

2017 UNITY BANK NEW CUSTOMER SATISFACTION SURVEY SWEEPSTAKES OFFICIAL RULES

ONLINE SURVEY CONSIDERATION IS NECESSARY TO ENTER THE SWEEPSTAKES OR TO WIN A

PRIZE. Completion of the Survey (defined below) will not improve an entrant's chances of winning a prize. The 2017 Unity Bank Customer Satisfaction Survey Sweepstakes ("Sweepstakes") starts at 12:01 a.m. ET on October 5, 2017 and ends at 11:59 p.m. ET on December 31, 2017 ("Promotion Period").

ENTRY: You have the choice to be automatically entered into the Sweepstakes when you complete and submit the 2017 Unity Bank New Customer Satisfaction Survey ("Survey"). This method of entry is referred to herein as the "On-Line Entry Method". The Survey is available at the following website: <http://www.unitybank.com/newcustomersurvey>. During the Promotion Period you will receive an option to enter into the Sweepstakes each time you complete a Survey. The Sweepstakes ends on December 31, 2017 at 11:59 p.m. ET, which is the deadline for entries completed by the On-Line Entry Method.

PRIZES: Four (4) First Prizes of \$50 each (collectively, the "Prizes" or, if individually, the "Prize") are available to be won. The total estimated retail value of all Prizes to be awarded is \$200.00 Prizes may not be transferred or exchanged except at the discretion of the Unity Bank. Taxes are the sole responsibility of each of the Prize winners ("Winners" or, if referenced individually, each a "Winner"). Winners may be required to sign an IRS W-9 or its equivalent.

WINNER SELECTION: Winners will be determined on or about January 5, 2018 by Unity Bank representatives, in a random drawing from all eligible entries received. Each entrant will be eligible to win only one Prize. Odds of winning the Sweepstakes will be determined by the number of eligible entries received by both methods of entry. Winners will be notified by mail, phone, and/or e-mail. Return or rejection of the Prize notification within 5 days for any reason will cause the Prize to be forfeited and awarded to an alternate winner (also randomly selected from all eligible entries).

ELIGIBILITY: The Sweepstakes is open to legal residents of the 50 U.S. States and the District of Columbia who are 18 years of age or older at the time of entry. Employees (and their immediate families and persons who reside in the same household) of Unity Bank, are not eligible to enter into or win the Sweepstakes.

GENERAL: Void where prohibited. By entering the Sweepstakes, you accept and agree to be bound by these rules and all decisions of the Sweepstakes Entities, which are to be deemed final. Sponsor reserves the right, in its sole discretion, without prior notice and at any time, to cancel, terminate or suspend the Sweepstakes should virus, bugs, non-authorized human intervention or other causes beyond the control, corrupt or impair the administration of the Sweepstakes. In such case, Unity Bank may select the Winner from all eligible entries received prior to and/or after (if applicable) such event. At its sole discretion, Unity Bank may disqualify any person whom it considers to have intentionally violated these Official Rules or any element of the Sweepstakes. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a Prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception (including the use of automated quick entry programs) or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants or the Sweepstakes Entities. By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor or the other Sweepstakes Entities and to waive any right to claim ambiguity in these Official Rules. The Prizes will be awarded upon the condition that the Sweepstakes Entities shall have no liability whatsoever and shall be, and hereby are, released, discharged, indemnified, and held harmless for any typographical or other error in printing, offering or announcement of any Prize or for any injuries, losses, or damages of any kind to persons or property, including death, sustained, in whole or in part, directly or indirectly, in connection with or resulting from participation in the Survey or the Sweepstakes, including, without limitation, the winning and/or use of any Prize. Sweepstakes entrants agree to sign any documents that Unity Bank may request to evidence the foregoing. Without limiting the foregoing, the Sweepstakes and the Prizes are provided "AS IS" without representation of warranty of any kind, either expressed or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. Some jurisdictions may not allow the limitations or exclusions of liability for incidental or consequential damages, or exclusion of the implied warranties, so some of the aforementioned limitations or exclusions may not apply. Check local laws for any restrictions or conditions regarding these limitations and/or exclusions. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CIVIL LAW. SHOULD AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.** Except where legally prohibited, Winners grant (and agree to confirm they grant in writing) permission for Unity Bank and those acting under its authority to use his/her name, photograph, voice and/or likeness, for advertising, trade and/or publicity purposes without additional compensation. Unity Bank reserves the right, in its sole discretion, to cancel, terminate or suspend the Sweepstakes and will post notice of cancellation at UnityBank.com. In the event of a dispute regarding Prize claims or entries received from multiple users having the same e-mail account, the Authorized Subscriber (defined herein) of the e-mail account at the time of entry used to enter will be deemed to be the entrant and must comply with these Official Rules. For purposes of the foregoing sentence, "Authorized Subscriber" is the natural person who is assigned the e-mail address by the Internet Service Provider, on-line service provider, or other organization responsible for assigning e-mail addresses.

WINNERS LIST: For the names of the Winners, mail a self-addressed, stamped envelope, to be received before January 31, 2018, to: Unity Bank, Customer Satisfaction Survey Sweepstakes Winner List, 64 Old Highway 22, Clinton, New Jersey 08809.

APPLICABLE LAW: These rules are governed by the laws of the State of New Jersey without giving effect to conflicts of law rules.

ARBITRATION: Except where prohibited by law, as a further condition of participating in the Sweepstakes, entrant agrees that (a) any and all disputes and causes of action arising out of or connected with the Sweepstakes or any Prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively, by final and binding arbitration in accordance with the Federal Arbitration Act ("FAA", title 9 of the United States Code) under the auspices of the American Arbitration Association ("AAA"); (b) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (c) judgment upon such arbitration award may be entered in any court having jurisdiction. YOU HAVE A RIGHT TO OPT-OUT OF THIS ARBITRATION PROVISION. IF YOU DO NOT AGREE TO THIS MANDATORY ARBITRATION PROVISION WITH REGARD TO THIS PROMOTION, THEN WITHIN THIRTY (30) DAYS FROM THE DATE OF YOUR ENTRY, YOU MAY OPT-OUT OF THIS, AND ONLY THIS, PART OF THESE OFFICIAL RULES BY NOTIFYING UNITY BANK OF SUCH OPT-OUT REQUEST BY PROVIDING WRITTEN NOTICE AND MAILING SUCH NOTICE TO: UNITY BANK, 64 OLD HWY 22, CLINTON, NJ 08809 CUSTOMER SATISFACTION SURVEY (ATTN: ARBITRATION REJECTION).

Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorney's fees, and entrant further waives all rights to have damages multiplied or increased.