

Date: December 19, 2013
Client: Conopco, Inc., d/b/a Unilever
Promotion: Target Pinterest Sweepstakes
Subject: Official Rules

Legal Mandatories:

No purchase necessary. Void where prohibited. Revitalize Your Morning Routine Sweepstakes is sponsored by Conopco, Inc., d/b/a Unilever. Open to legal residents of the 50 U.S. & D.C., 18 & older. Begins 12:01:00 a.m. CT on 12/29/13 & ends 11:59:59 p.m. CT on 1/25/14. For official rules, [click here](#).

NO PURCHASE NECESSARY. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND DISTRICT OF COLUMBIA, 18 OR OVER. INTERNET ACCESS REQUIRED.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Pinterest. You understand that you are providing your information to Conopco, Inc., d/b/a Unilever and not to Pinterest. The information you provide will only be used in the event you are selected as a Sweepstakes winner or if you have indicated that you would like to receive additional information from Conopco, Inc., d/b/a Unilever.

1. **Sweepstakes Period:** Revitalize Your Morning Routine Sweepstakes (the “**Sweepstakes**”) begins 12:01:00 a.m. Central Time (“**CT**”) on December 29, 2013 and ends at 11:59:59 p.m. CT on January 25, 2014 (the “**Sweepstakes Period**”).
2. **How To Enter:** During the Sweepstakes Period, visit <http://www.target.com/c/unilever-dvm-brand-shop/-/N-56hrc> then, you must select a product from the choices on screen or upload your own image, and fill in all required registration information, to receive one (1) entry (“**Entry**”) into the Sweepstakes Drawing. By entering, you acknowledge that the image selected will be repinned to your Pinterest page (or if you do not already have a Pinterest page, you can register for one for free at www.pinterest.com). You must have a Pinterest account in order for your Entry to be eligible. All eligible Sweepstakes Entries must be received by 11:59:59 p.m. CT on January 25, 2014 to be eligible. Limit one (1) Entry per person during the Sweepstakes Period.

If submitting your own image, you (“**Entrant**”) agree to waive any rights you may have to the image. In order to receive an Entry, entrants must comply with registration instructions when submitting their Entry. The image, or portion thereof, must not contain obscene, profane, lewd, defamatory or inappropriate content, or be disparaging to Sponsor, as determined in Sponsor’s sole discretion. Submissions must be in keeping with Sponsor’s image and may not be offensive, as determined by Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy rights of any person, living or deceased, or otherwise infringe upon any person’s personal or proprietary rights. Entrants may not copy or otherwise plagiarize the image from any source. All images must be the sole, original work of the Entrants. Any image or portion thereof that is, in the Sponsor’s sole discretion, obscene, profane, lewd, defamatory, inappropriate, disparaging, offensive or contains 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 considered and may disqualify the Entrant. Image should not contain any third party materials, or otherwise violate or infringe (or possibly infringe) any copyright,

trademark, logo, mark that identifies a brand. Sponsor may blur or black out the infringing material, in their sole discretion. Images become the property of the Sponsor and will not be acknowledged or returned. Entrants acknowledge and agree that their image becomes the property of the Sponsor, which thereby has the right to edit, adapt, modify, reproduce, promote and otherwise use images in any way it sees fit. Automated, script, macro or robotic Entries/images submitted by individuals will be disqualified. Images may be posted on the Sponsor's website, and may be posted on other non-affiliated websites, in Sponsor's sole discretion. By completing an Entry, you understand and provide license and right for other individuals to share your image on Sponsor-selected social media sites. Any image not in compliance with the above and which does not meet the requirements of these Official Rules will be disqualified.

3. **Eligibility:** Open to legal residents of the 50 United States and the District of Columbia, 18 years of age or older as of date of Entry. Employees of Conopco, Inc., d/b/a Unilever (the "**Sponsor**"), Don Jagoda Associates, Inc. (the "**Administrator**"), their parents, subsidiaries, divisions, suppliers, distributors and advertising, promotional and judging agencies, and its affiliates and each of their respective employees, shareholders, directors, officers, members, assigns and agents and their immediate family members and/or those living in the same household of each are not eligible to participate or win.
4. **Random Drawing:** One (1) Grand Prize winner will be selected in a random drawing on or about January 28, 2014 from among all Entries received. The odds of winning the Grand Prize depend on the number of eligible Sweepstakes Entries received. The random drawing will be conducted by the Administrator, an independent judging organization whose decisions are final on all matters relating to the Sweepstakes. No substitution or transfer of prize permitted.
5. **Grand Prize (1):** \$5,000 in Target GiftCards®. Gift cards subject to restrictions and expiration date(s) may apply. No substitution or transfer of prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute prize of equal or greater value in the event the prize is unavailable.
6. **General Rules:** Potential Grand Prize Winner will be required to sign and return an Affidavit of Eligibility, liability/publicity release (except where prohibited by law) and assignment of rights (if applicable) within ten (10) days (including weekends) of notification attempt or the prize will be forfeited and alternate Grand Prize Winner may be selected. Affidavit package will be sent via email to the email address submitted at registration. Potential Winner will be notified via email. Return of prize or prize notification as undeliverable may result in disqualification and alternate selection. Winner and all entrants, as a condition of Entry into the Sweepstakes, agree to release and hold harmless Sponsor, Administrator, each of their respective agencies, parents, subsidiaries, affiliates and each of their respective officers, directors, shareholders, members, employees, agents, assigns, and all others associated with the development and execution of the Sweepstakes (collectively the "Released Parties") from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting an Entry or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use of prize awarded or any typographical or other error in these Official Rules or the announcement or offering of the prize. Winner assumes all liability for any injury or damage caused, or claimed to be caused by participation in the Sweepstakes or use or redemption of prize. Acceptance of prize constitutes permission to use winner's name, likeness and image, if applicable, for promotional purposes (including any

possible public relations opportunities) without further compensation except where prohibited by law. By entering, entrant accepts and agrees to be bound by these Official Rules. Entries will be declared to be made by the authorized account holder of the e-mail address submitted at the time of Entry. "Authorized account holder" of an e-mail address is defined as the natural person who is assigned to an e-mail address by an Internet Access provider, Online Service provider, or other organization (e.g., business, educational institution etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the Entry process or the operation of the Sweepstakes; violates the Official Rules; acts in an unsportsmanlike or disruptive manner; or acts with intent to annoy, abuse, threaten or harass any other person. The Released Parties are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications, whether caused by the sender, by any of the equipment or programming associated with or utilized in the Sweepstakes which may limit the ability to participate, or by any human error which may occur in the processing of the Entries in the Sweepstakes. Entries generated by script or bot are not eligible. Sponsor reserves the right to cancel, terminate or modify the Sweepstakes if it cannot be completed as planned for any reason, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, technical failures or corruption of any sort. In such event, Sponsor will conduct the Sweepstakes Drawing from among all eligible Entries received as described above prior to cancellation. Void where prohibited by law and subject to all federal, state and local laws. As a condition of entering the Sweepstakes, entrant (or parent/legal guardian if entrant is a minor in his/her state of residence) 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 the Sweepstakes, or 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 will entrant be entitled to receive attorneys' fees or other legal costs.

7. **Winner:** For the name of the winner, available after February 17, 2014, send a stamped, self-addressed envelope by March 17, 2014, to: Revitalize Your Morning Routine Sweepstakes Winner, P.O. Box 7999, Melville, NY 11775-7999.
8. **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 Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747.