

**Date:** May 9, 2014  
**Client:** Conopco, Inc., d/b/a Unilever  
**Sweepstakes:** Suave Professionals #DateNightHair Sweepstakes  
**Subject:** Official Rules

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**Website Mandatories:**

**Must enter by 6/20/14 for a chance to win tickets to "Men Tell All". NO PURCHASE NECESSARY.** Void where prohibited. The Suave Professionals #DateNightHair Sweepstakes is sponsored by Conopco, Inc., d/b/a Unilever. Open to legal residents of the 50 U.S. & D.C., 18 or older. Begins 5/19/14 at 12:00 a.m. ET & ends 7/29/14 at 12:00 pm. ET. For official rules, visit <http://bit.ly/suave-bach-rules>.

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**SWEEPSTAKES OFFICIAL RULES  
NO PURCHASE NECESSARY TO ENTER OR WIN.  
OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND DISTRICT OF  
COLUMBIA, 18 YEARS OF AGE OR OVER. INTERNET ACCESS REQUIRED.**

**This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter or Instagram. You understand that you are providing your information to Conopco, Inc., d/b/a Unilever and not to Twitter or Instagram. 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:** The Suave Professionals #DateNightHair Sweepstakes (the “Sweepstakes”) begins May 19, 2014 at 12:00 a.m. Eastern Time (“ET”) and ends July 29, 2014 at 12:00 p.m. ET (the “Sweepstakes Period”).
- 2. 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, shareholders, directors, officers, members, assigns and agents of Conopco, Inc., d/b/a Unilever (the “Sponsor”), Don Jagoda Associates, Inc., their respective affiliates, parents, subsidiaries, divisions, suppliers, distributors and advertising, promotional and judging agencies (collectively the “Sponsor and its Administrators”) and American Broadcasting Companies, Inc. and its affiliates and their immediate family members and/or those living in the same household of each are not eligible to participate or win.
- 3. How To Enter: There are two ways to Enter. ONE via Twitter or Instagram** During the Sweepstakes Period, you may enter by uploading a photo/video of your date night hair (the “Photo/Video”) via Twitter or on your web enabled mobile device via the Instagram application with the hashtag #DateNightHair (the “Submission”). Then, your Submission will receive an automatic comment from the Sponsor with a link to <http://offerpop.com/hashtag/gallery/3045> (the “Page”), where you must complete the entry process and enter the required registration information to receive one (1) into the corresponding Entry Period Sweepstakes drawing, and subsequent Entry Period Sweepstakes drawing, if any, as described below. If submitting a

Photo/Video depicting other individuals you must make the other individuals aware that you are entering a Photo/Video on their behalf and attest that the other individuals have agreed that you may submit such Photo/Video and any individual featured in the Photo/Video must be 18 years of age and over. You must complete all required registration information in order to receive an entry. **TWO via Registration:** During the Sweepstakes Period, you may visit the Page and follow the onscreen instructions to complete all required registration information to receive one (1) entry into the corresponding Entry Period Sweepstakes drawing, and subsequent Entry Period Sweepstakes drawing, if any. **Limit one (1) Entry per person per day, regardless of method of entry** If uploading via Instagram, your Photo/Video must be uploaded in accordance with the Instagram Terms of Use (<http://instagram.com/about/legal/terms/>). If uploading via Twitter, your photo must be uploaded in accordance with the Twitter Terms of Service (<https://twitter.com/tos>). You must have an Instagram account to enter via Instagram and have your account privacy settings set to “Off”. You must have a Twitter account to enter via Twitter and have your account settings set to “unprotected” or “public”. Potential winners may be required to show proof of being the authorized account holder of the Instagram or Twitter account associated with the entry. All entry components submitted and Photos/Videos uploaded shall herein be referred to as the entry (the “**Entry**”). The person uploading the Entry will be deemed the entrant (the “**Entrant**”). All Entries must be unique. Entries will not be judged. The Entry must: 1) be complete to be eligible; 2) be the property of the Entrant. Sponsor has the sole discretion to determine whether a Photo/Video qualifies as an Entry. Any Entry not in compliance with the above and which does not meet the requirements of these Official Rules will be disqualified. By entering, you understand and agree that your Photo/Video may (in Sponsor’s sole discretion) be posted online for consumers to view on the Page (the “**Photo Gallery**”) or other Sponsor-selected sites. Sponsor will only be posting select Photos/Videos (in their sole discretion). Sponsor reserves the right to remove any posted Photos/Videos, in its sole discretion, even if the Photo/Video has already been made available to the public. Participation is subject to disqualification of all Entries, if multiple accounts are used by the same person. All Entries must be completed and submitted by 9:00 a.m. on July 29, 2014, to be eligible for the final Sweepstakes drawing. Normal Internet access and usage charges imposed by Entrants’ online service will apply.

Entry Period	Start Date/Time	End Date/Time
1	5/19/14 12:00 a.m. ET	6/20/14 11:59 p.m. ET
2	5/19/14 12:00 a.m. ET	7/29/14 12:00 p.m. ET

4. **Entry Requirements:** By entering, you understand your Entry may be featured in the Photo Gallery and you agree to waive any rights you may have to the Entry submitted. In order to be entered into the Sweepstakes, Entrants must comply with registration instructions when submitting their Entry. The Entry, 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. Entries 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 Entry from any source. All Entries must be the sole, original work of the Entrants. Any Entry 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. Entries should not contain any third party materials, or otherwise violate or infringe (or possibly infringe) any copyright, trademark, logo, mark that identifies a brand (other than Suave). Sponsor may blur or black out the infringing material, in their sole discretion, for consideration to be featured in the Photo Gallery. Entries become the property of the Sponsor and will not be acknowledged or returned. Entrants and winner acknowledge and agree that their Entries become the property of the Sponsor, which thereby has the right to edit, adapt, modify, reproduce, promote and otherwise use Entries in any way it sees fit. Multiple Entries received from any person or Twitter/Instagram username in excess of the limitation stated above will be void. A Twitter account is required to enter via Twitter and can be opened for free at <http://twitter.com>. If you do not have an Instagram account, visit [www.instagram.com](http://www.instagram.com) to download the application. Twitter and Instagram are not affiliated with this Sweepstakes in any way and are not responsible for the administration of the Sweepstakes or the awarding of the prizes. No endorsement or approval of Sweepstakes by Twitter or Instagram is expressed or implied. Automated, script, macro or robotic Entries submitted by individuals will be disqualified. Entries may be posted on the Sponsor's website, and may be posted on other non-affiliated websites, in Sponsor's sole discretion. Any Entry not in compliance with the above and which does not meet the requirements of these Official Rules will be disqualified.

5. **Random Drawings:** Two (2) Entry Period 1 Prize winners will be selected in a random drawing on or about June 21, 2014 from among all eligible Entries received during Entry Period 1. One thousand (1,000) Entry Period 2 Prize winners will be selected in a random drawing on or about July 30, 2014 from among all eligible Entries received during both Entry Periods (including all non-winners from Entry Period 1). The random drawings will be conducted by Don Jagoda Associates, Inc. (the "**Administrator**"), an independent judging organization whose decisions are final on all matters relating to the Sweepstakes. The odds of winning a prize will depend on the number of eligible Sweepstakes Entries received by the end of each Entry Period during the Sweepstakes Period.
6. **Prizes and Approximate Retail Value ("ARV"):** **Entry Period 1 Prize (2 total):** A 4-day/3-night trip for two to Los Angeles, CA to attend the taping of *The Bachelorette: Men Tell All* television episode ("**Event**"), currently scheduled to take place on or about July 11, 2014 (date subject to change). Trip includes round trip coach class air transportation from the major airport nearest the winner's home to Los Angeles, CA, round trip ground transportation to/from airport/hotel, three (3) nights hotel accommodations (based on double occupancy), and a \$500 spending money, awarded as a check made payable to the winner (ARV: \$4,100 each). All prize components are subject to availability. Actual ARV of Entry Period 1 Prize may vary due to each winner's residence, dates of travel and fares at time of travel. Show taping portion of the Entry Period 1 Prize has no retail value. **Entry Period 2 Prize (1,000 total):** A Sponsor-selected Suave product (max ARV: \$7.98 each). All prizes are subject to availability. Prizes are awarded "as is" without any warranty or guaranty of any kind. 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 (or portion of prize of equal or greater value in the event the prize is unavailable (or the Event is cancelled for reasons out of Sponsor's control). Prizes may be substituted for any reason at the discretion of the Sponsor.

7. **Entry Period 1 Prize Rules:** Airline carrier's regulations and conditions apply. Trips may not be combined with any other offer and travel may not qualify for frequent flyer miles. Winners and travel companions must possess valid travel documents (i.e., valid government issued photo ID) in order to travel. Seat selection and timing of trip subject to availability and confirmation of reservations. Certain restrictions apply. **Trips must be taken on dates specified by Sponsor surrounding the taping of the Event or prize will be forfeited.** Travel must be round trip. In the event an Entry Period 1 Prize winner lives within a 150-mile radius of Los Angeles, CA, round-trip ground transportation will be provided in lieu of air transportation and no additional compensation will be provided for air transportation portion of Prize. Sponsor will not replace any lost, mutilated, or stolen travel vouchers or certificates. No refunds or credit for changes are allowed. All other expenses and costs, not expressly listed above, including, but not limited to, taxes, tips, meals, ground transportation, incidentals, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges, personal charges at lodging, security fees, entertainment and transfers, are Prize winner's sole responsibility. Entry Period 1 Prize winners will be responsible for any other costs or expenses associated with the Prize, including payment of applicable taxes. Each winner and his/her travel companion must comply with the Event rules at all times. In the event the winner and/or travel companion act in a disruptive or inappropriate manner at the Event as deemed by Sponsor in its sole discretion, Sponsor reserves the right to eject the winner and travel companion from the Event with no compensation to winner. Winner's travel companion must be eighteen (18) years of age or older as of date of departure and must travel on same itinerary and at the same time as the Prize winner. If Prize winner is a minor in his/her state of residence, travel companion must be Prize winner's parent/legal guardian. Travel companions must execute liability/publicity releases prior to issuance of travel documents.
8. **General Rules:** The Administrator will make three (3) attempts to contact the potential Entry Period 1 Prize winners via phone/email within 24 hours from the time the Entry Period 1 Prize winner selection is completed. If Administrator is unable to reach the potential Entry Period 1 Prize winners via phone/email within this time frame, he/she will be disqualified and an alternate will be selected, time permitting. Potential Entry Period 1 Prize winners (or parent/legal guardian if a Prize winner is a minor in her state of residence) will then be required to sign and return via overnight mail or email, an Affidavit of Eligibility, liability/publicity release (except where prohibited by law), assignment of rights (as applicable) within 48 hours (including weekends) of notification attempt or the prize will be forfeited and alternate winner may be selected, time permitting. Affidavit package will be mailed via overnight mail with a pre-paid overnight return envelope included or sent via email. Entry Period 2 Prizes will be delivered to the mailing address submitted at the time of registration within 8-10 weeks after the conclusion of the Sweepstakes. Prizes are nontransferable and no cash substitutions are allowed except by the Sponsor, who reserves the right to award a prize of equal or greater value. Return of prize as undeliverable may result in disqualification and alternate selection. Winners and all Entrants, as a condition of entry into the Sweepstakes, agree to release and hold harmless Sponsor and its Administrators, Twitter or Instagram, American Broadcasting Companies, Inc., 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 prizes. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in the Sweepstakes or use or redemption of the prizes. Acceptance of prize constitutes permission to use winners’ names, likenesses, Entries and photos/videos 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 (or when setting up winner’s account). "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 award the prizes from eligible Entries received by the end of each Entry Period 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.

9. **Winners List:** For a list of the Entry Period 1 Prize winners, available after July 11, 2014, send a stamped, self-addressed envelope by August, 11, 2014, to: Suave Professionals #DateNightHair Sweepstakes Winners, 100 Marcus Drive, Attn: LH, Melville, NY 11747

10. **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.