

The Freebies4Mom And Vaseline Serum Facebook Sweepstakes
Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE.

A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

OPEN ONLY TO LEGAL U.S. RESIDENTS, RESIDING IN THE 50 UNITED STATES AND DISTRICT OF COLUMBIA, WHO ARE 18 OR OLDER AS OF DATE OF ENTRY.

INTERNET ACCESS AND FACEBOOK ACCOUNT ARE REQUIRED.

EACH WINNER WILL BE REQUIRED TO RESPOND TO INITIAL PRIZE NOTIFICATION FROM THE ADMINISTRATOR WITHIN TWO (2) DAYS AND EACH WINNER MAY ALSO BE REQUIRED TO EXECUTE PRIZE ACCEPTANCE DOCUMENTS AND RETURN THEM WITHIN SEVEN (7) DAYS FROM DATE OF ISSUANCE OF NOTIFICATION, AS MORE FULLY DETAILED BELOW.

BY ENTERING, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE SPONSOR, THE HOST AND THE ADMINISTRATOR (DEFINED BELOW), WAL-MART AND FACEBOOK FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES. THIS CONTRACT ALSO REQUIRES YOU TO RESOLVE ANY DISPUTE THROUGH BINDING, INDIVIDUAL ARBITRATION AND YOU WAIVE YOUR RIGHT TO PARTICIPATE IN A CLASS-ACTION LAWSUIT OR CLASS-WIDE ARBITRATION.

The Freebies4Mom And Vaseline Serum Facebook Sweepstakes (the "Sweepstakes") is sponsored by Conopco, Inc., d/b/a Unilever ("Sponsor") and hosted by Lunchbox (the "Administrator") as well as on Freebies4Mom.com ("Hosts").

1. **Sweepstakes Period:** The Sweepstakes begins at 8:00 a.m. Pacific Time ("PT") on Wednesday, April 29, 2015 and ends at 11:59 p.m. PT on Sunday, May 17, 2015 (the "Sweepstakes Period"). The Administrator's clock will be the official timekeeping device for the Sweepstakes. By participating in the Sweepstakes, each participant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sponsor, including the interpretation of these Official Rules, which will be final and binding in all respects.
2. **Eligibility:** Open only to legal residents of any one (1) of the fifty (50) United States and the District of Columbia, who are eighteen (18) years of age or older at the time of entry. If a participant is eligible in his or her state of residence to enter as a minor, his or her parent or legal guardian agrees to these Official Rules along with and on behalf of the minor child. All rights and responsibilities of the minor under the Official Rules are conferred and assumed respectively by the minor's parent or legal guardian in representation of the minor. Employees, officers and directors of Sponsor, Administrator, Host, Wal-Mart, their respective affiliates, parents, subsidiaries, divisions, and advertising, promotional and judging agencies, and each of their respective immediate

family members (spouses, parents, children, and siblings and each of their spouses) and/or those living in the same household of each are not eligible to participate or win. All federal, state and local taxes are the sole responsibility of winner. Void where prohibited by law. Subject to all federal, state and local laws.

- How To Enter:** During the Sweepstakes Period, the Host will post a message to their Facebook timeline at <https://www.facebook.com/Freebies4Mom> with a trivia question and a special Walmart.com link ("Message"). The post will indicate that you may earn one entry into the Sweepstakes by answering the question. To participate, an eligible participant ("Participant") must visit the link, find the answer to the trivia question on the Page, and use the comment function on Facebook to comment on the post with the correct answer (the "Entry") to receive one (1) entry into the Sweepstakes. If Participant is a first time visitor to Facebook, Participant will be prompted to complete the on-screen registration form which is free. Registration is a one-time requirement. If Participant is a returning visitor, Participant will be prompted to log-in using Participant's e-mail address. **Limit one (1) entry per Participant during the Sweepstakes Period.**

Any entry or portion thereof that is, in the Sponsor's sole discretion, inconsistent with Sponsor's image, offensive, obscene, profane, lewd, defamatory, contains any proper names, third party materials, or otherwise violates or infringes (or may infringe) any copyright, trademark, logo, mark that identifies a brand (other than Vaseline Serum or Wal-Mart) or other proprietary right of any person living or deceased (including but not limited to rights of privacy or publicity or portrayal in a false light) or entity, or is otherwise objectionable, will not be accepted as an entry and may disqualify the Participant from further participation in the Sweepstakes.

All Entries must be completed and submitted by 11:59 p.m. PT on Sunday, May 19, 2015. Normal Internet access and usage charges imposed by Participant's online service provider will apply. Online entries only.

- Entry Requirements:** Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook. By entering, you understand that you are providing your information to Sponsor and not to Facebook. In addition to these Official Rules, you agree to be bound by Facebook's Terms of Use and the terms of their privacy policies, as applicable, which are incorporated as part of these Official Rules. In order to be entered into the Sweepstakes, Entrants must comply with registration instructions when submitting their Entry. Entry must be in English. Automated, script, macro or robotic Entries submitted by individuals or organizations will be disqualified.

All entrants must have a valid email address. All Entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, postage-due, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Proof of submission of Entry will not be deemed to be proof of receipt by Sponsor.

5. **Sweepstakes Random Drawing/Odds:** Three (3) Winners will be selected in a random drawing on or about Monday, May 20, 2015 from among all Entries received during the Sweepstakes Period. The odds of winning a Sweepstakes Prize depends on the number of eligible Entries received. The random drawing will be conducted by the Host, whose decisions are final on all matters relating to the Sweepstakes. Winners will be contacted via a mention in a comment on the Facebook post and will be required to respond to the initial prize notification within two (2) days or the prize will be forfeited and a new winner may be chosen.

6. **Prizes and Approximate Retail Values (“ARVs”):**
Grand Prize (3): A \$25 VISA® Gift Card (ARV \$27.88)

ARV of all prizes offered is \$83.64. Any difference between the ARV and actual retail value of a prize will not be awarded to winners. Gift cards subject to restrictions and expiration dates may apply. All prize components are subject to availability. Limit one (1) Prize per person. No substitution or transfer of prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute a prize of equal or greater value in the event the prize (or portion of prize) is unavailable. All Prizes are awarded "AS IS" and without warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). A third party may fulfill pricing. Prize winners may be required to provide Sponsor with a valid taxpayer identification number or social security number before prizes will be awarded for tax reporting purposes. The winners will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prize they receive. Unclaimed prizes may go unawarded. Please allow 6-8 weeks from winning notification for prizes to be delivered.

7. **Release:** Prize Winners and all Entrants, as a condition of entry into the Sweepstakes, agree to release Sponsor, Administrator, Host, Facebook, Wal-Mart, and each of their respective agencies, parents, subsidiaries, affiliated companies and each of their respective officers, directors, shareholders, members, employees, agents, assigns, and all others associated with the development and execution of this Sweepstakes (collectively the “Released Parties”) from and against any and all liability, claims or actions of any kind whatsoever for any bodily injury, loss or damages of any kind to persons, including death, and property, due in whole or in part, directly or indirectly, from Entry creation, the acceptance, possession, use or misuse of any prize, if applicable or participation in the Sweepstakes or participation in any Sweepstakes or related activity, or the receipt, ownership or use of prize awarded or any typographical or other error in these Official Rules or the announcement or offering of any prize. Acceptance of prize constitutes permission for the Released Parties to use winner’s name and likeness for promotional purposes (including any possible public relations opportunities) without further compensation except where prohibited by law. By participating in the Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the judges, which are final and binding in all respects. You hereby represent and warrant that you have read these Official Rules and are fully familiar with its contents. Entries generated by script or bot are not eligible. As a condition of entering the Sweepstakes, Entrant agrees that: 1) under no circumstance will Entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for out-of-pocket expenses; 2) all 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 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees.

8. **DISPUTES, ARBITRATION: THE SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF CALIFORNIA, WITHOUT REGARD TO ITS CONFLICTS OF LAW PRINCIPLES. THE REMEDY FOR ANY CLAIM BROUGHT BY AN ENTRANT IN THIS SWEEPSTAKES SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10 US), AND IN NO EVENT SHALL ENTRANT BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.**

Except where prohibited by law, any and all disputes, claims, and causes of action between an Entrant and any Released Party arising out of or connected with this Sweepstakes or any Prize awarded, or the determination of a Prize Winner, must be resolved individually, without resort to any form of class action or class-wide arbitration. Except for disputes where a Released Party is seeking a preliminary injunction, any and all disputes and claims relating to this Sweepstakes must be resolved by submission to individual arbitration under the Commercial Arbitration Rules of the American Arbitration Association and, by entering the Sweepstakes, all Entrants expressly waive the right to trial by jury. The arbitration must be conducted in Los Angeles County, California, in the English language, and before three arbitrators appointed in accordance with the Commercial Arbitration Rules. Each party agrees to and will pay one-half of the costs of the arbitration, and Entrant will be responsible for his or her own attorney's fees. Judgment on the award rendered by the arbitrators may be entered in any court having jurisdiction thereof. Any provision of applicable law notwithstanding, the arbitrators will not have authority to award punitive, exemplary, consequential or incidental damages. Any dispute, claims, and arbitration proceedings must at all times be kept confidential, except to the extent necessary to enforce or collect the arbitration award or except as the parties agree in writing. Each Entrant agrees that any action at law or in equity relating to the arbitration provision of these Official Rules must be filed only in the state or federal courts located in Los Angeles County, California, and hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such action.

9. **Additional Terms:** Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In the event of a dispute as to the identity of an Entrant, the authorized account holder of the email address used to create the Facebook account will be deemed to be the Entrant. "Authorized account holder" of an email address is defined as the natural person who is assigned to an email address by an Internet Access provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Any attempted form of entry other than as set forth in Section 3 above is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. Sponsor, its affiliates, partners and promotion and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable

network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Sweepstakes should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such case, Sponsor will select the winners from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Sweepstakes or web site. 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, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

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

10. **Use of Data:** Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at http://www.unileverprivacypolicy.com/en_gb/policy.aspx. By participating in the Sweepstakes, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.
11. **Winners List:** For the names of the Prize winners, available after 5/4/15, send a stamped, self-addressed envelope by 8/4/15, to: The Freebies4Mom And Vaseline Serum Facebook Sweepstakes Winners List, 2920 S Sepulveda Blvd Los Angeles, CA 90064.
12. **Sponsor/Administrator:** The Sponsor of the Sweepstakes is Conopco, Inc., d/b/a Unilever, 800 Sylvan Ave., Englewood Cliffs, NJ 07632. The Administrator of the Sweepstakes is Lunchbox LLC, 2920 S Sepulveda Blvd Los Angeles, CA 90064.

Entrants specifically release Sponsor, Administrator, Wal-Mart and Facebook from any and all liability associated with this Sweepstakes and/or acceptance, use or misuse of the Prize.

Wal-Mart and Facebook are not responsible for the conduct, administration or execution of this Sweepstakes.