

#SweetMOMentsContest Official Rules

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

1. Eligibility: #SweetMOMentsContest (the "Contest") 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 at the time of entry. Employees of Ziegenfelder Co., Inc., HelloWorld, Inc., and any of 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 Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

2. Sponsor: Ziegenfelder Co., Inc., 87-18th Street Wheeling, WV 26003. **Administrator:** HelloWorld, Inc., 3000 Town Center, Floor 21, Southfield, MI 48075.

3. Agreement to Official Rules: Participation in this Contest 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 this Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Contest begins on May 15, 2017 at 12:00 a.m. Eastern Time ("ET") ends on August 13, 2017 at 11:59 p.m. ET (the "Contest Period"), and consists of thirteen (13) weekly entry periods (each a "Weekly Entry Period") and a Grand Prize Entry Period that spans as set forth in the chart below.

Weekly Entry Period	Starts at 12:00 a.m. ET	Ends at 11:59 p.m. ET	Approximate Winner Notification Date
1	May 15, 2017	May 21, 2017	May 26, 2017
2	May 22, 2017	May 28, 2017	June 2, 2017
3	May 29, 2017	June 4, 2017	June 9, 2017
4	June 5, 2017	June 11, 2017	June 16, 2017
5	June 12, 2017	June 18, 2017	June 23, 2017
6	June 19, 2017	June 25, 2017	June 30, 2017
7	June 26, 2017	July 2, 2017	July 7, 2017
8	July 3, 2017	July 9, 2017	July 14, 2017
9	July 10, 2017	July 16, 2017	July 21, 2017
10	July 17, 2017	July 23, 2017	July 28, 2017
11	July 24, 2017	July 30, 2017	August 4, 2017
12	July 31, 2017	August 6, 2017	August 11, 2017
13	August 7, 2017	August 13, 2017	August 18, 2017

Instagram and Twitter servers are the official time-keeping device for the Contest.

5. How to Enter: To participate, you will need to have a Twitter, or Instagram account (each a "Social Account"). Creating each Social Account is free but is subject to the applicable terms and conditions (<http://twitter.com/tos>), or (<http://instagram.com/about/legal/terms/#>). **Posting on Instagram requires a mobile device and therefore message and data rates may apply.** If entering via a mobile device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Your account settings on the Social Account you use to enter must be set to "unprotected" and/or "public" in order for your Tweets or comments to Sponsor's posts are viewable by Sponsor.

During the Contest Period, take a photo of a "Sweet MOMent." A Sweet MOMent is any stressful situation that Moms can quickly resolve with Budget Saver Twin Pop. Your photo may be a collage including multiple images. Post or Tweet your photo using the hashtag #TwinPopsContest. Your Tweet or post will herein be referred to as your "Submission,"

You will receive one (1) contest entry that will apply to the applicable Weekly Entry Period, all subsequent Weekly Entry Periods and the Grand Prize Entry Period so long as your Submission conforms to the guidelines, permissions, and content restrictions below. Sponsor may disqualify you if it believes that your Submission fails to conform.

Guidelines:

- The Submission must be in format compatible with Social Account used;and
- The Submission must include the hashtag #TwinPopsContest.

Permissions: Entrant must have permission from any recognizable individuals who appear in the Submission to use their names and likenesses in the Submission and to grant the rights set forth herein. Minors may only be included in the Submission if entrant is their parent or legal guardian. If requested, entrant must be able to provide such permissions or proof in a form acceptable to Sponsor.

Content Restrictions:

- The Submission need not include any image of Sponsor's product or any reference, positive or negative, to Sponsor's products;
- 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 contain content created by a third party, such as images or artwork;
- The Submission must not prominently feature brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use in his/her Submission in this Contest;
- The Submission must not disparage Sponsor or any other person or party;
- The Submission must not contain material that is inappropriate, offensive, indecent, obscene, 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 Submission is created.

Limit: Each entrant may upload one (1) Submission each Weekly Entry Period. To qualify, the Submission must be unique. Submissions received from any person or email address in excess of the stated limit will be void. Submissions generated by script, macro or other automated means are void. In the event of a dispute as to any Submission, the authorized account holder of the email address associated with the Twitter or Instagram account used. Each entrant may be required to show proof of being an authorized account holder. Released Parties (as defined in Section 10, below) are not responsible for lost, late, stolen, entries not received, damaged, incomplete, invalid, un-intelligible, garbled, delayed, or misdirected Submissions; all of which will be void.

6. Sponsor's Use of Submissions: Uploading 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 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.

7. Winner Determination: After each Weekly Entry Period, a panel of qualified judges determined by Sponsor in its sole discretion will select the one (1) entrant with the highest-scoring Submission (a potential Weekly Winner ") from among all eligible Submissions received through the end of the applicable Weekly Entry Period based on the following criteria ("Judging Criteria"):

- Creativity/Originality (33%);
- Quality of Submission (33%); and

- Fit to Contest Theme (34%)

After the end of the Contest Period, the panel of qualified judges will select the Grand Prize winner from among the thirteen Weekly Winners using the above Judging Criteria. In the event of a tie, the entrant whose Submission received the highest score for "Creativity/Originality", as determined by the qualified judges, in their sole discretion, will be deemed the applicable potential winner from among the tied entrants. Sponsor reserves the right to select fewer than thirteen (3) Weekly Winners, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions. Sponsor will not disclose judging scores.

8. Winner Requirements: Potential winners will be notified through the social channel used to enter by @BudgetSaverPops (Twitter) or @BudgetSaver (Instagram) on or around dates listed in the timing chart in Section 4. The Grand Prize winner will be notified on or after August 18, 2017. Each potential winner will be required to complete an online registration form providing name, email address, home mailing address for purposes of confirming eligibility and for purposes of prize fulfillment. The potential Grand Prize winner (parent/legal guardian if a minor in his/her state of residence) will also be required to sign and return a Declaration of Compliance, Liability Waiver and, where not prohibited, a Publicity Release ("Declaration"), which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner cannot be contacted, fails to execute and return the Declaration or provide any other requested information within the required time period (as applicable), does not comply with these Official Rules, or if prize is returned as undeliverable, potential winner forfeits the prize and is disqualified. If a potential winner is disqualified for any reason, the prize may be awarded to a runner-up, if any, in Sponsor's sole discretion. Only three (3) alternate winners may be determined, after which the applicable prize will remain un-awarded.

9. Prizes: ONE (1) GRAND PRIZE: A prize package including: one (1) \$1,000 Molly Maids Gift Certificate, One (1) \$300 SpaFinder Gift Card, one (1) \$300 Blue Apron Gift Card, one (1) Kindle Oasis e-Reader, one (1) \$100 Amazon.com Gift Card, and one (1) \$500 VISA® Prepaid Reward. Approximate Retail Value ("ARV"): \$2,490.

Amazon.com is not a sponsor of this promotion. Except as required by law, Amazon.com Gift Cards ("GCs") cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods at 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 LLC, a Washington corporation. All Amazon ®, ™ & © are IP of Amazon.com, Inc. or its affiliates. No expiration date or service fees. Visa Prepaid Reward is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc.

THIRTEEN (13) WEEKLY PRIZES: A \$175 Tango Gift card, fulfilled as a digital code. ARV: \$175.

For All Prizes: Terms and conditions of all gift cards apply. 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 (or a component thereof) 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. Limit: One (1) Weekly Prize and one (1) Grand Prize per person. Prizes will be fulfilled 8 – 10 weeks after the end of the Contest.

10. Release: By receipt of any prize, each winner agrees to release and hold harmless the Sponsor, Administrator, and their respective parent companies, 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 Contest or receipt or use or misuse of any prize, including any related travel.

11. Publicity Acceptance of any prize shall constitute and signify each winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photo, Submission, and/or prize information in connection with the Contest for promotional, advertising or other purposes, 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.

12. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission process or the operation of the Contest 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 Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' 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.

13. Limitations of Liability: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (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 Submission process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions, the announcement of the prizes or in any Contest-related materials; (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 Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions 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. Released Parties are not responsible for any unauthorized third-party use of any Submission.

14. Disputes: Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest 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 Contest, 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 in connection with the Contest, 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.

15. Entrant's Personal Information: Information collected from entrant will be used solely for purposes of administering the Contest (confirming winners, fulfilling prizes and publicizing winners as described in Section 11. Winner's information will be handled consistent with Administrator's Privacy Policy <http://www.HelloWorld.com/privacy-policy>.

16. Winner List: For a winner list, visit <http://bit.ly/2ps6Ejm>. The winner list will be posted after winner confirmation is complete.

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