

## HEALTHY ESSENTIALS® Program, Back to School Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** HEALTHY ESSENTIALS® Program, Back to School (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old or the age of majority in their state or residence at the time of entry. Employees of Johnson & Johnson Consumer Inc. ("Sponsor"), HelloWorld, Inc. ("Administrator"), and their respective parents and affiliate companies, subsidiaries, and advertising and promotion agencies, as well as the immediate family (spouse, parents, siblings and children and their respective spouses, regardless of where they reside) and household members of each such employee, whether or not related, are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator'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:** Johnson & Johnson Consumer Inc., 199 Grandview Road, Skillman, NJ 08558-9418.  
**Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Sweepstakes begins on July 7, 2017 at 8:00 a.m. Eastern Time ("ET") and ends on September 30, 2017 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.

**4. How to Enter:** During the Promotion Period, visit the HEALTHY ESSENTIALS® page at <https://www.facebook.com/healthyessentialsJJ> or [www.healthyessentials.com/scholarship](http://www.healthyessentials.com/scholarship) (the "Website") and login to your HEALTHY ESSENTIALS® account and follow the links and instructions to complete and submit the registration form. If you are not yet an existing HEALTHY ESSENTIALS® member, you will be required to create an account. Online accounts are free but subject to terms of service at the Website. First, visit the Website and follow the links and instructions to create a HEALTHY ESSENTIALS® account. When you sign up, you will be required to opt-in to receive HEALTHY ESSENTIALS® emails and newsletters. Second, follow the links and instructions to complete and submit the registration form. By submitting the registration form, you automatically will receive one (1) entry into the Sweepstakes.

**Limit:** You may enter one (1) time per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries or subvert the entry process by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate or subvert the entry process is prohibited and will result in disqualification and all associated entries will be void. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant and he/she must comply with these official rules. The "authorized account holder" is 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. Each potential winner may be required to show proof of being the authorized account holder.

**Bonus Sweepstakes Entries:** There are two (2) ways to earn bonus Sweepstakes entries, as outlined below.

- a. **Twitter:** You may click on the tweet button to tweet about the Sweepstakes. You will receive one (1) entry into the Sweepstakes each time you click the tweet button, and you may perform this action one (1) time per day during the Promotion Period.
- b. **Email Share:** You will be invited to submit the names and email addresses of up to three (3) friends who must be eligible to enter the Sweepstakes. Each person that you refer will receive an

email notifying him or her about the Sweepstakes. You may only refer persons with whom you have an existing relationship. For each referral of a friend with a valid email address, you will be given one (1) additional entry into the Sweepstakes, up to a total of three (3) additional entries per day during the Promotion Period.

**5. Prize Drawings:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period, on or around October 2, 2017. The potential winners will be notified by email, mail or phone. Except where prohibited, each potential winner will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information, within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

**6. Prizes:** ONE (1) GRAND PRIZE: \$40,000 College Scholarship. Approximate Retail Value ("ARV"): \$40,000. THREE (3) FIRST PRIZES: \$1,000 check that can be used for Back to School shopping. ARV: \$1,000 each.

**Total ARV of all prizes: \$43,000.**

For Grand Prize: Prize will be deposited to a 529 Savings Plan account. Winner will be required to provide 529 account details or will be required to set up an account if he or she doesn't have one.

For All Prizes: Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of comparable or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. Limit: one (1) prize per person.

**7. Release:** By entering, entrants agree to release and hold harmless Sponsor, Administrator, and their respective parents subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, 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, each participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its advertising agents' use of each winner's name, manner, in any and all, likeness, photograph, voice, opinions and/or hometown and state for advertising, promotional and other purposes in any manner, in any and all media, now known or hereinafter devised, worldwide in perpetuity, without further payment or consideration, notification or permission.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all non-suspect, eligible entries received up to the date of discontinuance for any or all of the prizes offered herein or as otherwise deemed fair and appropriate by Sponsor. 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 the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated entries. 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 (including attorney's fees) 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:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants typographical, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software or lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmission; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) other errors or problems of any kind relating to or in connection with the Sweepstakes, whether printer, typographical, technical computer, network, mechanical or human error or otherwise which may occur in the administration of the Sweepstakes or the processing of entries, the announcement of the prizes or in any Sweepstakes-related materials; (5) late, lost, undeliverable, damaged, garbled, inaccurate, delayed, misdirected or stolen mail or entries; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**11. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs or other legal costs incurred, including costs associated with entering this Sweepstakes, and in no event will entrant be permitted to obtain attorneys' fees or other legal costs; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, 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. 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 Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**12. Entrant's Personal Information:** Information collected from entrants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.healthyessentials.com/privacy>.

**13. Winners List:** For a winners list, visit <http://bit.ly/2suKBxW>. The winners list will be posted after winners confirmations are complete.

**This Sweepstakes is no way sponsored, endorsed, or administered by, or associated with Twitter or Facebook.**

© 2017 HelloWorld, Inc. All rights reserved.