

Liv by Kotex Mother's Night Sweepstakes
Official Sweepstakes 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 PLAY 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 and does not imply that you have won a prize.

Sweepstakes Period and Eligibility. The Liv by Kotex Mother's Night Sweepstakes begins at 12:01 am CT April 25, 2024 and ends 11:59 pm CT on May 8, 2024 (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. who are 18 years of age or older at time of entry. Employees of the Sponsor, Alison Brod Marketing, Publicis Groupe, Catalyst International ("Promotion Administrator") and 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, 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 in Puerto Rico, and wherever else prohibited by law. This Sweepstakes is subject to all applicable laws.

How to Enter: To receive an entry, entrant will need to have his/her own individual Instagram account. If you don't already have an Instagram account and wish to enter via Instagram, 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. Your Instagram account must be personal and publicly viewable. Your Instagram account may not be a corporate or shared account and must be publicly viewable.

To enter via Instagram (an "Entry") you must complete the following steps:

- Follow @LivbyKotex on Instagram: www.instagram.com/LivbyKotex
- On the official post, comment on how you would celebrate a Mother's Night Out: Each post must: (i) mention @LivbyKotex in the description of the post, and (ii) include the hashtag #MothersNightSweepstakes (iii) Tag 2 friends

After completing these steps and submitting your post, you will receive one (1) entry into the Sweepstakes. **LIMIT ONE (1) ENTRY PER PERSON / INSTAGRAM ACCOUNT.** Entries may be posted on Sponsor's websites and/or social media accounts. All entries become the exclusive property of the Sponsor and will not be acknowledged or returned except as provided herein. All Entries are subject to a review by Promotion Administrator and Sponsor.

By posting and submitting any additional content with your Entry (besides the answer to the requested comment), you represent that your post conforms to the Submission Guidelines set forth below and with all of these Official Rules, and agree that the Promotion Administrator, in its

sole discretion, may disqualify your Entry and disqualify you from the Sweepstakes if it believes, in its sole discretion, that your Entry fails to conform to the Submission Requirements or to these Official Rules in any way.

Conditions of Submission:

- **Submission Guidelines:**
 - Entries submitted must be created by the entrant alone.
 - Entries must be each entrant's original creation; modifying, enhancing or altering preexisting work does not qualify as an entrant's original creation.
 - Entries must include the hashtag #MothersNightSweepstakes.
 - All entries must be in English.

- **Additional Conditions of Submission:** Any post which Promotion Administrator or Sponsor, in their sole opinion, deems to be inappropriate for publication or inclusion in this Sweepstakes will not be considered or displayed and the corresponding entrant will be disqualified. Posts cannot, in the opinion of the Promotion Administrator or Sponsor: (i) be 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 trademarks, logos or trade dress 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) **except for incidental usage, as determined solely by Promotion Administrator, contain or reference trademarks, logos (except Sponsor's) or trade dress owned by others, or advertise or promote any brand or product (except Sponsor's) of any kind, without permission;** (viii) communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; and (ix) depict, or be in violation of any law. By submitting any post each entrant represents and warrants that: (i) his/her 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; (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) 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; and (vii) publication of the post via various media including web posting, will not infringe on the rights of any third party. Each entrant will indemnify and hold harmless, the Promotion Parties from any claims to the contrary.

BY SUBMITTING AN ENTRY, ENTRANT ACKNOWLEDGES THAT HIS/HER ENTRY MAY BE POSTED ON SPONSOR'S WEBSITES, IN SPONSOR'S DISCRETION. Posting of an entry by Sponsor is not an indication that the entry has won a prize or is otherwise eligible for a prize.

By entering this Sweepstakes, you agree to be bound by these Official Sweepstakes Rules and the decisions of the Sponsor, which shall be final in each instance. Entries without all of the required information blanks completed will be disqualified. In addition, all late, lost, or otherwise incomplete entries are not considered valid entries and shall be disqualified. Proof of your submission of entry is not proof of the Sponsor's receipt 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 Rules (including but not limited to automated entry) is strictly prohibited and will result in disqualification. No correspondence about submissions will be answered. No responsibility is assumed for lost, late, stolen or misdirected mail or 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 submissions. No more than the stated number of prizes will be awarded.

Sponsor may use any information you may provide during the Sweepstakes and thereafter to contact you for administration of the Sweepstakes 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. The privacy policies, terms and conditions and financial incentives of the Sponsor 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 all of the terms and conditions of the privacy policies and website terms and conditions of the Sponsor and partner. By entering you agree to be bound by these Official Sweepstakes Rules and you acknowledge that the decisions of the Sponsor shall be final and binding in all respects.

Prize

Two Hundred (200) Grand Prizes: Grand Prize consists of one (1) \$100 American Express Gift Card. Retail Value \$100.00. Total value of all Grand Prizes is \$20,000. Odds of winning depend upon the number of entries received during the Sweepstakes Period. Prizes may not be redeemed for cash, substituted, or transferred by winner; however, if any prize or prize component becomes unavailable or otherwise at Sponsor's option, the Sponsor reserves the right to unilaterally substitute a prize or prize component of equal or greater value. Taxes and any other expenses not listed above are the sole responsibility of winner. Allow 4-6 weeks after validation for receipt or arrangement of receipt of prize. You are not an official Sweepstakes prize winner until you are successfully validated, you have duly received an official notification of your winning status from Sponsor, and you have signed and returned the necessary Affidavit of Eligibility and Liability and Publicity Release documentation as referenced below. Limit one prize per person/per household.

American Express Gift Card will be delivered by mail to the physical address provided by winner. Use of the American Express Gift Card is subject to the terms, conditions and policies of the issuer. Redeemable for goods and services at participating locations. Not refundable or redeemable for cash unless required by law. Sponsor will not replace any lost gift card prize.

Selection of Winner/Validation.

<u>Drawing Date</u> <u>(on or about)</u>	<u>Drawing Period</u>
---	------------------------------

May 1, 2024
May 9, 2024

April 25, 2024 – April 30, 2024
April 25, 2024 – May 8, 2024

Each Drawing Period begins at 12:01 am CT and ends at 11:59 pm CT on dates indicated. Non-winning entries in previous Drawing Period will be considered for future Drawing Periods.

Prize Acceptance. Potential winners will be notified by direct message and may also be required to sign, notarize, and return when requested an Affidavit of Eligibility, a Prize 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 his or her name and city/state or city of residence on Sponsor's website, or social media sites, and in related promotional materials. If the winner is a minor in his/her state of residence, forms must be executed by his/her parent or legal guardian. 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 winner is found to be ineligible or not in compliance with these Official Rules, disqualification may result, and prize may be awarded to a selected alternate. In the event of a dispute as to identity of any online entrant, the actual individual named on the Instagram Account will be deemed to be the official entrant unless otherwise determined by the Sponsor. At the Sponsor's discretion, prizes that are not claimed properly in accordance with these Official Rules may not be awarded. The Limited Warranty that accompanies any prize awarded will be the sole remedy available to the prize winner regarding any prize that is provided in connection with this Sweepstakes.

Release/Indemnification By participating in this Sweepstakes and/or by accepting any prize that you may be awarded, you agree that the employees, officers and directors of Sponsor, 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 Meta, Instagram and any social media site where entry was made, shall not be liable for any and all actions, claims, including any third-party claims, injury, loss or damage arising in any manner, directly or indirectly, from or relating to this Sweepstakes, including entry and participation in this Sweepstakes, or the acceptance, possession, use or misuse of any prize.

Right to Cancel or Suspend Sweepstakes If for any reason the Sweepstakes, including the online segment of the Sweepstakes, is not capable of running as planned, due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, pandemics, or any other causes beyond the 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, terminate, modify, or suspend the Sweepstakes and randomly select winner(s) from valid entries received that are unaffected by the problem. Entries void if incomplete, not legible, or if they contain errors.

Third Party Rights: All trademarks used herein are the property of their respective owners. Financial Institutions of the prizes offered in this Promotion do not sponsor or endorse this Promotion and are not affiliated with the Sponsor or Promotion Administrator in any way. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Meta. You understand that you are providing your information to Sponsor and not to Meta.

Prize Winners List. For name of Prize Winners, mail a self-addressed, stamped envelope to Liv Sweepstakes Winners, P. O. Box 736, North Branford, CT 06471 by 5/8/24.

Liv is a registered trademark of Kimberly Clark Global Sales, LLC. All rights reserved.