

4moms® Review-to-Win Sweepstakes
OFFICIAL RULES

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

OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND DISTRICT OF COLUMBIA, (EXCLUDING RESIDENTS OF RI), 18 OR OVER. INTERNET ACCESS REQUIRED.

1. **Promotion Period:** The 4moms "Review-to-Win Sweepstakes" (the "Sweepstakes") begins at 12:00:01 a.m. Eastern Time ("ET") on **October 1, 2015** and ends at 11:59:59 p.m. ET on **October 31, 2015** (the "Sweepstakes Period").
2. **Eligibility:** Open to legal residents of the 50 United States and the District of Columbia, excluding residents of Rhode Island, 18 years of age or older as of date of entry. Employees of Thorley Industries LLC, d/b/a 4moms ("Sponsor"), its respective affiliates, parents, subsidiaries, divisions, suppliers, distributors and advertising, promotional and judging agencies, and their 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. Other eligibility requirements and conditions of participation are set forth in these official rules for the Sweepstakes ("Official Rules"). All federal, state, municipal, and local laws and regulations apply. Void in Rhode Island and where prohibited or restricted by law.
3. **How To Enter:** To enter, an eligible individual must, during the Entry Period, submit a product review. To submit a product review on <http://www.shop.4moms.com/>, select the 4moms product that you wish to review, and click "write a review." Then, follow the instructions to rate the selected product, provide a title to your review, then provide the content of your review (your review must consist of at least 50 characters) and enter your name and email. The other questions ("would you recommend this product to a friend?," location, parental status, and email signup) are voluntary. After you have previewed your review, please check the appropriate box indicating that you have read and agree to the terms & conditions. All entries must complete all of the mandatory requirements and be submitted by 11:59:50pm ET on October 31, 2015 to be eligible. The person submitting the Entry will be deemed the entrant (the "Entrant"). In the event of a dispute as to the identity of an Entrant, the Entrant will be deemed the name appearing on the Entry. All Entries become property of the Sponsor and will not be returned. Normal Internet access and usage charges imposed by your online service will apply. Sponsor reserves the right to review and to approve, in its sole discretion, all entry information, prior to granting the Entrant an Entry.
4. **Entry guidelines:**
 - a. Minimum length of fifty (50) characters.

- b. English language only.
- c. Must be compliant with these Official Rules and the Terms of Use of Sponsor's Website
- d. Does not infringe or violate the intellectual property rights or other rights of any third party, including but not limited to rights of patent or trade secret, copyright, trademark, service mark, contract rights, licensing rights, rights of publicity or privacy, moral rights, or any other intellectual property rights
- e. Sponsor reserves the right to verify the legitimacy of any submitted releases or permissions or to require that a release form (satisfactory to Sponsor in its sole discretion) be executed and returned within two days' notification. If the appropriate form(s) required by Sponsor are not received as directed, the entry and submitted review will be disqualified. Sponsor reserves the right to disqualify any reviews that, in Sponsor's sole discretion, (a) include trademarks, logos, or copyrighted material not owned by entrant or used without permission (such as company names, music, photographs, works of art or images published on or in websites, television, movies or other media); (b) use individuals' names, in whole or in part (including the entrant's last name) without submitted express permission; (c) refer to public figures; (d) contain vulgar language, profanity, sexual content, content promoting the use of tobacco, alcohol, illegal drugs, firearms or weapons, content expressing or fomenting hate of any kind (including racism or sexism), content that promotes violence or harm to other living creatures, or any other offensive, obscene or inappropriate content; (e) promote a political agenda regardless of the political affiliation and regardless of Sponsor's treatment of other entries that may or may not promote a political agenda; (f) misrepresent, defame or contain disparaging remarks about other people or companies; (g) contain materials embodying the names, likenesses, photographs or other identifying elements of any person, living or dead, without submitted express written permission; (h) written in a language other than English; (i) includes false or untrue content; (j) is found to be written by someone who has not used or owned the respective product; (k) contains spam or duplication of another piece of content; or (l) links to a website not owned by 4moms.

5. **Entry Limit:** Only one (1) submission per person during the Sweepstakes Period will be accepted. Any additional attempted Entries by the same person during the Sweepstakes Period are void and all Entries other than the first Entry from a person will be automatically eliminated.
6. **Prize Drawing:** One (1) Prize winner ("Winner") will be randomly selected by the Sponsor from all eligible Entries received during the Sweepstakes Period: **Thursday, October 1, 2015 through Saturday, October 31, 2015.** The random Drawing will be conducted by the Sponsor, whose decisions are final and binding on all matters relating to the Sweepstakes. The winner will be selected by November 10, 2015 and notified by email.

7. **Odds of Winning:** The odds of winning a Prize will depend on number of eligible Entries received.
8. **Prizes and Approximate Retail Value ("ARV"):** The following prize ("Prize") will be awarded to the Sweepstakes winner: **one \$100 4moms eGift Card redeemable on shop.4moms.com** (ARV: \$100 each).
9. **Winner Notification and Verification:** Receiving a Prize is contingent upon compliance with these Official Rules, including any eligibility requirements. The potential Prize Winner will be notified by phone/email/mail within ten (10) days after the Prize Drawing using the contact information provided at the time of entry in the Sweepstakes. The potential Prize Winner may need to confirm their contact information within ten (10) days of notification attempt or the Prize will be forfeited and an alternate winner may be selected. Sponsor is not responsible if unable to contact a Winner for prize notification purposes for whatever reason, including Entrant's failure to provide correct contact information at the time of entry. Disqualification and the selection of an alternate winner will result from any of the following: (a) potential Prize Winner's inability to accept the Prize; (b) the inability of Sponsor to contact the Winner for any reason; or (c) any other non-compliance with these Official Rules, as determined by Sponsor in its sole discretion.
10. **Prize Delivery and Conditions:** The Prize will be delivered to the Winner within thirty (30) days after Winner responds to the notification, and Sponsor verifies the Winner's identity and eligibility to win the Prize. All prizes will be awarded, provided a sufficient number of eligible Sweepstakes entries are received. No substitution or transfer of Prize is 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 a Prize is unavailable. A Prize is non-transferable, non-exchangeable, and non-refundable, and must be accepted by the Winner as awarded. The Winner may waive his/her right to receive a Prize. All federal, state and local taxes are the sole responsibility of Winner, if applicable.
11. **Indemnification and Release:** BY ENTERING THE SWEEPSTAKES, EACH ENTRANT AGREES TO RELEASE AND HOLD HARMLESS SPONSOR, ITS 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 ARISING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY FROM, OR 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 ANY PRIZE AWARDED OR ANY TYPOGRAPHICAL OR OTHER ERROR IN THESE OFFICIAL RULES OR THE ANNOUNCEMENT OR OFFERING OF PRIZES, INCLUDING, WITHOUT

LIMITATION, PERSONAL INJURY, DEATH, AND/OR PROPERTY DAMAGE, AS WELL AS CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY.

12. **Limitation of Liability:** Entrants assume all liability for any injury or damage caused, or claimed to be caused by participation in the Sweepstakes or use or redemption of Prize, and waive all rights to claim punitive, incidental, consequential or any other damages, including without limitation, attorneys' fees and/or other legal costs.
13. **Publicity Release:** By accepting a Prize, Winner grants permission for Sponsor and its agents to use his/her name, voice, likeness, and photographs for promotional purposes (including any possible public relations opportunities) in any and all media now known or hereinafter invented without territorial or time limitations and without further compensation, except where prohibited by law. By entering, entrant accepts and agrees to be bound by these Official Rules.
14. **Entry Conditions:** 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. 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.
15. **General Conditions:** Although Sponsor attempts to ensure the integrity of the Sweepstakes, neither Sponsor nor any of the Released Parties are responsible for the actions of Entrants or other individuals in connection with the Sweepstakes, including attempts by Entrants or other individuals to circumvent these Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned by reason of damage by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical limitations or failures, strikes, industry conditions, bankruptcy or liquidation, marketplace demands, applicable law, unforeseen obstacles, improper or unauthorized actions by Entrants, or any other causes which, in the sole opinion of Sponsor, could corrupt, compromise, undermine, or otherwise affect the administration, security, fairness, integrity, viability, or proper conduct of the Sweepstakes, Sponsor reserves the right in its sole and absolute discretion to modify these Official Rules and/or to cancel, terminate, modify, or suspend all or any part of the Sweepstakes, and in the event of cancellation or termination, to select winners from among all eligible non-suspect Entries

received up to the time of such cancellation, termination, modification, or suspension, as applicable. If the Sweepstakes is terminated by Sponsor as set forth above, Sponsor will post notice of such termination. Inclusion in such drawing will be each Entrant's sole and exclusive remedy under such circumstances. 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 or the Entry Site; violates the Official Rules; acts in an unsportsmanlike or disruptive manner; or acts with intent to annoy, abuse, threaten or harass any other person.

- 16. Privacy:** Information submitted in connection with the Sweepstakes will be treated in accordance with these Official Rules and Sponsor's Privacy Policy, currently available at http://www.4moms.com/privacy_policy; provided that, in the event of any conflict between these Official Rules and such Privacy Policy, the terms and conditions of the Official Rules shall prevail.
- 17. Applicable Law:** The Sweepstakes, and any disputes that may arise hereunder, shall be governed in all respects by the laws of the Commonwealth of Pennsylvania without regard to the conflicts of laws principles of any jurisdiction. Venue with respect to any such disputes shall be had in the state and federal courts located in Pittsburgh, Pennsylvania.
- 18. Official Rules:** By participating in the Sweepstakes, each Entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor. The Sweepstakes will be run in accordance with the Official Rules, subject to amendment by Sponsor. Each Entrant must comply with the Official Rules and will be deemed to have received and understood the Official rules by participating in the Sweepstakes. The terms of the Sweepstakes, as set out in the Official Rules, are not subject to amendment or counteroffer, except as set out herein. If any provisions of the Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision.
- 19. Winners:** For the names of the winners, available after November 10, 2015, send a stamped, self-addressed envelope by April 10, 2016 to: **4moms Review-to-Win Sweepstakes** Winners, Thorley Industries LLC, 912 Fort Duquesne Blvd., Pittsburgh, PA 15222.
- 20. Sponsor / Administrator:** The Sponsor and Administrator of the Sweepstakes is Thorley Industries LLC, d/b/a 4moms, 912 Fort Duquesne Blvd., Pittsburgh, PA 15222.