no circumstances will any participant be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts located in Lancaster County, Pennsylvania.

12. WINNER'S NAME: For the first name, last initial, hometown and state of the Grand Prize Winners, mail in a self-addressed stamped, first class envelope to: ARMSTRONG WORLD INDUSTRIES, INC. Website Launch Sweepstakes, 2500 Columbia Avenue, Lancaster, PA 17601, not later than January 5, 2018.

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