

A Soccer Celebration Official Rules

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

1. Eligibility: A Soccer Celebration (the "Promotion") 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 of residence at the time of entry. Employees of Johnson & Johnson Consumer Inc. ("Sponsor"), U.S. Soccer Federation, Inc., HelloWorld, Inc. ("Administrator"), and their respective parents, 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 Promotion is subject to all applicable federal, state, and local laws and regulations. Void where prohibited. The Promotion consists of two (2) sweepstakes (each a "Sweepstakes") and a contest (the "Contest").

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. Agreement to Official Rules: By participating in the Promotion, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and/or Administrator, which are final and binding in all matters related to the Promotion. Whether an entrant receives a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Promotion begins on March 28, 2016 at 8:00 a.m. Eastern Time ("ET"), ends on December 31, 2016 at 11:59 p.m. ET (the "Promotion Period"), and consists of two (2) phases. Phase 1 starts on March 28, 2016 at 8:00 a.m. ET, ends on July 7, 2016 at 11:59 p.m. ET, and consists of a Contest and a Sweepstakes (the "Phase 1 Sweepstakes"). Phase 2 starts on July 8, 2016 at 12:00 a.m. ET, ends on December 31, 2016 at 11:59 p.m. ET, and consists of a Sweepstakes only (the "Phase 2 Sweepstakes"). Sweepstakes Entry Periods for each Phase are outlined below and further broken down in the Appendix A (at the end of this document).

Phase 1:

Contest: The Contest consists of three (3) phases as set forth in the table below.

| Contest Phase | Starts at 12:00 a.m. ET (unless otherwise noted) | Ends at 11:59 p.m. ET |
|-------------------------|---|------------------------------|
| Submission Phase | 3/28/2016 at 8:00 a.m. ET | 6/15/2016 |
| Judging Phase | 6/16/2016 | 6/22/2016 |
| Voting Phase | 6/23/2016 | 7/7/2016 |

Phase 1 Sweepstakes: The Sweepstakes consists of fourteen (14) weekly entry periods (each a "Phase 1 Weekly Entry Period"), as set forth below in Appendix A.

Phase 2:

Phase 2 Sweepstakes: The Phase 2 Sweepstakes consists of twenty-six (26) weekly entry periods (each a "Phase 2 Weekly Entry Period"), as set forth below in Appendix A.

Administrator's computer is the official time-keeping device for the Promotion.

5. How to Enter:

a. The Contest:

- i. Website: During the Contest Submission Phase, login or create your HEALTHY ESSENTIALS® account (your "Account") at www.HealthyEssentialsSoccerCelebration.com. 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 www.HealthyEssentials.com (the "Website"). When you sign up, you will be required to opt-in to receive HEALTHY ESSENTIALS® emails and newsletters. Then, follow the links and instructions to upload one (1) photo of your soccer star and within eighty-five (85) characters, describe why your soccer star is so special (the "Submission").
- ii. Twitter/Instagram: During the Contest Submission Phase, you may also post your Submission to Twitter and/or Instagram. Your Submission must include the hashtag #HealthyEssentialsSoccerContest. The eighty-five (85) character limit does not include the hashtag. To enter through this method of entry, you must have an Instagram or Twitter account. Creating an account is free, but you must comply with the applicable terms and conditions: Twitter (<https://twitter.com/tos>); Instagram (<http://instagram.com/legal/terms>). Your account settings must be set to "unprotected" and/or "public" in order for your posts/tweets to be viewable by Sponsor and its agents. If you post updates to or receive updates via SMS from your wireless phone, message and data rates may apply. Please consult your wireless-service provider regarding its pricing plans. ***Posting content to Instagram requires a mobile device. Using your wireless carrier's network, standard data charges from your wireless carrier may apply.***

Your soccer star must be between the ages of 3-17. Your Submission may not include anyone other than your soccer star, in which you must be his/her parent/legal guardian.

By completing the registration (as applicable) and submitting/posting your Submission, you agree that your Submission conforms to the Photo Guidelines and Content Restrictions as defined below (collectively, the "Guidelines and Restrictions") and that Sponsor, in its sole discretion, may remove your Photo and disqualify you from the Contest if it believes, in its sole discretion, that your Photo fails to conform to the Guidelines and Restrictions or is otherwise not in compliance with these Official Rules.

Photo Guidelines:

- If you enter through 5(a)(i), the Submission must be in .jpg format; if you enter through 5(a)(ii), the Submission must be in a format acceptable by either Twitter or Instagram;
- If you enter through 5(a)(i), The Submission must not exceed 5 MB in size; if you enter through 5(a)(ii), the Submission must be in a format acceptable by either Twitter or Instagram;
- If you enter through 5(a)(ii) you must include the hashtag #HealthyEssentialsSoccerContest; and
- The Submission must contain a caption and description;
- The Submission must be original and cannot have been submitted previously in a promotion of any kind;
- Must have parent/legal guardian permission for Submission.

Content Restrictions:

- The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;

- The Submission must not feature brand names, brand logos, or trademarks, without permission, to the extent permission is necessary, except for Sponsor's trademark for which entrant has a limited license to use for the sole purposes of creating and uploading a Submission into this Contest;
- The Submission must not contain images or artwork not created by entrant without permission, to the extent that permission is necessary;
- The Submission must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where the Submission is created;
- The Submission must not disparage Sponsor, its products or services, Administrator, or any other person or party affiliated with the Promotion;
- The Submission should not contain the image of any person other than the soccer star.

For all Submissions: Uploading/posting a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions (including entrant's name and likeness if contained therein) in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission. Released Parties (as defined in Section 9, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions, all of which will be void.

Limit: Each entrant may submit five (5) unique Submissions into the Contest during the Submission Phase, regardless of uploaded/posted channels. Multiple entrants are not permitted to share the same email address. Any attempt by an entrant to obtain more than the stated number of Submissions by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's Submission 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 Submissions will be void. In the event of a dispute as to any Submission, the authorized account holder of the email address used to register will be deemed to be the entrant and he/she must comply with the Official Rules. The "authorized account holder" is the natural person assigned an email 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 an authorized account holder.

ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE PROMOTION SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, COMPLIANCE WITH THESE OFFICIAL RULES, AND THE POTENTIAL WINNING PLAY (IF APPLICABLE) HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETED. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY (IF APPLICABLE) THAT OCCURS AFTER THE SYSTEM HAS

FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY AND IS VOID AND WILL NOT BE HONORED.

b. The Phase 1 Sweepstakes: During Phase 1 of the Promotion Period, follow the links and instructions as set forth in Section 5(a)(i) above to login or create your Account. By doing so, you will receive one (1) Sweepstakes entry into the applicable Phase 1 Weekly Entry Period drawing. You will not be able to participate in the Sweepstakes if you decide to enter the Promotion through Section 5(a)(ii). Limit: Each entrant may receive one (1) entry into the Sweepstakes per day during Phase 1 of 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 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 program to enter will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any online entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. Potential winners may be required to show proof of being the authorized account holder. 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.

c. The Phase 2 Sweepstakes: During Phase 2 of the Promotion Period, follow the links and instructions as set forth in Section 5(a)(i) above to login or create your Account. By doing so, you will receive one (1) Sweepstakes entry into the applicable Phase 2 Weekly Entry Period drawing. Limit: Each entrant may receive one (1) entry into the Sweepstakes per day during Phase 2 of 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 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 program to enter will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any online entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. Potential winners may be required to show proof of being the authorized account holder. 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.

6. Winner Determination: Winners will be determined via the processes set forth below.

a. Contest:

i. Judging Phase: During the Judging Phase, a panel of qualified judges determined by Sponsor in its sole discretion will score all eligible Submissions received during the Contest Submission Phase and select the top ten (10) Submissions (each a "Finalist") based on the following criteria ("Judging Criteria"):

- **Fit with Contest Theme (34%);**
- **Creativity/Originality (33%); and**
- **Quality of Submission (33%).**

In the event of a tie, Sponsor, in its sole discretion, will determine the Finalist based on the Submission that received the highest score in the "Fit with Contest Theme" category.

ii. Voting Phase: During the Voting Phase, the Judging Phase Finalists' Submissions will be posted in an online gallery for public voting at the Website. Persons who meet the eligibility criteria set forth in Section 1 will be invited to vote for their favorite Judging Phase Finalist they believe is best. Limit: Each person may vote one (1) time per day during the Voting Phase. Multiple votes received from any person or email address in excess of the stated number will be void. Any attempt by any Judging Phase Finalist or voter to obtain more than the stated number of votes by any fraudulent or inappropriate means, including without limitation, trading votes or offering prizes or other inducements to members of the public as determined by Sponsor in its sole discretion, by using any automated program, by using multiple/different email addresses, identifies, registrations and logins, or any other methods, will void those votes for the Judging Phase Finalist's Submission and entrant will be disqualified as determined by Sponsor in its sole discretion.

The Judging Phase Finalist that receives the highest number of votes during the Voting Phase will be the potential Contest Grand Prize winner, and the next three (3) Judging Phase Finalists that receive the next highest amount of votes will be named potential Contest Runner-up First Prize winners. In its sole discretion, Sponsor reserves the right to select an alternate Contest Grand Prize or Contest Runner-up First Prize winner should the voting appear to have been tampered with or manipulated in any way. In case of a tie, the Sponsor, in its sole discretion, will select the potential winner based on an application of the Judging Criteria.

b. Sweepstakes: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and selection of potential Sweepstakes winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries during the applicable Sweepstakes Weekly Entry Period around the dates listed below in Appendix A and will notify each potential winner by email or phone at that time. Non-winning entries will not carry over into subsequent Sweepstakes Weekly Entry Period drawings.

7. Winner Requirements: All potential winners must comply with all terms and conditions of these Official Rules; and winning is contingent upon fulfilling all requirements. If a potential winner enters through the Website, he/she will be notified via email or phone. If a potential winner enters the Contest through Twitter or Instagram, he/she will be notified through the applicable social media channel.

Contest: The potential Contest Grand Prize winner will be notified by email, mail or phone on or around July 8, 2016. Each potential Contest Finalist runner-up winners will be notified thereafter. Except where prohibited, the potential Contest Grand Prize 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 potential Contest Grand Prize winner cannot be contacted, fails to execute and return the Declaration or provide any other requested information within the required time period (if applicable), potential Contest Grand Prize winner will be disqualified and forfeits the prize. In the event that a potential Contest Prize winner is disqualified for any reason, an alternate winner will be determined from the finalists with the highest number of votes. If after three (3) attempts a Contest Prize winner is not confirmed, the applicable prize will remain un-awarded.

Sweepstakes: Each potential Weekly Sweepstakes Prize winner will be notified by Administrator and will be required to provide his/her name, mailing address (no P.O. Boxes), email address and date of birth to confirm eligibility and for prize fulfillment purposes within five (5) days of the date

notice or attempted notice is sent in order to claim the prize. In the event that a potential Sweepstakes Prize winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all eligible entries for each applicable Sweepstakes Weekly Entry Period. Only three (3) alternate drawings will be held after which the applicable prize will remain un-awarded.

Non-trip prizes will be fulfilled 8-10 weeks after end of applicable Phase.

Acceptance of any prize shall constitute and signify winner's agreement and consent that Sponsor may use the winner's name, city, state, likeness, Submission and/or prize information in connection with the Promotion for promotional, advertising or other purposes, in any manner, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Without limiting the generality of these Official Rules, winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. Winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. Winner will indemnify Sponsor, Released Parties (as defined in Section 9, below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

8. Prizes:

a. Contest:

ONE (1) GRAND PRIZE: The Grand Prize winner will receive **(i)** a trip for winner and three (3) guests to the 2016 World Cup Qualifier (the "Event") and **(ii)** the Ultimate Soccer Fan Package, which includes: women's or men's National Team jersey; women's or men's National Team track jacket; women's or men's t-shirt; soccer ball; snapback hat; scarf; tumbler; pennant; lanyard; and key chain. Trip package includes round trip, coach-class air transportation for four (4) from a major airport near winner's home (determined by Sponsor in its sole discretion) to the city that is hosting the World Cup Qualifier; three (3) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, quad occupancy); four (4) tickets to the Event; select food and beverages (determined by Sponsor in its sole discretion) for winner and guests at the Event; and ground transportation to and from destination airport and hotel and to and from the Event. Winner must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Notwithstanding the foregoing, Sponsor will make reasonable efforts to select travel dates acceptable to winner. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight or the Event. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child or legal ward of the winner, travel

companion must be at least eighteen (18) years of age or the age of the majority in his/her state of residence as of the date of departure or a sibling/friend of winner with the appropriate parental/legal guardian permissions and releases and must travel on same itinerary and at the same time as the winner and are solely responsible for obtaining valid passports and any other documents necessary for international travel. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if Event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Winner and travel companion must comply with all event and venue rules and regulations. Failure to do so may result in forfeiture of applicable prize element. Approximate Retail Value ("ARV"): \$21,279.75. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

THREE (3) FINALIST RUNNER-UP FIRST PRIZES: The Ultimate Soccer Fan Package, which includes: women's or men's National Team jersey; women's or men's National Team track jacket; women's or men's t-shirt; soccer ball; snapback hat; scarf; tumbler; pennant; lanyard; and key chain. ARV: \$471.00 each.

TOTAL ARV OF ALL CONTEST PRIZES: \$22,692.75.

b. Sweepstakes:

TWENTY-EIGHT (28) SWEEPSTAKES SECOND PRIZES (Two (2) awarded per Phase 1 Weekly Entry Periods): Soccer Super Gear Gift package, which includes: men's or women's t-shirt; soccer ball; tumbler, and a snapback hat. ARV: \$123.00 each.

ONE HUNDRED FOUR (104) SWEEPSTAKES THIRD PRIZES: (Four (4) awarded per Phase 2 Weekly Entry Periods): Soccer Gear Essentials Gift package, which includes: a scarf; tumbler; pennant; lanyard; and key chain. ARV: \$91.00 each.

TOTAL ARV OF SWEEPSTAKES PRIZE: \$12,908.00.

Odds of winning a prize depend on the number of eligible entries received during the applicable Sweepstakes Weekly Entry Period.

For All Prizes: All details of each prize/prize component will be determined by Sponsor in its sole discretion. Prizes are non-transferable and no substitution will be made unless Sponsor, in its sole discretion, determines otherwise. Sponsor reserves the right to substitute a prize for one of comparable or greater value should it become unavailable for any reason. Non-cash prizes are not redeemable for cash. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. Limit: one (1) Contest Prize and one (1) Sweepstakes Prize per person.

9. Release: By entering the Promotion, and/or by receipt of any prize, the applicable entrant and/or winner agrees to release and hold harmless Sponsor, U.S. Soccer Federation, Inc., Twitter, Inc., Instagram, LLC, Administrator, and their respective parents subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent and affiliate companies and each such company's 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 Promotion or receipt or use or misuse of any prize (including any travel or activity related thereto).

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion 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 Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages (including attorneys' fees) and other remedies 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.

11. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, typographical printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software, or for 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 of jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Promotion, the uploading, the processing or judging of Submissions, the processing of prize claims, the announcement of the prizes or in any Promotion-related materials, or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; 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 Promotion or receipt or use or misuse of any prize (including any travel or activity related thereto). Released Parties are not responsible for misdirected or undeliverable entries or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor and Administrator are not responsible for any typographical/other error in entries, selection announcement or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with this Promotion. If for any reason an entrant's Sweepstakes 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.

12. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion 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 incurred, including costs associated with entering this Promotion, 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 Promotion, 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.

13. Entrant's Personal Information: Information collected from entrants is subject to the HelloWorld Privacy Policy (<http://www.helloworld.com/privacy-policy>) and the Sponsor's Privacy Policy (<http://www.healthyessentials.com/privacy>).

14. Winners List: For a winners list, visit <http://bit.ly/1O99PIP>. The winners list will be posted after winners are confirmed.

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This Promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter or Instagram.

Third party trademarks used herein are trademarks of their respective owners.

Appendix A

Phase 1 – Sweepstakes Weekly Entry Period Dates

| Phase 1 Weekly Entry Period | Starts at 12:00 a.m. ET (unless otherwise noted) | Ends at 11:59 p.m. ET | Approximate Draw Date/Winner Notification Date |
|-----------------------------|--|-----------------------|--|
| 1 | 3/28/2016 at 8:00 a.m. ET | 4/3/2016 | 4/4/2016 |
| 2 | 4/4/2016 | 4/10/2016 | 4/11/2016 |
| 3 | 4/11/2016 | 4/17/2016 | 4/18/2016 |
| 4 | 4/18/2016 | 4/24/2016 | 4/25/2016 |
| 5 | 4/25/2016 | 5/1/2016 | 5/2/2016 |
| 6 | 5/2/2016 | 5/8/2016 | 5/9/2016 |
| 7 | 5/9/2016 | 5/15/2016 | 5/16/2016 |
| 8 | 5/16/2016 | 5/22/2016 | 5/23/2016 |
| 9 | 5/23/2016 | 5/29/2016 | 5/30/2016 |
| 10 | 5/30/2016 | 6/5/2016 | 6/6/2016 |
| 11 | 6/6/2016 | 6/12/2016 | 6/13/2016 |
| 12 | 6/13/2016 | 6/19/2016 | 6/20/2016 |
| 13 | 6/20/2016 | 6/26/2016 | 6/27/2016 |
| 14 | 6/27/2016 | 7/7/2016 | 7/8/2016 |

Phase 2 – Sweepstakes Weekly Entry Period Dates

| Phase 2 Weekly Entry Period | Starts at 12:00 a.m. ET | Ends at 11:59 p.m. ET | Approximate Draw Date/Winner Notification Date |
|-----------------------------|-------------------------|-----------------------|--|
| 1 | 7/8/2016 | 7/14/2016 | 7/15/2016 |
| 2 | 7/15/2016 | 7/21/2016 | 7/22/2016 |
| 3 | 7/22/2016 | 7/28/2016 | 7/29/2016 |
| 4 | 7/29/2016 | 8/4/2016 | 8/5/2016 |
| 5 | 8/5/2016 | 8/11/2016 | 8/12/2016 |
| 6 | 8/12/2016 | 8/18/2016 | 8/19/2016 |
| 7 | 8/19/2016 | 8/25/2016 | 8/26/2016 |
| 8 | 8/26/2016 | 9/1/2016 | 9/2/2016 |
| 9 | 9/2/2016 | 9/8/2016 | 9/9/2016 |
| 10 | 9/9/2016 | 9/15/2016 | 9/16/2016 |
| 11 | 9/16/2016 | 9/22/2016 | 9/23/2016 |
| 12 | 9/23/2016 | 9/29/2016 | 9/30/2016 |
| 13 | 9/30/2016 | 10/6/2016 | 10/7/2016 |
| 14 | 10/7/2016 | 10/13/2016 | 10/14/2016 |
| 15 | 10/14/2016 | 10/20/2016 | 10/21/2016 |
| 16 | 10/21/2016 | 10/27/2016 | 10/28/2016 |
| 17 | 10/28/2016 | 11/3/2016 | 11/4/2016 |
| 18 | 11/4/2016 | 11/10/2016 | 11/11/2016 |
| 19 | 11/11/2016 | 11/17/2016 | 11/18/2016 |
| 20 | 11/18/2016 | 11/24/2016 | 11/25/2016 |
| 21 | 11/25/2016 | 12/1/2016 | 12/2/2016 |
| 22 | 12/2/2016 | 12/8/2016 | 12/9/2016 |
| 23 | 12/9/2016 | 12/15/2016 | 12/16/2016 |
| 24 | 12/16/2016 | 12/22/2016 | 12/23/2016 |
| 25 | 12/23/2016 | 12/29/2016 | 12/30/2016 |
| 26 | 12/30/2016 | 12/31/2016 | 1/3/2017 |