

The Head & Shoulders Super Bowl LIV Sweepstakes at Walmart

Official Rules

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

1. Eligibility

The Head & Shoulders Super Bowl LIV Sweepstakes at Walmart (the "Sweepstakes") is open only to legal residents of the fifty (50) United States (and the District of Columbia), who are at least eighteen (18) years old at the time of entry. Void where prohibited. Proof of residency and age may be required. Employees and directors of Sponsor, Sync Marketing LLC, Walmart Inc., the NFL Entities (as defined below), and their subsidiaries, divisions, affiliates, and advertising or promotional agencies or individuals involved with the design, production, execution or distribution of the Sweepstakes and the immediate family and household members of such individuals, are not eligible to enter or win. "Immediate family members" shall mean parents, stepparents, children, stepchildren, siblings, stepsiblings, or spouses, regardless of where they live. "Household members" shall mean people who share the same residence at least three months a year, whether related or not. In order to enter the Sweepstakes or receive a prize, you must fully comply with the Official Rules and, by entering, you represent and warrant that you agree to be bound by these Official Rules and the decisions of the Sponsor, whose decisions shall be binding and final in all respects relating to this Sweepstakes. The Sweepstakes is governed by these Official Rules and is subject to all applicable federal, state, and local laws.

2. Sponsor and Administrator

Sponsor: The Procter & Gamble Company, 1 P&G Plaza, Cincinnati, OH 45202.

Administrator: Sync Marketing LLC, 10960 Wellworth Avenue, Unit 301, Los Angeles, CA 90024.

3. Timing

Sweepstakes begins September 25, 2019 at 12:01 a.m. Eastern Time and ends December 1, 2019 at 11:59 p.m. Eastern Time ("Sweepstakes Entry Period"). Administrator is the official time keeper for this Sweepstakes.

4. How to Enter

There are two (2) ways of entering during the Sweepstakes Entry Period:

- A. **Enter by purchasing a qualifying Head & Shoulders product from Walmart or Walmart.com and uploading an image of the receipt or shipping confirmation:** You can receive one (1) entry when you purchase a qualifying Head & Shoulders product at Walmart or Walmart.com during the Sweepstakes Entry Period. You must go online to www.HeadandShouldersWalmartSweeps.com before December 8, 2019 at 11:59pm Eastern Time where you will be required to:

For In-Store purchase(s):

1) upload an image of the receipt that shows the qualifying purchase(s), date of purchase(s) and that product(s) were purchased at Walmart; and 2) provide your first name, last name, email address and phone number in the spaces provided. You will receive one (1) entry into the Sweepstakes for each qualifying Head & Shoulders product purchased when you complete this process. You will receive one

(1) entry for each unique qualifying Head & Shoulders product included on the receipt. Each receipt may only be uploaded once.

For Walmart.com purchase(s):

1) upload an image of the shipping confirmation that shows the qualifying purchase(s), date of purchase(s) and that product(s) were purchased at Walmart.com; and 2) provide your first name, last name, email address and phone number in the spaces provided. You will receive one (1) entry into the Sweepstakes for each qualifying Head & Shoulders product purchased when you complete this process. You will receive one (1) entry for each unique qualifying Head & Shoulders product included on the shipping confirmation. Each shipping confirmation may only be uploaded once.

Limit of fifty (50) entries per person during the Sweepstakes Entry Period for entering by purchasing a qualifying Head & Shoulders product from Walmart or Walmart.com and uploading an image of the receipt or shipping confirmation. Eligible Head & Shoulders products are:

<u>Description</u>	<u>UPC</u>
Hs Sh Dry Sclp23.7Oz	3700001214
Hs 2N1 Classic 23Oz	3700001198
Hs 2N1 Dry Sclp 23Oz	3700001212
Hs Sh Classic 13.5Fo	3700006194
Hs Sh Dry Sclp13.5Oz	3700006199
Hs 2N1 Classic 13Oz	3700006203
Hs 2N1 Dry Sclp 13Oz	3700006205
Hs Sh Clinical 14Oz	3700027401
Hs Sh Itchy 13.5Oz	3700047365
Hs 2N1 Itchy 13.5Oz	3700047366
Hs Sh Itchy 23.7Oz	3700047367
Hs 2N1 Itchy 23.7Oz	3700047368
Hs 2N1 Apple 13.5Oz	3700052025
Hs Sh Apple 13.5Oz	3700052022
Hs 2N1 Apple 23.7Oz	3700052026
Hs Sh Classic 23.7Fo	3700001196
Hs Sh Apple 23.7Oz	3700052023
Hs 2N1 Gentle 23.7Oz	3700087383
H&S 2N1 Clscln 8.45F	3700090161
Hs 2N1 Dry Sclp 8Oz	3700090162
Hs 2N1 Oil Contrl 12	3700091845
Hs Instant Oil Contrl 12.8Oz	3700090623
Hs Sh Oil Contrl12.8	3700091842
Hs Sh Classic 8.5Oz	3700094959
Hs Sh Dry Sclp 8.5Oz	3700094960

Hs Sh Clinical Twin	3700072391
H&S Sh Grn Apl 32.1	3700096274
Hs Sh Classic 32Oz	3700096269
Hs 2N1 Dry Sclp	3700096270
Hs 2N1 Clscln 32.1	3700096271
Hs Sh Dry Sclp 32Oz	3700096268
Hs Green Apl 32.1Z	3700096275
Hs 2N1 Nourish 12.8	3700073306
Hs Sh Smthslky 12.8	3700073339
Hs 2N1 Smthslky 12.8	3700073344
Hs 2N1 Teatree 13.5	3700073314
Hs 2N1 Smthslky 21.9	3700073188
Hs Sh Smthslky 21.9	3700073340
Hs 2N1 Smthslky 31.4	3700073289
Hs Sh Deep Mst 12.8	3700073313
Hs 2N1 Deep Mst 12.8	3700073316
H&S 2N1 Chrcl 12.8 OZ	3700078264
Hs 2N1 Coconut 13.5	3700078666
Hs Sclp Dtx Mask 1.7	3700087409
Hs Sh Rep Prtct 12.8	3700073333
Hs Sh Vol Boost 12.8	3700073327
Hs Hdstrong 2N1 13.5	3700090822
Hs Hdstrong Sh 13.5	3700090857
Hs Cn Coconut 10.6	3700094439
Hs Hdstrong 2N1 32.1	3700090823
Hs Hdstrong Sh 32.1	3700090824
Hs Cn Grn Apl 10.9	3700094394
Hs Sh Coconut 13.5	3700078665
Hs Cn Fem Chrcl 10.6	3700094370
Hs Cn Rep Prtct 10.6	3700094441
Hs Cn Vol Bst 10.6	3700094443
Hs Cn Deep Mst 10.6	3700094390
Hs Sh Femchrcl 12.8	3700079647
Hs Cn Smthslky 10.6	3700094442
Hs Cn Drysclp 10.9	3700094393
Hs Rootrejuv Mask 1.7	3700087604
Hs Detox Sh 12.8	3700095015
Hs Detox 2N1 12.8	3700052373
Hs Dp Mstre Mask 1.7	3700095169
H&S Sh Old Spc 12.8	3700078279
H&S 2N1 Old Spc 12.8	3700078282
H&S 2N1 Old Spc 21.9	3700078283
H&S 2N1 Old Spc 31.4	3700078285

H&S Sh Rfrsh Mnt	3700078287
H&S Rfrsh Mnthl 21.9	3700078288
H&S 2N1 Rfrshmn 12.8	3700078291
H&S Sh Os Swgr 21.9	3700078310
H&S 2N1 Os Swgr 12.8	3700078311
H&S 2N1 Os Swgr 21.9	3700078312
H&S 2N1 Os Swgr 31.4	3700078313
H&S Sh Os Swgr 12.8	3700078332
Hs Dry Sclp 21.9Oz	3700094507
H&S 2N1 CITRUS FRESH 6 13.5Z	37000782582

- B. **Enter by Mail:** During the Sweepstakes Entry Period print your first name, last name, email address and phone number on a 3x5 card and mail it to: Head & Shoulders Super Bowl LIV Sweepstakes at Walmart c/o Sync Marketing LLC, 5662 Calle Real #214, Goleta, CA 93117. Mail in entries must be postmarked within the Sweepstakes Entry Period and received by December 8, 2019. You will receive one (1) entry for each card received. Limit of fifty (50) entries per person during the Sweepstakes Entry Period for mailing in.

Limit of fifty (50) entries per person during the Sweepstakes Entry Period regardless of method of entry. Entrants may only use one email address to enter the Sweepstakes. You are not permitted to share the same email address with another entrant. Use of any automated system to enter is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected entries all of which will be ineligible to win a prize. In the event of a dispute as to any entrant, the authorized account holder of the email address used to enter 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 for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder to be awarded the prize. All entries become the sole and exclusive property of Sponsor and will not be returned or cancelled.

5. Winner Determination

On or about December 11, 2019 Administrator will randomly select one (1) entry for each prize described below in a random drawing of all valid entries received. The potential winners will be contacted using the email address and/or phone number provided with the entry and may be awarded the prize subject to verification of eligibility and compliance with the terms of these Official Rules. The potential winners will be notified by email and/or phone on or about December 11, 2019. Failure by potential winners to respond to the initial verification within forty-eight (48) hours of notification after three (3) attempts will result in disqualification and Administrator will select an alternate potential winner in the same manner. Odds of winning depend on the number of eligible entries received during the Sweepstakes Entry Period. Limit of one prize per person / per household.

6. POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR AND/OR ADMINISTRATOR. SPONSOR AND ADMINISTRATOR’S DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE ADMINISTRATION, OPERATION, SELECTION OF THE WINNERS AND OTHER MATTERS RELATED TO THE SWEEPSTAKES.

7. Verification of Potential Winners

Potential winners may be required to complete and return an Affidavit of Eligibility, Release of Liability and Publicity Release (where permitted by law) (collectively, the "Affidavit") by the date specified by Sponsor, or an alternate potential winner may be selected. In the event: (a) potential winner cannot be reached for whatever reason after a reasonable effort has been exerted or the potential winner notification or Affidavit is returned as undeliverable; (b) potential winner declines or cannot accept, receive or use the prize for any reason; (c) of noncompliance with the above or within any of the aforesaid time periods, (d) potential winner is found to be ineligible to enter the Sweepstakes or receive the prize, (e) potential winner cannot or does not comply with the Official Rules, or (f) potential winner fails to fulfill the Affidavit-related obligations, the potential winner shall be disqualified and an alternate potential winner may be selected, at Sponsor's sole discretion, from among the other eligible entries received. Sponsor reserves the right to modify the notification and Affidavit procedures in connection with the selection of alternate potential winner, if any.

8. Grand Prizes

Two (2) grand prizes will be awarded. Each grand prize winner will receive a 3-day/2-night trip to Miami, FL for winner and one (1) travel companion to attend Superbowl LIV on February 2, 2020.

Trip includes roundtrip air transportation (coach) for up to two (2) people from a major U.S. gateway airport nearest the winner's home to Miami, FL, hotel accommodations (one (1) standard room, double occupancy for two (2) nights) and two tickets Superbowl LIV on February 2, 2020. Trip will depart for Miami, FL on or about February 1, 2020 and will return on February 3, 2020 (collectively the "Grand Prize"). All dates determined by the Sponsor in its sole discretion. If winner is unable to travel on the specified dates the prize will be forfeited and no other compensation will be provided. If winner lives within 150 miles of Miami, ground transportation will be provided. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, baggage fees, personal charges at lodging, security fees, taxes or other expenses or incidentals are the responsibility solely of winner. Travel companion must be 18 or older at the time of travel or winner must be the parent or legal guardian of the travel companion. Travel companion will be required to execute a Release of Liability/Publicity Release (where legal) prior to departure. Winner and travel companion must travel at the same time and on the same itinerary. Winner and travel companion are required to have all necessary travel documents (i.e., valid Government ID and/or Passport). Approximate retail value of each Grand Prize is \$10,000. If a prize-related event is unable to take place as scheduled, for reasons such as cancellation, preemption, postponement or unavailability, including for weather, or for any reason beyond the control of the Sponsor, their sole responsibility to the winner will be to award the remaining available elements of the prize and no substitution or compensation will be provided for the unawarded elements of the prize. If Super Bowl LIV is canceled or postponed, no other consideration or prize will be provided. Sponsor in its sole discretion, reserves the right to deny entry to or to remove the winner and/or guests if either engages in disruptive behavior or in a manner with intent to annoy, abuse, threaten or harass any other person during any part of the trip.

No cash equivalent for the prize, prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the listed prize for one of equal or greater value for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. All federal, state, and local tax liabilities, as well as any other costs and expenses not specified herein as being awarded are the sole responsibility of the Winner. Winner may be required to complete and return an IRS W-9 form (i.e. Request for Taxpayer

Identification Number and Certification). Prize will be awarded only if the potential prize winner fully complies with these Official Rules. The total ARV of all prizes is \$20,000.

9. Entry Conditions and Release

Each entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of Sponsor and Administrator which are binding and final in all matters relating to this Sweepstakes; (b) defend, indemnify, release and hold harmless the Sponsor, Administrator, Walmart Inc., the NFL Entities, and their respective parent, subsidiary, and affiliated companies, celebrities, and any other person and organization responsible for sponsoring, fulfilling, administering, advertising or promoting the Sweepstakes, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Sweepstakes, acceptance, possession, attendance at, defect in, delivery of, inability to use, use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry. Each winner acknowledges that all prizes are awarded as-is without warranty of any kind.

10. Publicity

Except where prohibited or restricted by law, winner's acceptance of prize constitutes the winner's agreement and consent for Sponsor and any of its designees to use and/or publish winner's full name, city and state of residence, photographs or other likenesses, pictures, portraits, video, voice, testimonials, biographical information (in whole or in part), and/or statements made by winner regarding the Sweepstakes or Sponsor, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval.

11. General Conditions

Sponsor and its subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers and directors shall not have any obligation or responsibility, including any responsibility to award any prize to entrants, with regard to: (a) entries that contain inaccurate information or do not comply with or violate the Official Rules; (b) entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human or technical error of any kind; (c) entrants who have committed fraud or deception in entering or participating in the Sweepstakes or claiming the prize; (d) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (e) any inability of the winner to accept the prize for any reason; (f) if a prize cannot be awarded due to delays or interruptions due to Acts of God, natural disasters, terrorism, weather or any other similar event beyond Sponsor's reasonable control; or (g) any damages, injuries or losses of any kind caused by any prize or resulting from awarding, acceptance, possession, use, misuse, loss or misdirection of any prize or resulting from participating in this Sweepstakes or any promotion or prize related activities. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be (a) tampering with the entry process or the operation of the Sweepstakes, or with any Website promoting the Sweepstakes; (b) acting in violation of the Official Rules; or (c) entering

or attempting to enter the Sweepstakes multiple times through the use of multiple email addresses or the use of any robotic or automated devices to submit entries. If Sponsor determines, in its sole discretion, that technical difficulties or unforeseen events compromise the integrity or viability of the Sweepstakes, Sponsor reserves the right to void the entries at issue, and/or terminate the relevant portion of the Sweepstakes, including the entire Sweepstakes, and/or modify the Sweepstakes and/or award the prize from all eligible entries received as of the termination date.

12. Limitations of Liability

The Released Parties are not responsible for: (a) 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; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Sweepstakes; (d) technical or human error in the administration of the Sweepstakes or the processing of registrations; or (e) 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 registration is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes. No more than the stated number of each prize will be awarded.

13. Disputes

Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action; (b) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate Ohio State Court located in Franklin County, Ohio; (c) 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 (d) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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 Ohio, without giving effect to any choice of law or conflict of law rules (whether of the State of Ohio or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Ohio.

14. Entrant's Personal Information

Information collected from entrants is subject to the Sponsor's Privacy Policy, which is available at https://www.pg.com/privacy/english/privacy_statement.shtml.

15. Sweepstakes Results

For Sweepstakes results, send an email with the subject line of "Winners List – Head & Shoulders Super Bowl LIV Sweepstakes at Walmart" to info@syncmarketing.net. Requests for the Winners List must be received by March 1, 2020.

Participant irrevocably waives all claims against the National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the “NFL Entities”) and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

For questions, send an email to info@syncmarketing.net.