

No Baby Unhugged Sweepstakes Official Rules

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

1. Eligibility: No Baby Unhugged Sweepstakes (the "Sweepstakes") is open only to legal residents of Michigan, Illinois, Indiana, Ohio, Kentucky, and Wisconsin who are at least eighteen (18) years old at the time of entry. Employees of Kimberly-Clark Worldwide, Inc., Meijer Great Lakes Limited Partnership ("Meijer"), National Diaper Bank Network, Geometry Global PLC, HelloWorld, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members whether or not related to each such employee, officer, or director 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: Kimberly-Clark Worldwide, Inc., 2100 Winchester Rd, Neenah, WI 54957. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on November 26, 2017 at 12:00 a.m. Eastern Time ("ET"), ends on December 23, 2017 at 11:59 p.m. ET (the "Promotion Period"), and consists of four (4) weekly entry periods (each an "Entry Period").

| Entry Period | Start Date (at 12:00 a.m. ET) | End Date (at 11:59 p.m. ET) | Approximate Draw Date/Winner Notification Date |
|---------------------|--------------------------------------|------------------------------------|---|
| 1 | November 26, 2017 | December 2, 2017 | December 4, 2017 |
| 2 | December 3, 2017 | December 9, 2017 | December 11, 2017 |
| 3 | December 10, 2017 | December 16, 2017 | December 18, 2017 |
| 4 | December 17, 2017 | December 23, 2017 | December 24, 2017 |

Twitter/Instagram's servers are the official time-keeping devices for the Sweepstakes.

4. How to Enter: To participate, you will need to have a Twitter and/or Instagram account (each a "Social Account"). Creating each Social Account is free but is subject to the applicable terms and conditions (<http://twitter.com/tos>) or (<http://instagram.com/about/legal/terms/#>). Posting on Instagram requires a mobile device and therefore message and data rates may apply. If entering via a mobile device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. By participating, you agree to incur any and all charges demanded by their wireless carrier. Your account settings on the Social Account you use to enter must be set to "unprotected" and/or "public" in order for your Tweets or comments to Sponsor's posts are viewable by Sponsor, and the "Photos Are Private" option in the account settings on your Instagram account are set to "off".

During the Promotion Period, tweet/post a photo that showcases the power of a hug ("huggable moment") and include the hashtags #Hugs4Huggies and #Sweepstakes.

Your Tweet/post and its included content will hereafter be referred to as your Submission. Your Submission must be your original work. If you include the names or likenesses of other individuals, you must have their permission to be included and to grant the rights set forth in Section 5.

If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Your Submission must be consistent with the image and values of Sponsor and be consistent with and satisfy the purpose of the Sweepstakes and the Submission must not:

- include a person other than yourself or otherwise violate the intellectual property (including trademark, copyright, right of publicity, right of privacy) of any third party.

- include any anti-social, political or religious comments, images or descriptions, any commercial solicitation or promotional materials unrelated to the “power of a hug” theme.”
- feature beer, wine, distilled spirits (e.g., hard liquors, malt beverages) or tobacco products.
- contain material that is illegal, inappropriate, indecent, profane, obscene, hateful, tortious, defamatory, slanderous or libelous (including words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation, or socioeconomic group).
- contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.
- contain material that disparages or adversely affects the goodwill and business reputation of Sponsor, or any of its goods or services.

Sponsor reserves the right to disqualify any Submission that it finds unlawful, or in violation of these Official Rules, all in its sole discretion. You automatically will receive one (1) entry into the Sweepstakes for your qualified Submission. Released Parties (as defined in Section 8, below) are not responsible for lost, late, unreceived, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions; all of which will be void.

Each entrant acknowledges that other entrants may have used ideas and/or concepts in their Submission that may be similar in idea or concept to what is included in entrant’s Submission. Each entrant understands and agrees that he/she shall not have any claim against any other entrant or Sponsor arising out any such similarity or be entitled to any compensation because of any such similarity.

COMMENTS OR PHOTOS/ENTRIES REPRESENT SOLELY THE VIEWS/OPINIONS OF THE APPLICABLE ENTRANT AND DO NOT REFLECT THE VIEWS/OPINIONS OF THE PROMOTION ENTITIES IN ANY MANNER. SPONSOR AND THE PROMOTION ENTITIES EACH DISCLAIM ANY AND ALL LIABILITY IN CONJUNCTION WITH SAME.

Limit: You may enter one (1) entry per day during the Promotion Period. Each Submission must be unique to qualify as an entry. Multiple entrants are not permitted to share the same Twitter/Instagram account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different Twitter/Instagram accounts, 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 is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the Twitter account used to register will be deemed to be the entrant. 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 used to create the Twitter/Instagram account. Each potential winner may be required to show proof of being an authorized account holder.

5. Sponsor’s Use of Submissions: Tweeting/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 worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

6. 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 the Promotion Period, on or around the dates listed above in Section 3. Non-winning entries will carryover into subsequent Entry Periods. Each potential winner will be notified by @huggies (for Instagram) or @Huggies (for Twitter) via the social

channel used to enter the Sweepstakes. Each potential Grand Prize winner will be required to sign and return a Declaration of Compliance, Liability Waiver and, where not prohibited, a 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 his/her prize. If a potential winner of any prize cannot be contacted within 48 hours of initial attempted contact by Sponsor or Administrator, fails to sign and return the Declaration or provide any other requested information, within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her prize. IT IS THE ENTRANT'S SOLE RESPONSIBILITY TO ASSURE THAT HIS/HER PRIVACY SETTINGS ARE CONFIGURED SO AS TO ACCEPT DIRECT MESSAGES (IF APPLICABLE), AS WELL AS TO CHECK HIS/HER TWITTER AND/OR INSTAGRAM ACCOUNT (AS APPLICABLE) FOR COMMENT INDICATING THAT HE/SHE IS A POTENTIAL PRIZE WINNER IN THE SWEEPSTAKES. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded.

7. Prizes: EIGHT (8) GRAND PRIZES (two (2) awarded for each Entry Period): \$1,000 Meijer gift card. Approximate Retail Value ("ARV"): \$1,000. Each Grand Prize winner will also be required to provide Administrator with the contact information of a friend or family member that is deserving of a \$500 Meijer gift card. Administrator will fulfill the \$500 Meijer gift card to the friend/family member, pending approval of Sponsor.

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Terms and conditions of gift cards apply. 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. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the applicable Weekly Entry Period, during the Promotion Period. TOTAL ARV OF ALL PRIZES: \$12,000. Limit: one (1) prize per person. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

8. Release: By entering, each entrant agrees to release and hold harmless Sponsor, Meijer, National Diaper Bank Network, Geometry Global PLC, Administrator, Twitter, Inc., Instagram, LLC, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's 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.

9 Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' and Meijer's use of winner's name, prize information, likeness, Submission, photograph (including, without limitation, winner's Twitter/Instagram profile photo), voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

10. 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 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. 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 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.

11. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing 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; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged 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, not received, 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.

IN NO EVENT WILL THE RELEASED ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE SERVICE AND/OR THE SWEEPSTAKES, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, THIS SWEEPSTAKES AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

12. 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, but in no event attorneys' fees; 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.

EACH ENTRANT UNDERSTANDS AND AGREES THAT HE/SHE SHALL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, DISTRIBUTION OR EXPLOITATION OF THE SWEEPSTAKES, THE EVENT OR ANY OTHER PRODUCTION OR PROJECT OF SPONSOR, THE PROMOTION ENTITIES, THEIR LICENSORS OR ANY OF THEIR RESPECTIVE PARENTS, SUBSIDIARIES OR AFFILIATES.

13. Entrant's Personal Information: Information collected from entrants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.kimberly-clark.com/privacypolicy.aspx>. By participating in the Sweepstakes, entrants hereby

agree to Sponsor and Administrator's collection and usage of their personal information and acknowledge that they have read and accepted Administrator's privacy policy.

14. Winner List: For a winner list, visit <http://bit.ly/2ur1J4C>. The winner list will be posted after winner confirmation is complete.

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