Motherhood Your Way 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: Motherhood Your Way 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 April 14, 2017 at 12:00 p.m. Eastern Time ("ET") and ends on August 1, 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: During the Promotion Period, there are three (3) ways to earn additional Sweepstakes entries:

a. Email Share: After you register for the Promotion or login, follow the links and instructions 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 receive one (1) additional Sweepstakes entry for up to three (3) additional Sweepstakes entries per day during the Promotion Period.

b. Twitter: After you register for the Promotion or login, follow the links and instructions to share this Promotion on Twitter by clicking on the link to tweet the prepopulated message and you will earn one (1) additional Sweepstakes entry. You may earn one (1) additional Sweepstakes entry per day during the Promotion Period via this method.

c. Watch a Video: After you register for the Promotion or login, follow the links and instructions to click on the "Watch Video" button and watch a video and you will automatically receive one (1) additional Sweepstakes entry. You may earn one (1) additional Sweepstakes entry per day each time you watch the entire posted video during the Promotion Period.

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 August 2, 2017. Instant Win Game: One hundred eighteen (118) 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 three (3) packages:

	FULFILL YOUR BABY REGISTRY PACKAGE	
Quantity	**Prize**	**Approximate Retail Value ("ARV")**
1	$500 Buy Buy Baby® Gift Card	$500
1	$500 Babies "R" Us® Gift Card	$500
1	$250 A Pea in the Pod® gift card	$250
2	aden + anais® Premium Flannel Sleeping Bags	$49.99 each
1	Boon Grass Bottle Drying Rack	$27.99
1	Boon Naked Collapsible Baby Bathtub	$69.99
1	Ergobaby™ 360 Carrier	$175
1	city mini® GT Single Stroller by baby jogger®	$379.99
1	Skip Hop Camping Cubs Activity Gym	$80
1	4moms mammRoo® Plush Infant Seat	$249.99
1	Sleep Sheep	$29.99
1	Sophie la girafe® Teething Toy	$24.50
1	Elegant Baby® Elephant Bath Wrap	$35
1	SKIP*HOP Duo Special Edition Luxe Diaper Bag in French Stripe	$69.99
1	SKIP*HOP Pronto Changing Station	$29.99
2	Pampers® Swaddlers 88-Count Size 0 Super Pack Diapers	$28.99 each
3	Pampers® Swaddlers 216-Count Size 1 Disposable Diapers	$45.99 each
4	Pampers® Swaddlers 186-Count Size 2 Diapers	$45.99 each
5	Pampers® 864-Count Baby Fresh Baby Wipes	$21.99 each

1	Bumbo Multi Seat	$49.99
1	$500 check	$500
1	Tommee Tippee® Travel Bottle and Food Warmer	$14.59
1	Prince Lionheart® Premium Wipes Warmer	$25.99
1	aden® by aden + anais® 2-Pack Burpy Bib in Twinkle	$19.99
1	little unicorn Hooded Towel and Washcloth Set	$34.99
1	Graco Pack 'n Play® Playard with Newborn Napper® with Newborn Napper Oasis and Soothe Surround in Camden	$199.99
1	Chicco KeyFit 30 Infant Car Seat and Base	$229.99
1	Motorola Baby Monitor	$179.99
1	Honest Company Baby Arrival Set	$49.95
1	Honest Company Dreamy Lavender Bath Time Gift Set	$49.99
1	Diaper Genie®	$36.99
3	Diaper Genie® 3-pack Refills	$19.99 each
1	Canon EOS Rebel T6 DSLR Camera	$500
	Total Fulfill Your Baby Registry Package Grand Prize ARV	**$4,964.69**
	OR	
	SIMPLIFY YOUR MOM LIFE PACKAGE	
Quantity	**Prize**	**ARV**
1	$750 Buy Buy Baby® Gift Card	$750
1	$500 Molly Maid® gift certificate	$500
1	$750 Babies “R” Us® Gift Card	$750
1	$1,000 check that can be used for a Newborn Photography Package	$1,000
1	$100 Shutterfly® gift card	$100
1	$500 SpaFinder® gift card	$500
1	$500 Lululemon gift card	$500

1	Blue Apron E-Gift Card	$480.00
	Total Simplify Your Mom Life Package Grand Prize ARV	**$4,580.00**
	OR	
	BABYMOON PACKAGE	
Quantity	**Prize**	**ARV**
1	$1,500 Hotels.com gift card	$1,500
1	$1,500 Delta Air Lines® Voucher	$1,500
1	$2,000 in spending money (awarded as a check or Visa® gift card as determined by Sponsor in its sole discretion)	$2,000
	Total Babymoon Package Grand Prize ARV	**$5,000**

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

Instant Win Game Prizes:

Prize	Quantity	ARV
$100 Lululemon gift card	5	$100.00
SKIP*HOP Camping Cubs Activity Gym	5	$80.00
Lucy Darling Little Love Memory Book	5	$34.99
Ergobaby™ Carrier	2	$159.99
Lucy Darling Monthly Stickers	5	$15.99
Baby Tula Carrier	2	$149.00
city mini® GT Single Stroller by baby jogger®	1	$379.99
S'well® Water Bottle	5	$35.00
Blue Apron E-Gift Card	2	$240.00
ezpz™ 'Happy Mat' Silcone Feeding Mat	10	$24.99
Boon Grass Bottle Drying Rack	5	$27.99
Canon EOS Rebel T6 DSLR Camera	1	$500.00
Tommee Tippee® Travel Bottle and Food Warmer	5	$14.59
Baby Bullet® by Magic Bullet® Complete Baby Food Prep System	10	$60.99
$100 SpaFinder® gift card	5	$100.00
SKIP*HOP Duo Special Edition Luxe Diaper	5	$69.99
4moms mammRoo® Plush Infant Seat	2	$249.99
$25 Babies "R" Us® gift card	30	$25.00
Motorola Baby Monitor	3	$179.99
HALO® SleepSack®	10	$28.95

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, gift certificates, and vouchers 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: $12,309.97.

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. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion 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 Promotion, 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 Promotion, 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.

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/2mpBJDa. The winner list will be posted after winner confirmation is complete.

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