

Beyond the Bump Giveaway by Similac® StrongMoms® Official Rules

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

1. Eligibility: Beyond the Bump Giveaway by Similac® StrongMoms® (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old at the time of entry and who are StrongMoms® members (membership is free). Employees of Abbott Nutrition, a division of Abbott Laboratories, HelloWorld, Inc., and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion 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 Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: Abbott Nutrition, a division of Abbott Laboratories, 3300 Stelzer Road, Columbus, OH 43219. **Administrator:** HelloWorld Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on December 14, 2016 at 12:00 p.m. Eastern Time ("ET") and ends on April 14, 2017 at 11:59 a.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion. For purposes of this Promotion, a "day" begins at 12:00 a.m. ET and ends at 11:59 p.m. ET, except for the first day which begins at 12:00 p.m. ET and ends at 11:59 p.m. ET and the last day which begins at 12:00 a.m. ET and ends at 11:59 a.m. ET.

4. How to Enter: During the Promotion Period, visit www.similac.com/registration to become a StrongMoms member. Fill out the registration form completely and check the box indicating you would like to participate in the Promotion and you will automatically receive one (1) entry into the Sweepstakes and one (1) Instant Win Game play for that day. If you are already a StrongMoms member, visit <https://similac.com/sweepstakes> (the "Website") to login to the Promotion and you will automatically receive one (1) Sweepstakes entry and one (1) Instant Win Game play for that day. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each entrant may enter the Sweepstakes and play the Instant Win Game one (1) time per day 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 plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant will be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. 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.

Bonus Entries: There are three (3) ways to earn additional Sweepstakes entries:

a. Share With Friends: After you register for the Promotion or log-in, you will be invited to submit the names and email addresses of up to three (3) friends who must be eligible to enter the Promotion. Each person that you refer will receive an email notifying him or her about the Promotion. You may only refer persons with whom you have an existing relationship. For each referral of a friend with a valid email address, you will be given one (1) additional Sweepstakes entry for up to three (3) additional Sweepstakes entries per day during the Promotion Period.

b. Twitter: During the Promotion Period, you can share this Promotion on Twitter by clicking on the link to tweet the prepopulated message about the Promotion. You may earn one (1) additional Sweepstakes entry per day by sharing on Twitter.

c. Watch a Video: During the Promotion Period, click on the "Watch Video" link on the left side of your screen and watch a video and you will automatically receive one (1) additional Sweepstakes entry. You may earn one (1) additional Sweepstakes entry the first time you watch the entire posted video each day.

5. Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winner, from all eligible entries on or around April 17, 2017. Instant Win Game: three-hundred and fifty-five (355) random, computer-generated winning times, one (1) for each Instant Win Game prize listed below, will be generated during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes and Instant Win Game winners will be notified by mail, email or phone. The potential Sweepstakes Grand Prize winner (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 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, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 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 not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

8. Prizes:

Sweepstakes Prize: ONE (1) GRAND PRIZE: Grand Prize winner may only choose one (1) of the following packages:

<u>SIMPLIFY YOUR MOM LIFE PRIZE PACKAGE</u>		
Quantity	Prize	Approximate Retail Value ("ARV")
1	Buy Buy Baby® Gift Card	\$1,000.00 USD
1	Molly Maid® Certificate	\$500.00 USD
1	Babies "R" Us® Gift Card	\$1,000.00 USD
1	Shutterfly® Gift Card	\$100.00 USD
1	SpaFinder® Gift Card	\$500.00 USD
1	Lululemon Gift Card	\$500.00 USD
1	Blue Apron (8 weeks, two person)	\$479.52 USD
	Total Simplify Your Mom Life Grand Prize ARV	\$4,079.52 USD
OR		
<u>Babymoon PRIZE PACKAGE</u>		
Quantity	Prize	ARV
1	Hotels.com Gift Card	\$1,500.00 USD
1	Delta Air Lines® Voucher	\$1,500.00 USD
1	Trip Spending Money (check or VISA)	\$1,160.00 USD
	Total Babymoon Grand Prize ARV	\$4,160.00 USD
OR		
<u>Wellness-Focused PRIZE PACKAGE</u>		
Quantity	Prize	ARV
1	Bowflex® Treadclimber®	\$3,299.00 USD

1	FitBit Surge™	\$249.95 USD
1	SpaFinder® Gift Card	\$500.00 USD
	Total Wellness-Focused Grand Prize ARV	\$4,048.95 USD

Odds of winning the Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

Instant Win Game Prizes:

Quantity	Prize	ARV
10	HALO® SleepSack®	\$28.95 USD
50	Babies"R"Us® Gift Card	\$25.00 USD
50	Shutterfly® Gift Card	\$25.00 USD
25	What to Expect When Expecting - Book 1	\$15.00 USD
25	What to Expect When Expecting - Book 2	\$15.00 USD
25	What to Expect When Expecting - Book 3	\$15.00 USD
5	ExerSaucer® World Explorer Triple Fun™ Saucer	\$129.99 USD
5	Diaper Dude™ Bag	\$64.99 USD
2	Ergobaby™ Carrier	\$159.99 USD
4	Boon Grass Bottle Drying Rack	\$24.99 USD
15	aden+anais® burpy bib	\$24.00 USD
10	Tomme Tippee® Travel Bottle and Food Warmer	\$19.99 USD
65	Your Baby's First Year book	\$3.50 USD
4	Dropcam from Nest	\$289.98 USD
10	Graco® Bumper Jumper®	\$39.99 USD
10	Baby Bullet® by Magic Bullet® Complete Baby Food Prep System	\$60.99 USD
10	ezpz™ 'Happy Mat' Silicone Feeding Mat	\$24.99 USD
10	Blue Apron Gift Card (4 weeks, 2 people)	\$79.92 USD
10	SpaFinder® Gift Card	\$50.00 USD
10	Lululemon Gift Card	\$50.00 USD

Odds of winning an Instant Win Game prize depend on the number of Instant Win Game prizes available divided by the number of eligible Instant Win Game plays.

For All Prizes: The actual value of prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Terms and conditions of gift cards apply. No cash equivalent and all 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. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Limit: One (1) Sweepstakes Prize and one (1) Instant Win Game Prize per person. TOTAL ARV OF ALL PRIZES: \$14,475.56.

9. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, HelloWorld, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies 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 Promotion or receipt or use or

misuse of any prize.

10. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, 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 or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. 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 Instant Win Game 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 or the Instant Win Game 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.

12. 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 Promotion; (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 Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) 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 Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if 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 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.

13. Dispute Resolution: You agree that any claim or dispute at law or equity that you have that has arisen or may arise relating in any way to or arising out of the Sweepstakes, the Official Rules, or the Administrator's Mobile Terms and Conditions will be resolved in accordance with the provisions set forth in this Dispute Resolution section. Please read this section carefully. It affects your rights and will have a substantial impact on how claims you and we have against each other are resolved.

You agree that whenever you have a disagreement with Administrator or Sponsor arising out of, connected to, or in any way related to the Sweepstakes, the Official Rules, or the Administrator's Mobile Terms and Conditions, you will send a written notice to the Administrator ("Demand"). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Official Rules or the Administrator's Mobile Terms and Conditions. You must send the Demand to the following address (the "Notice Address"): Legal Department, HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with an arbitration organization that is mutually agreed upon in writing by entrant and

Sponsor (the "Arbitrator"). This arbitration provision limits your ability to litigate claims in court and you agree to waive your rights to a jury trial or a state or federal judge. You agree that you will not file any lawsuit against Administrator or Sponsor in any state or federal court. You agree that if you do sue in state or federal court, and Administrator or Sponsor brings a successful motion to compel arbitration, you must pay all fees and costs incurred by Administrator and Sponsor in court, including reasonable attorney's fees. For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. The Arbitrator shall apply the code of procedures of the chosen arbitration organization. The arbitration process will include a pre-hearing exchange of information but no discovery shall be permitted by any means, including depositions, interrogatories, requests for admissions, or production of documents. Additionally, pre-hearing, each party shall submit proposed rulings and remedies on each issue and a brief in support of the party's proposed rulings and remedies (which brief shall not exceed twenty (20) pages). The pre-hearing exchange must be completed no later than ten (10) days prior to the hearing date. Any disputes related to the pre-hearing exchange shall be resolved by the Arbitrator. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The hearing shall be conducted on two (2) consecutive days, with each party entitled to five (5) hours of hearing time to present its case, including cross-examination. The Arbitrator shall adopt in its entirety the proposed ruling and remedy of one of the parties on each disputed issue but may adopt one party's proposed rulings and remedies on some issues and the other party's proposed rulings and remedies on other issues. The Arbitrator shall rule within fourteen (14) days of the hearing, shall not issue any written opinion, and shall not refer any portion of the dispute to mediation without the parties prior, written consent. The rulings of the arbitration organization will be binding and non-appealable and may be entered as a final judgment in any court having jurisdiction. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate. If the arbitrator rules in favor of one party on all disputed issues in the arbitration, the losing party shall pay 100% of such fees and expenses, If the arbitrator rules in favor of one party on some issues and the other party on other issues, the arbitrator shall issue with the rulings a written determination as to how such fees and expenses shall be allocated between the parties

You agree that you will not file a class action or collective action against Administrator or Sponsor, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person. Notwithstanding any other provision in the Official Rules, or the Administrator's Mobile Terms and Conditions, if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances do you, Administrator, or Sponsor agree to class or collective procedures in arbitration or the joinder of claims in arbitration.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator, and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, 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. The place of arbitration shall be Oakland County, Michigan.

14. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy (<http://abbottnutrition.com/privacy-policy.aspx>) and Administrator's Privacy Policy (<http://www.helloworld.com/privacy-policy>).

15. Winner List: For a winner list, visit <http://bit.ly/1quuJ9O>. The winner list will be posted after winner confirmation is complete.