

Kleenex Best Witches Giveaway
Official Giveaway Rules

Sponsored by Kimberly-Clark Global Sales, LLC
2100 Winchester Road, Neenah, WI 54956 ("Sponsor")

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. THIS SWEEPSTAKES IS INTENDED FOR PARTICIPATION IN THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE OR NOT LOCATED IN THE 50 U.S. OR D.C. AT THE TIME OF ENTRY.

This is an offer to enter a sweepstakes and does not imply that you have won a prize.

Sweepstakes Period and Eligibility. The Kleenex Best Witches Giveaway begins at 12:01 am CT on November 19, 2025 and ends at 11:59 pm CT on December 3, 2025 (the "Sweepstakes Period") and is referenced herein as the "Sweepstakes". This Sweepstakes is open to legal residents of the 50 United States, and Washington, D.C. ("Territory") who are 18 years of age or older at time of entry. Employees, officers, and directors of the Sponsor, Catalyst International ("Promotion Administrator") or any provider of any prize offered in this Sweepstakes or any business or entity involved in the development, production, implementation, administration or fulfillment of this Sweepstakes (collectively, "Sweepstakes Entities"), and the immediate family members of any of the above (meaning spouses, parents, siblings and children living in the same household) are not eligible to enter or win. Void outside the Territory, in Puerto Rico, and wherever else prohibited by law. This Sweepstakes is subject to all applicable laws.

How to Enter: There are two ways to enter:

- **Instagram Entry:** To enter via Instagram, you must (i) have a personal individual Instagram account set to public (no corporate or shared accounts) and (ii) complete both of the following steps during the Sweepstakes Period:
 - Follow @KLEENEX on Instagram: <https://www.instagram.com/kleenex/>
 - Comment on official Sweepstakes Post(s) 1) tag one friend who would you like to take to the movie theater and 2) include the hashtag #KleenexBestWitchesGiveaway

If you don't already have an Instagram account, go to www.Instagram.com or download the Instagram app on your mobile device and follow the directions to create an account; **creating an Instagram account is free.** Please note that you must agree to comply with the Instagram terms (<http://instagram.com/about/legal/terms/#>) to create an account. When posting on Instagram using a mobile device, message and data rates may apply. Consult your service provider's plan prior to entering via a mobile device.

After completing these steps, you will receive one (1) entry into the Sweepstakes (each, an "Entry") per each Official Post. Limited to one Entry per person and per Instagram account per Official Post.

- **TikTok Entry:** To enter via TikTok, you must (i) have a personal, individual TikTok account set to public (no corporate or shared accounts), and (ii) complete the following steps during the Sweepstakes Period:

To enter (an Entry) you must complete both of the following steps:

- Follow @KLEENEX on TikTok: <https://www.tiktok.com/@kleenex>
- Comment on official Sweepstakes Post(s) 1) tag one friend who you would like to take to the movie theater and 2) include the hashtag #KleenexBestWitchesGiveaway

If you don't already have an TikTok account and wish to enter via TikTok, go to www.TikTok.com or download the TikTok app on your mobile device and follow the directions to create an account; **creating an TikTok account is free**. Please note that you must agree to comply with the TikTok terms (<https://www.tiktok.com/legal/page/us/terms-of-service/en>) to create an Account. When posting on TikTok using a mobile device, message and data rates may apply. Consult your service provider's plan prior to entering via a mobile device. Your TikTok account must be personal and publicly viewable. Your TikTok account may not be a corporate or shared account.

After completing these steps by submitting your comment, you will receive one (1) Entry into the Sweepstakes Per Official Post. Limited to one (1) Entry per person and per TikTok Account Per Official Post

LIMIT TWELVE (12) ENTRIES PER PERSON. LIMIT SIX (6) ENTRIES VIA INSTAGRAM ACCOUNT, AND SIX (6) ENTRIES PER TIKTOK ACCOUNT. EACH POST MUST BE UNIQUE AND SEPARATE.

Entries may be shared on Sponsor social media accounts. Posting of an Entry by Sponsor is not an indication that the Entry has won a prize or is otherwise eligible for a prize. All Entries become the exclusive property of the Sponsor and will not be acknowledged or returned. All Entries are subject to a review by Promotion Administrator and Sponsor.

By posting and submitting any content (including videos) with your Entry (collectively, a "Post"), you represent that your Post conforms to the Submission Guidelines set forth below and with all of these Official Rules, and agree that Sponsor or the Promotion Administrator, in their sole discretion, may disqualify your Entry from the Sweepstakes if your Entry fails to conform to the Conditions of Submission or to these Official Rules in any way.

Conditions of Submission:

Submission Guidelines: Posts must be Entrant's original creation; modifying, enhancing or altering preexisting work or using generative AI tools to create the work does not qualify as an original creation.

Any Post which Promotion Administrator or Sponsor, in their sole opinion, deems to be inappropriate for publication will not be displayed by Sponsor, and the corresponding Entrant may be disqualified. Posts cannot: (i) contain any material that is sexually explicit or suggestive, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity; (ii) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (iii) be obscene or offensive, endorse any form of hate or hate group; (iv) defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies; (v) contain or reference trademarks, logos or trade dress, other than Sponsor's, owned by others, or advertise or

promote any brand or product of any kind, without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (vi) contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media); (vii) communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; or (ix) be in violation of any law.

BY ENTERING THE SWEEPSTAKES AND SUBMITTING ANY POST, EACH ENTRANT ACKNOWLEDGES THAT THE POST SHALL BE DEEMED TO BE NON-CONFIDENTIAL, NON-PROPRIETARY, AND SPONSOR SHALL HAVE NO OBLIGATION OF ANY KIND WITH RESPECT TO SUCH POST AND SHALL BE FREE TO EDIT, EXPLOIT, MODIFY, PUBLISH, REPRODUCE, USE, DISCLOSE, DISSEMINATE AND DISTRIBUTE THE POST TO OTHERS WITHOUT LIMITATION IN ANY AND ALL MEDIA NOW KNOWN OR HEREAFTER DEvised, THROUGHOUT THE WORLD IN PERPETUITY FOR ANY PURPOSE – INCLUDING ADVERTISING – WITHOUT COMPENSATION, PERMISSION OR NOTIFICATION TO ENTRANT OR ANY THIRD PARTY. ENTRANT HEREBY GRANTS TO SPONSOR AND ITS AGENTS, SUCCESSORS AND ASSIGNS, AN IRREVOCABLE, AND WORLDWIDE LICENSE TO USE IN PERPETUITY THE POST IN ANY FORM OR FORMAT AND TO MODIFY THE SAME AND ACKNOWLEDGES AND AGREES THAT IF SPONSOR DOES USE THE POST, ENTRANT SHALL NOT BE ENTITLED TO ANY CREDIT, CONSIDERATION, NOTICE OR PAYMENTS OF ANY KIND. ENTRANT WAIVES ANY MORAL RIGHTS THEY MAY HAVE TO THE POST AND AGREES THAT IF SPONSOR ELECTS TO USE POST FOR ANY PURPOSE, ALL RIGHTS UNDER COPYRIGHT OR OTHER INTELLECTUAL PROPERTY RIGHTS WHICH MAY RESULT FROM THAT RELATING TO ENTRANT'S POST OR FROM USE OF THE SAME BY SPONSOR SHALL BE THE SOLE PROPERTY OF SPONSOR. ENTRANT FURTHER AGREES THAT IF SPONSOR ELECTS TO USE ENTRANT'S POST, ENTRANT WILL EXECUTE ANY DOCUMENTS REQUESTED BY SPONSOR REGARDING THIS ASSIGNMENT. IF ANY USE BY SPONSOR OF THE POST CAUSES IT TO BE LIABLE TO ANY THIRD-PARTY, ENTRANT AGREES TO INDEMNIFY SPONSOR AND ITS AGENTS, EMPLOYEES, AFFILIATES, SUBSIDIARIES, REPRESENTATIVE AND ALL RELATED PARTIES FROM AND AGAINST ANY AND ALL DAMAGES, COSTS, JUDGMENTS AND EXPENSES (INCLUDING REASONABLE ATTORNEY FEES) WHICH IT INCURS AS A RESULT OF ITS USE OF THE POST.

FURTHER, EACH ENTRANT REPRESENTS AND WARRANTS THAT: (I) THEIR POST IS THE SOLE AND ORIGINAL CREATION OF THE ENTRANT, AND THE POST HAS NOT BEEN COPIED IN WHOLE OR IN PART FROM ANY OTHER WORK NOR CREATED USING GENERATIVE AI TOOLS; (II) THE POST DOES NOT VIOLATE OR INFRINGE ANY COPYRIGHT, TRADEMARK/TRADENAME, OR OTHER PROPRIETARY RIGHT OF ANY PERSON (INCLUDING BUT NOT LIMITED TO RIGHTS OF PRIVACY OR PUBLICITY OR PORTRAYAL IN A FALSE LIGHT) OR ENTITY; (III) AT THE TIME OF SUBMISSION, THE POST IS THE SOLE AND EXCLUSIVE PROPERTY OF THE ENTRANT; (IV) THE POST HAS NOT BEEN PREVIOUSLY PUBLISHED; (V) ENTRANT OWNS OR OTHERWISE HAS RIGHTS TO USE ALL ELEMENTS OF THE POST; (VI) THE POST HAS NOT WON PREVIOUS AWARDS; (VII) PUBLICATION OF THE POST VIA ANY MEDIA, INCLUDING WEB POSTING, DOES NOT, AND WHEN USED BY SPONSOR WILL NOT, INFRINGE ON THE RIGHTS OF ANY THIRD PARTY; (VIII) ENTRANT HAS THE RIGHT TO GRANT THE RIGHTS GRANTED IN THESE OFFICIAL RULES WITH RESPECT TO ANY POST; AND (IX) THE CONSENT OF NO OTHER PERSON, FIRM, CORPORATION OR OTHER ENTITY IS REQUIRED TO ENABLE SPONSOR TO EXERCISE THE RIGHTS GRANTED IN THESE OFFICIAL RULES WITH RESPECT TO THE POST. EACH ENTRANT WILL INDEMNIFY AND HOLD HARMLESS, SPONSOR, PROMOTION

ADMINISTRATOR AND THE SWEEPSTAKES ENTITIES FROM AND AGAINST ANY CLAIMS TO THE CONTRARY OR FOR SPONSOR'S USE OF THE POST AS AUTHORIZED HERIN.

By entering this Sweepstakes, you agree to be bound by these Official Sweepstakes Rules and the decisions of the Sponsor and Promotion Administrator, which shall be final and binding in each instance. Late, lost, or otherwise incomplete Entries are not considered valid entries and shall be disqualified. Proof of submission of Entry is not proof of the Sponsor's receipt of same, and the Sponsor's designated computer will be the official record keeping device for all submissions and Entries applicable to this Sweepstakes. Any attempt at or form of Entry other than as expressly specified in these Official Rules (including but not limited to automated Entry) is strictly prohibited and will result in disqualification. No correspondence about Entries will be answered. No responsibility is assumed for lost, late, stolen or misdirected Entries or any failure or unavailability of hardware, software, electronic communications or Internet uploading or other connections. Sponsor is also not responsible for failed, partial or garbled Entries.

Sponsor and Promotion Administrator may use any information you provide in connection with the Sweepstakes to contact you for administration of the Sweepstakes, including prize fulfillment, and/or the limited purpose of informing you about Sponsor's products and promotional offers from time to time, provided that you will be given the opportunity at any time to "opt out" of receiving further information and promotional offers. In no event will your personal information be provided by Sponsor to any third party for third-party use. All information collected by Sponsor in connection with the Sweepstakes shall be subject to the privacy policies, terms and conditions and financial incentives of the Sponsor, which can be found at <https://www.kimberly-clark.com/en-us/privacypolicy> , <https://www.kimberly-clark.com/en-us/terms-and-conditions-en-us> and <https://www.kimberly-clark.com/en-s/privacypolicy#financialincentives>. By participating in this Sweepstakes, you agree to be bound by all of the terms and conditions of the privacy policies and website terms and conditions of the Sponsor

Prizes

Four (4) Grand Prizes are available. Each Grand Prize consists of a Kleenex Swag Box (Custom Ultra Soft Kleenex box (2), Kleenex-branded throw blanket, Kleenex-branded journal (2), fluffy pens (2), charm bracelets (2) movie vouchers (2)), Approximate retail value ("ARV") of each Grand Prize is \$401.18

ARV OF ALL GRAND PRIZES available is \$1,604.72

Odds of winning depend upon the number of eligible Entries received during the Sweepstakes Period. Prizes may not be substituted or transferred by winner. Taxes, fees, and any other expenses not listed above are the sole responsibility of winner. Allow 6-8 weeks after winner validation for receipt or arrangement of receipt of prize. You are not an official Sweepstakes prize winner until your eligibility has been successfully validated, you have duly received an official notification of your winning status from Sponsor or Promotion Administrator, and you have signed and returned any necessary Affidavit of Eligibility and Liability and, unless prohibited by law, Publicity Release documentation as referenced below. **Limit one (1) Grand Prize per household.** Unclaimed Grand Prizes will not be awarded. Grand Prize(s) will be delivered only to an address within the Territory provided they are claimed properly in accordance with these Official Rules. No more than the stated number of Grand Prizes will be awarded. If, for any reason, the number of prize notifications exceeds the stated number of Grand Prizes, the remaining Grand Prize(s) will be awarded in a random drawing from among all legitimate prize claimants.

Selection of Winner/Validation.

Prize Drawing: On or about December 10, 2025, the Promotion Administrator will select four (4) potential winners (each a “Potential Winner”) in a random drawing from among all eligible Entries received during the Sweepstakes Period.

Prize Acceptance. Potential Winners will be notified by Sponsor’s Social Media Team or Promotion Administrator through Instagram, or TikTok direct message (as applicable to the winning Entry) and/or a comment on their Post and may also be required to sign, and return when requested an Affidavit of Eligibility, a Liability Release, and, except where prohibited, an Advertising/Publicity Release confirming the winner’s identification and eligibility, releasing Sponsor from liability relating to the Sweepstakes and prize awarded, and providing Sponsor with the right to obtain (upon Sponsor’s request) and display and use a photo of the winner, as well as their name and city/state or city of residence on Sponsor’s website, or social media sites, and in related promotional materials. Signed documents returned by fax or electronically will have the same force and effect as original documents. If such documents are not returned within **three (3) business days** of the date sent, or if any prize notification is returned as non-deliverable or any Potential Winner is found to be ineligible or not in compliance with these Official Rules, or decides to decline the prize prior to award, disqualification may result, and prize may be awarded to a selected alternate, time permitting. In the event of a dispute as to identity of any Entrant, the authorized account holder of the email address associated with the Instagram or TikTok account used to enter will be deemed to be the Entrant as long as such person is otherwise eligible in accordance with these Official Sweepstakes 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. Potential Winners may be required to show proof of being the authorized account holder to the Sponsor and/or Promotion Administrator or forfeit the prize. At the Sponsor’s discretion, prizes that are not claimed properly or in accordance with these Official Rules may not be awarded.

Release/Limitation of Liability/Indemnification By participating in this Sweepstakes and/or by accepting any prize that you may be awarded, you agree that the Sweepstakes Entities and each of their parent companies, subsidiaries and affiliates and their advertising, promotion, and fulfillment agencies and anyone involved in the production, development or implementation of this Sweepstakes and each of their employees, officers and directors, and Meta, Inc. and TikTok, (collectively, the “Released Parties”) shall not be liable for any and all actions, claims, including any third-party claims, personal injury, loss, death, or property damage arising in any manner, in whole or in part, directly or indirectly, from or relating to this Sweepstakes, including Entry and participation in this Sweepstakes or any Sweepstakes-related activity, or the acceptance, possession, use or misuse of any prize or any claims based on publicity rights, defamation or invasion of privacy, or merchandise delivery. The Released Parties are not responsible if any prize cannot be awarded due to cancellations, delays, or interruptions due to acts of God, acts of war, natural disasters, weather, or terrorism. By participating in this Sweepstakes, you agree that the Released Parties will not be responsible or liable for any injuries, damages, or losses of any kind, including direct, indirect, incidental, consequential, or punitive damages to persons, including death, or to property arising out of access to and use of any website associated with this Sweepstakes or the downloading from and/or printing material downloaded from such site. Without limiting the foregoing, everything regarding this Sweepstakes, including 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 exclusions of liability for incidental or consequential damages or exclusion of implied warranties, so some of the above limitations or exclusions may not apply. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

Right to Cancel or Suspend Sweepstakes; Warning: If for any reason the Sweepstakes is not capable of running as planned, whether due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, pandemics, or any other causes beyond the reasonable control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right, at its sole discretion, to disqualify any individual(s) who tampers with the entry process, and/or to cancel or terminate the Sweepstakes (or any portion thereof; modify or suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or randomly select winner(s) from among valid non-suspect entries received prior to and unaffected by the problem. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR 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 PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW

Third Party Rights: All trademarks used herein are the property of their respective owners. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Meta, Inc. or TikTok. You understand that you are providing your information to Sponsor and not to Meta, Inc. or TikTok.

Prize Winners List. For names of Grand Prize Winners, available after December 17, 2025, mail a self-addressed, stamped envelope to Kleenex Best Witches Giveaway Winners, P. O. Box 736, North Branford, CT 06471 by December 3, 2025.