

HelloInsiders Sweepstakes Official Rules

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

1. Eligibility: HelloInsiders Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States (and the District of Columbia) and Canada (excluding Quebec), who are at least eighteen (18) years old at the time of entry. Employees of HelloWorld, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, provincial, municipal, territorial and local laws and regulations and is void in Quebec and where prohibited by law. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor/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/Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075 U.S.A.

3. Timing: The Sweepstakes begins January 1, 2017 at 12:00 a.m. Eastern Time ("ET"), ends June 30, 2017 at 11:59 p.m. ET ("Promotion Period"), and consists of six (6) monthly entry periods (each a "Monthly Entry Period"). Each Monthly Entry Period begins at the start of each calendar month and ends on the last day of each calendar month. HelloWorld's computer is the official time keeping device for this Promotion.

4. How to Enter: There are two (2) ways to enter the Sweepstakes:

- a. **Enter Online:** During the Promotion Period, visit <https://www.helloinsiders.com> and follow the links and instructions to complete and submit the registration form, including a valid email address.
- b. **Enter Through the HelloWorld Facebook Application:** During the Promotion Period, you can enter the Sweepstakes application (the "Application") on the HelloWorld Facebook brand page at <https://www.facebook.com/HelloWorldIncorporated?ref=profile>. You will advance to the Application authorization page where you will be required to authorize Sponsor/Administrator to pull your profile information and other content that the Application will require to work in order to participate in the Promotion. Then you can follow the links and instructions to complete and submit the registration form.

After completing the registration form, you will automatically receive one (1) Sweepstakes entry into the applicable Monthly Entry Period drawing.

Limit: Each participant 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 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 is prohibited and will result in disqualification. 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. 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.

Tell A Friend Program: After you enter the Sweepstakes, 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 receive one (1) Sweepstakes entry into the applicable Monthly Entry Period drawing. Limit: Three (3) additional Sweepstakes entries per day during the Promotion Period through the Tell A Friend Program. **FOR CANADIAN REFERRALS** - You may only provide the names and email addresses of Canadian residents if you have a family or personal relationship with them. By providing their names and email addresses, you are confirming that you have such a family or personal relationship (or you are confirming that you are not providing any Canadian residents' names and email addresses). A "family relationship" means that you are related to the other individual through a marriage, a common law partnership, or any legal parent-child relationship and have engaged in direct, voluntary, two-way communication with that individual. A "personal relationship" means that you engage or have engaged in direct, voluntary, two-way communications with the other individual and it would be reasonable to conclude you have a personal relationship, taking into consideration any relevant factors such as the sharing of interests, experiences, opinions and information evidenced in the communications, the frequency of communication, the length of time since you have communicated or whether you have met in person. If you do not have such family or personal relationship with each Canadian resident, you may be found in violation of Canadian law and subject to fines and penalties.

5. Drawings: Sponsor/Administrator will randomly select the potential First Prize winners from all eligible entries received during the applicable Monthly Entry Period on or around the next business day after the conclusion of each Monthly Entry Period. Non-winning Monthly Entry Period entries will not carry over into subsequent Monthly Entry Period drawings. HelloWorld will notify the potential winners by email, mail or phone after the date of the random drawing. If a Canadian resident, the potential winner will be required to correctly answer a time-limited skill testing question without any assistance in order to be eligible to receive a prize. If a potential winner is a Canadian resident and the question is answered incorrectly, the prize will be forfeited. If a potential winner of any prize cannot be contacted, or fails to provide requested information within the required time period (if applicable), the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential First Prize winner is disqualified for any reason, an alternate winner will be selected in a random drawing from all eligible entries received during the Promotion Period. Only three (3) alternate drawings will be held, after which the First Prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

6. Prizes: SIX (6) GRAND PRIZES: (one (1) awarded per Monthly Entry Period): A \$100 Amazon gift code. ARV: \$100 USD. Amazon.com is not a sponsor of this promotion. Except as required by law, Amazon.com Gift Codes ("GCs") cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods on 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. ©,®,™ Amazon.com Inc. and/or its affiliates, 2017. No expiration date or service fees.

For All Prizes: Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor/Administrator's sole discretion. Sponsor/Administrator reserves the right to substitute a prize for one of equal 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 applicable Monthly Entry Period. Limit: of one (1) prize per person.

U. S. Tax Liabilities: For all non-U.S. winners, 30% of the prize value accepted will be withheld and remitted to the U.S. Internal Revenue Service to comply with U.S. tax laws.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor/Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent 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 Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor/Administrator's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state or province for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor/Administrator 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/Administrator in its sole discretion. Sponsor/Administrator 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. 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/Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor/Administrator'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, 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; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes 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 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. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor/Administrator, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. 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/Administrator 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 U.S.A.; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; 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/Administrator in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan, U.S.A. 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 HelloWorld's Privacy Policy (<http://www.helloworld.com/privacy-policy>).

13. Winner List: For a winner list, visit <http://bit.ly/2hF9r9y>. The winner list will be posted after winner confirmation is complete.

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