

“2014 PINCHME SURPRISE SAMPLE SWEEPSTAKES”
OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.

1. **ELIGIBILITY:** The 2014 PINCHme Surprise Sample (“Sweepstakes”) is open only to residents of the contiguous 48 United States and the District of Columbia, who are 18 years of age or older at the time of entry; residents of Alabama and Nebraska must be 19 years of age or older and residents of Mississippi must be 21 years of age or older as of the date of their submissions. Employees (and their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) or those living in the same household, whether or not related) of PINCHme, and their respective parents, affiliates, subsidiaries, divisions, and related companies, suppliers, printers and advertising, promotional and judging agencies are not eligible to enter or win. THIS SWEEPSTAKES IS VOID IN ALASKA AND HAWAII AND WHERE PROHIBITED OR RESTRICTED BY LAW. A winner may not win more than one prize in the Sweepstakes.
2. **HOW TO ENTER:** Sweepstakes begins at 12:01 a.m. Eastern Time (“ET”) on February 4th and ends at 11:59 p.m. ET on February 18th (“Sweepstakes Period”). You may enter only once. Multiple entries will be void. Entries generated by script, macro or other automated means or by any means that subvert the entry process are void. All entries must be received by PINCHme during the Sweepstakes Period. All entries become the property of Sponsor and will not be returned.

During the Sweepstakes Period, you may enter the Sweepstakes through the entry form on the PINCHme Facebook page or via Twitter by tweeting @PINCHme_now “I would love to win a #surprisesamplepack from @PINCHme_now!”.

3. All entries will be automatically subscribed to the PINCHme email database.
4. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to PINCHme, and not to Facebook.
5. **PRIZES AND APPROXIMATE RETAIL VALUE:** A total of twenty-five (25) Prizes awarded.

Twenty-five (25) winners will each receive:

- PINCHme Surprise Sample packs. Each surprise pack will include a random selection of samples up to the value of \$35 each.

The approximate retail value (“ARV”) of each prize is approximately \$35. Actual value may vary based on dates of travel and points of departure. Any difference between stated value and actual value will not be awarded. **All federal, state, and local tax liabilities are the sole responsibility of the Winner.** Winner will be required to complete and return an IRS W-9 form (i.e. Request for Taxpayer Identification Number and Certification).

- PINCHme in its sole discretion reserves the right to substitute a prize of equal or greater value if the prize is unavailable.

Total ARV of all Prizes: \$30 - \$35, depending on prizes awarded.

6. **RANDOM DRAWING:** Twenty-five (25) winners will be selected in a random drawing from among all eligible entries on or about February 18th. Odds of winning depend on the number of eligible entries received.
7. **PRIZE CONDITIONS:** Winners will be notified by e-mail on or around February 18th and must respond to initial notification within five (5) days of date of notification or prize is forfeited. Each potential winner will be required to execute and return an Affidavit of Eligibility and Publicity/Liability Release within ten (10) days of date of issuance. Failure to return all required documents in this time period may result in the potential winner being disqualified. If a prize notification is returned to Sponsor as undeliverable or if an entrant is found to be ineligible or not in compliance with these Official Rules or declines acceptance of the prize for any reason, he/she will be disqualified and, at Sponsor's discretion, an alternate winner will be selected.
8. **PUBLIITY:** By entering this Sweepstakes and/or accepting a prize, each winner hereby consents (except where prohibited by law) to the reasonable use by Sponsor and its designees of his/her name, hometown address (city and state), photograph, voice, likeness and image, for advertising, trade and promotional purposes, in any manner, in all media now known or hereafter discovered, worldwide in perpetuity, without any further compensation or notification to, or permission from, such winner.
9. **CONDUCT OF PARTICIPATION:** By entering the Sweepstakes, entrant affirms that he or she has read and agrees to abide by the Official Rules and the decisions of the Sponsor and judges which are final and binding. Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failure or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. If terminated, at Sponsor's discretion, it may select the potential winners from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Sponsor reserves the right to disqualify any entrant acting in violation of these Official Rules or found tampering with the entry process or with the operation of the Sweepstakes or the website and void all associated entries. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE RELATED TO SPONSOR/ADMINISTRATOR OR THE SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEMDIES FROM SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW. The Sweepstakes is governed by New York law, and applicable federal laws, and, by entering; all winners and entrants hereby submit to the jurisdiction and venue of the federal, state and local courts located in New York, New York.
10. **LIMITATIONS OF LIABILITY:** Sponsor, PINCHme, and each of their respective parents, affiliates, subsidiaries, divisions, and related companies, suppliers, printers

and advertising, promotional and judging agencies, and all of their respective officers, directors, shareholders, employees and agents (collectively, "Released Parties") are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered or garbled registrations, entries, or email; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prizes or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website.

11. RELEASE OF LIABILITY: By participating, entrants agree to release, discharge, indemnify and hold harmless Released Parties from and against any claims made by the winners, entrants or any other third parties related in any way to the operation of this Sweepstakes, as well as any other claims, damages or liability due to any injuries, damages or losses (whether alleged, threatened, or actual) to any person or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize (including any travel or activity related thereto) or participation in any Sweepstakes-related activity or participation in this Sweepstakes.

12. PERSONAL INFORMATION: By entering into this Sweepstakes, each entrant agrees to Sponsor's and PINCHme's (and other related parties) use of his or her personal information in accordance with these Official Rules. Personally identifiable information that entrant provides within entrant's registration for this Sweepstakes may be utilized by the Sponsor and PINCHme through emails, text messages, U.S. postal mailings, or other reasonable means of communication, designed to enhance and extend the relationship with the entrant, and to enable entrants to take maximum advantage of products and services the Sponsor and/or PINCHme thinks the entrant would be interested in or enjoy. At any time entrant may opt out of receiving ongoing communications from the Sponsor or PINCH.me.

13. WINNERS LIST: An Official Winners' List will be posted on www.pinchme.com on or about February 21st. A copy of these Official Rules is also available at www.pinchme.com.

14. SWEEPSTAKES ADMINISTRATOR: PINCHme Group Inc., 611 Broadway, Suite 308, New York, NY 10012