

Show Us How You Grill \$15K Sweepstakes Official Rules

Last modified: April 10, 2020. Please do not feel obligated to include a group of people in light of the current social distancing mindset. See changes to the How to Enter section below.

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. If you request the Sweepstakes URL via text-messaging, you will receive one (1) text message in response to your request from an automated system. **Message and data rates may apply.** Text **STOP** to 89074 to opt out. Text **HELP** to 89074 for information. Consent is not required to buy goods and services. You may not be able to participate by text messages through all wireless carriers. To view Sponsor's Mobile Privacy Policy, <https://www.thecloroxcompany.com/privacy> and Mobile Terms and Conditions <http://www.helloworld.com/terms>.

1. Eligibility: Show Us How You Grill \$15K Sweepstakes (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. Employees of The Clorox Company, Merkle Inc., and their parent, subsidiary and affiliate companies and advertising and promotion agencies as well as the immediate family (spouse, parents, siblings and children and their respective spouses, regardless of where they reside) and household members of each such employee, whether or not related, are not eligible. The Sweepstakes 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 Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: The Clorox Company, 1221 Broadway, Oakland, CA 94612. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on February 26, 2020 at 12:00 a.m. Eastern Time ("ET"), ends on November 16, 2020 at 11:59 p.m. ET (the "Promotion Period") and consists of two (2) entry periods (each an "Entry Period"), as outlined below.

Entry Period	Start Date at 12:00 a.m. ET	End Date at 11:59 p.m. ET	Approximate Drawing Date
1	February 26, 2020	July 14, 2020	July 15, 2020
2	July 15, 2020	November 16, 2020	December 1, 2020

Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit <https://www.kingsford.com/rewards> (the "Website") and follow the links and instructions to register or log in to the Kingsford Rewards loyalty program. Joining the program is free. Then, visit the Show Us How You Grill \$15K Sweepstakes module. Follow the instructions below to enter the Sweepstakes:

Entry Period 1: Follow the links and instructions to upload a photo showing us how you grill. Your photo should show yourself, your grill, your backyard and encompass coming together over food and fire. Your photo may optionally include friends and/or family. You will receive one (1) Sweepstakes entry into the Entry Period 1 drawing for your qualified Submission.

Entry Period 2: During Entry Period 2, there are two (2) ways to enter the Sweepstakes, as outlined below:

- a. Take a Photo with your Charcoal Grill: Follow the links and instructions to upload a photo showing

us how you grill on your charcoal grill. Your photo should show yourself, your charcoal grill, and your backyard that encompasses how you enjoy food and fire. You photo may optionally include friends and/or family. You will receive one (1) Sweepstakes entry into the Entry Period 2 drawing for your qualified Submission.

- b. Mail-in Alternate Method of Entry: To enter without a charcoal grill, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Show Us How You Grill \$15K Sweepstakes," c/o Merkle Inc., P.O. Box 5046, Department 843730, Kalamazoo, MI 49003-5046. You will receive one (1) Sweepstakes entry into the Entry Period 2 drawing. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by November 16, 2020 and received by November 23, 2020. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Your Submission need not include any reference, positive or negative, to Sponsor's products or services. Including a reference to, or showing, a Sponsor product or service will not impact increase your chances of winning. By uploading your Submission, you agree that it conforms to the guidelines, permissions, and content restrictions below and that Sponsor, in its sole discretion, may remove your Submission from a gallery you if it believes that it fails to conform.

You must have permission from the individual who took the photo and the other individuals who are recognizable in the photo in order to submit it and to grant the rights set forth in Section 5 in connection with the Submission. Any minor recognizable should be your own child or legal ward. If requested, you must be able to provide such permissions in a form acceptable to Sponsor. Your Submission may not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights, disparage Sponsor, Administrator, or any other person or party, or contain material that is unlawful in any way. The Submission must not prominently feature brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to incorporate in his/her Submission, but not the obligation to do so. Sponsor reserves the right to disqualify any Submission that it finds unlawful, or in violation of these Official Rules, all in its sole discretion. Released Parties (as defined in Section 8, below) are not responsible for lost, late, unreceived, damaged, incomplete, invalid, unintelligible, garbled, inaccurate, stolen, delayed or misdirected Submissions or emails or mail; all of which will be void.

If you request the Sweepstakes URL via text-messaging, you will receive one (1) text message in response to your request from an automated system. **Message and data rates may apply.** Text **STOP** to 89074 to opt out. Text **HELP** for information. Send questions to questions@helloworldfulfillment.com. Participating carriers include: All US Carriers. Consent is not required to buy goods and services. To view the Sponsor's Mobile Privacy Policy, visit <https://www.thecloroxcompany.com/privacy>. To view Mobile Terms and Conditions, visit www.helloworld.com/terms.

Limit: You may enter one (1) time per day during the Promotion Period. Each Submission must be unique to qualify as an entry. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant and such individual must comply with these Official 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. The potential winner may be required to show proof of being the authorized account holder.

5. Sponsor's Use of Submissions/Publicity Grant: By submitting an entry, each entrant (waives all moral rights in and to the entry and) grants to Sponsor and its respective licensees, successors and assigns an irrevocable, perpetual, unlimited, royalty-free, fully paid-up license to reproduce, distribute, display, exhibit, exploit, perform, edit, create derivatives of, and otherwise use the Submission and all elements of such Submission, together with any other material, and the name, city and state of residence, voice, image and/or likeness of entrant, in any and all media now known or hereafter devised, in any manner, in whole or in part, worldwide, without compensation or notification to, or permission from, entrant or any third party, for any purpose whatsoever, including without limitation, for purposes of advertising or trade. Entrant agrees that, if required by Sponsor, he/she will sign documents to this effect and require the photographer and any recognizable individuals in the Submission to do so. Released Parties are not responsible for any unauthorized use of Submissions by third parties. Sponsor has no obligation to make use of the rights granted herein.

6. Grand Prize Drawing: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winner from all eligible entries received during the applicable Entry Period, on or around the dates listed in Section 3 above. Non-winning entries from Entry Period 1 will not carry over into Entry Period 2. The potential winners will be notified by email or phone. The potential winners (or 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 Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted within a reasonable time period fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or the prize notification is returned as undeliverable or the potential winner is not in compliance with these Official Rules, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the Sweepstakes.

7. Prizes: TWO (2) GRAND PRIZES (One (1) awarded per Entry Period): A backyard makeover awarded as Kingsford products (grill, licensed products, charcoal products) (valued at approximately \$2,000) and a \$13,000 home improvement gift card. Terms and conditions of gift cards apply, including, but not limited to, expiration dates. Issuer to be determined by Sponsor. Approximate Retail Value ("ARV"): \$15,000 Prizes are non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Prizes cannot be redeemed for cash. Sponsor reserves the right to substitute the prize (or portion thereof) for one of comparable or greater value, in its sole discretion. Winners are responsible for all federal, state and local taxes as well as any costs and fees associated with prize receipt and/or use not specified herein as being provided. Odds of winning a prize depend on the number of eligible entries received during the applicable Entry Period. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. All prize details are at Sponsor's sole discretion. Limit: One (1) prize per person. Total ARV of all prizes: \$30,000.

8. Release: By participating, entrant agrees to release and hold harmless Sponsor, Administrator, and their respective parents, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective 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 Sweepstakes or receipt or use or misuse of any prize (including any injury or harm resulting from use thereof).

9. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each 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 and all media, now or hereafter known, worldwide in perpetuity, without further payment or consideration or notification to, or permission from, winner.

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, 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, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all non-suspect, eligible entries received up to the date of discontinuance for any or all of the prizes offered herein or as otherwise deemed fair and appropriate by Sponsor. 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 to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated entries. Any attempt by any person to deliberately 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 seek damages (including attorneys' fees) and other remedies 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.

11. 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 Sweepstakes; (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 Sweepstakes; (4) technical, mechanical, printing, typographical, network, human or other error or problem which may occur in the administration of the Sweepstakes or the processing of entries, or the announcement of the prize or in any Sweepstakes-related materials; 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 Sweepstakes or receipt or use or misuse of any prize (including any injury or harm resulting from use thereof). If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is 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 the 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.

12. Disputes Resolution: You agree that any claim or dispute at law or equity 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, Merkle 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 the American Arbitration Association (the "Arbitrator"). This arbitration provision limits the ability of you, Administrator, and Sponsor to litigate claims in court and you, Administrator, and Sponsor each agree to waive your respective 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. If, for any reason, the

American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer Arbitration Rules effective September 1, 2014 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate.

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. Administrator and Sponsor agree that we will submit all disputes with you to arbitration before the Arbitrator.

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. This arbitration provision shall survive conclusion, modification or termination of the Sweepstakes and suspension, revocation, closure, modification, or amendments to the Official Rules, the Administrator's Mobile Terms and Conditions, and any aspect of the relationship of the parties relating to or arising from participation in the Sweepstakes.

13. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <https://www.thecloroxcompany.com/privacy>.

14. Winner List: For a winner list, visit <http://bit.ly/2wlzwCS>. The winner list will be posted after winner confirmation is complete.

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