

## Ranch Out Sweepstakes Official Rules

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

**1. Eligibility:** Ranch Out Sweepstakes (the "Sweepstakes") 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 The Clorox Company ("Sponsor"), HelloWorld, Inc. ("Administrator"), TPN Retail, Inc., and their respective parent, subsidiary and affiliate companies and advertising and promotion agencies as well as the immediate family (spouse, parents, siblings and children and their respective spouses, regardless of where they reside) and household members, whether or not related, of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation 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 the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** The Clorox Company, 1221 Broadway, Oakland, CA, 94612. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Sweepstakes begins on March 8, 2017 at 12:00 a.m. Pacific Time ("PT"), ends on April 19, 2017 at 11:59 p.m. PT (the "Promotion Period"), and consists of six (6) weekly entry periods (each a "Weekly Entry Period") as well as a grand prize entry period ("Grand Prize Entry Period") as outlined in the following chart:

Entry Period	Start Time (at 12:00 a.m. PT)	End Time (at 11:59 p.m. PT)	Approximate Notification Time
1	March 8, 2017	March 14, 2017	March 15, 2017
2	March 15, 2017	March 21, 2017	March 22, 2017
3	March 22, 2017	March 28, 2017	March 29, 2017
4	March 29, 2017	April 4, 2017	April 5, 2017
5	April 5, 2017	April 11, 2017	April 12, 2017
6	April 12, 2017	April 19, 2017	April 20, 2017
Grand Prize	March 8, 2017	April 19, 2017	April 20, 2017

Administrator's computer is the official time-keeping device for the Sweepstakes.

**4. How to Enter:** During the Promotion Period, visit [www.RanchOutSweeps.com](http://www.RanchOutSweeps.com) and follow the links and instructions to complete and submit the registration form including a valid email address. You will receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing and one (1) Sweepstakes entry into the Grand Prize Entry Period drawing. *Non-winning entries from Weekly Entry Period will not be included in subsequent Weekly Entry Period drawings.*

**Limit:** You may register one (1) time during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate or subvert the entry process is prohibited and will result in disqualification and all associated entries will be void. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant and he/she must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.

**Bonus Sweepstakes Opportunities:** Post/upload one (1) photo that shows us how you dip, dunk or drizzle your food with Hidden Valley Ranch (herein, your "Ranch Submission") to one (1) of the following methods of entry and include the hashtag #RanchOutSweepstakes OR Tweet/post a message describing why you love Hidden Valley Ranch and include the hashtag #RanchOutSweepstakes, no purchase necessary (collectively the "Alternate Submission"). Collectively, or generically, Music Submissions and Alternate Submissions are referred to as "Submissions," herein.

**a. Twitter:** Log-in to or create your Twitter account. Tweet your Submission. Your account settings must be set to "unprotected" and/or "public" in order for your tweets to be viewable by Sponsor and its agents. Creating a Twitter account is free, but is subject to its terms and conditions (<https://twitter.com/tos>). ***If you post updates to or receive updates from www.twitter.com via SMS from your wireless phone, message and data rates may apply. Please consult your wireless-service provider regarding its pricing plans.***

**b. Instagram:** Log-in to or create your Instagram account. Post your Submission to your Instagram account. In order for your entry to be valid, your Instagram profile must be public, and thus, viewable by the Sponsor and its agents. Your post must be consistent with Instagram's terms (<http://instagram.com/about/legal/terms/#>). ***Posting a photo on Instagram requires a mobile device and message and data rates may apply.***

For posting/uploading a Submission, eligible entrants will receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing and one (1) Sweepstakes entry into the Grand Prize Entry Period drawing. *Non-winning entries from Weekly Entry Periods will not be included in subsequent Weekly Entry Period drawings.*

**Bonus Sweepstakes Limit:** You may enter two (2) times per Entry Period regardless of method of entry or combination of methods during the Promotion Period.

**For All Submissions:** The Submission must be the original work of the entrant. Submissions should not include personally identifiable information about entrant or others and should only include first names, if any. Submission must be in keeping with Sponsor's image and may not be inappropriate, indecent, obscene, hateful, tortious, defamatory, or libelous or contain material that violates or infringes another's rights (including but not limited to privacy, publicity or intellectual property rights, or constitute copyright infringement), or disparage Sponsor, its products or its services, Administrator or any other person or party affiliated with the Sweepstakes, or contain material that is unlawful in any way. Sponsor reserves the right to disqualify any entrant where it finds the post unlawful, or in violation of these Official Rules, all in its sole discretion.

Posting 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 technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

**5. Drawings:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during each Entry Period on or around the times listed above in Section 3. *Non-winning entries from Weekly Entry Periods will not be included in subsequent Weekly Entry Period drawings.* Potential winners will be notified by Administrator, who will do so on behalf of the Sponsor, via the method used to enter the Sweepstakes; if through the microsite, potential winners will be notified by email and if through social media, potential winners will be notified via the platform (Instagram or Twitter) used to enter. If a potential winner entered through Instagram, he/she will be notified through Instagram through a private message from @hidden.valley to the potential winner's account used to enter the Sweepstakes with instructions on how to claim his/her prize. If a potential winner entered through Twitter, Sponsor will send a direct message from @HVRanch to the potential winner's Twitter account used to enter the Sweepstakes with instructions on how to claim

his/her prize. Except where prohibited, the potential Grand Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. Each potential First – Sixth prize winner will be required to provide his/her mailing address (no P.O. Boxes) 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 of any prize cannot be contacted, fails to provide any other requested information within the required time period, or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner of a prize valued at \$25 or less is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed prizes valued at \$25 or less will go un-awarded. Non-trip Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

## **6. Prizes:**

ONE (1) GRAND PRIZE: A trip for four (4) to the Tanque Verde Ranch in Tucson, AZ. Trip package includes round trip, coach-class air transportation for four (4) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Tucson, AZ; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, quad occupancy); access to select activities that the Ranch offers; a \$750 allowance for full-size rental car for length of stay and/or spending money; and travel agent services. Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, a travel companion must be winner's parent/legal guardian. Travel companions must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if any event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value ("ARV"): \$6,250. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

TWENTY-FOUR (24) FIRST PRIZES (four (4) awarded per Weekly Entry Period): Ranch Fountain. ARV: \$200.

SIX (6) SECOND PRIZES (one (1) awarded per Weekly Entry Period): A one year supply of Hidden Valley® Ranch products awarded as twelve (12) free product coupons that expire 12/31/17 or later. Each coupon is redeemable for 16oz. bottle or larger (valued at up to \$4.99). ARV: \$59.88.

TWENTY-FOUR (24) THIRD PRIZES (four (4) awarded per Weekly Entry Period): A Ranch Out hoodie. ARV: \$50.

TWENTY-FOUR (24) FOURTH PRIZES (four (4) awarded per Weekly Entry Period): A Ranch Out t-shirt. ARV: \$30.

TWENTY-FOUR (24) FIFTH PRIZES (four (4) awarded per Weekly Entry Period): A Ranch Out baseball cap. ARV: \$25.

TWENTY-FOUR (24) SIXTH PRIZES (four (4) awarded per Weekly Entry Period): A Ranch Out tote. ARV: \$20.

For All Prizes: All details of the Ranch Out prizes, including size, color, design, will be determined by the Sponsor in its sole discretion. 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 for one of equal or greater value if the designated prize should become unavailable for any reason. Odds of winning a prize depend on the number of eligible entries received during each Entry Period as well as subsequent Entry Periods. Limit: One (1) prize per person. Total ARV of all prizes: \$14,409.28.

**7. Release:** By entering, entrants agree to release and hold harmless Sponsor, Instagram, LLC, Twitter Inc., Maker, Maker Talent, TPN Retail, Inc., Administrator, and their respective parents, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective 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 Sweepstakes or receipt or use or misuse of any prize (including any travel or activity related thereto).

**8. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for advertising, promotional and other purposes in any media and all, now known or hereafter devised, in any manner, worldwide in perpetuity, without further payment or consideration, notification or permission.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all non-suspect, eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes 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 entries. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages (including attorneys' fees) and other remedies 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.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software, or 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; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) other errors or problems of any kind relating to or in connection with Sweepstakes, whether computer, network, technical, mechanical, typographical, printing, human or otherwise, including, but not limited to, errors or problems which may occur in the administration of the Sweepstakes or the processing of Code requests, entries, plays or prize claims, the announcement of the prizes or in any Sweepstakes-related materials; (5) late, lost, undeliverable, damaged, incomplete, inaccurate, stolen, garbled, delayed, misdirected or stolen mail or entries 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 Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of

prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**11. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes 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 Sweepstakes, and in no event will entrant be permitted to obtain attorneys' fees or other legal costs; 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 Sweepstakes, 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.

**12. Entrant's Personal Information:** Information collected from entrant is subject to Sponsor's Privacy Policy <http://www.thecloroxcompany.com/legal/privacy/en-us/> and Administrator's Privacy Policy <https://helloworld.com/privacy-policy>.

**13. Winners List:** For a winners list, visit <http://bit.ly/2krkN2C>. The winner list will be posted after winner confirmation is complete.

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**This Promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram or Twitter.**