

**Gillette: Your Best Never Comes Easy Contest
Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. The Gillette: Your Best Never Comes Easy Contest ("Promotion") begins at 12:00:00 PM Eastern Time ("ET") on December 15, 2018 and ends at 11:59:59 PM ET on December 31, 2018 ("Promotion Period" or "Contest Entry Period"). The Promotion contains a contest of skill ("Contest"). *The computer clock of Sponsor is the official time-keeping device in the Promotion.* Where appropriate, the Contest will be collectively referred to as the "Promotion."

This Promotion uses Instagram, Inc. ("Instagram"), Twitter, Inc. ("Twitter") and Facebook as a means of entry. This Promotion is in no way sponsored, endorsed, or administered by Instagram, Twitter or Facebook. All questions, comments or complaints regarding the Promotion should be directed to the Sponsor at the address listed below and not to Instagram, Twitter or Facebook.

- 1. ELIGIBILITY:** The Promotion is open to legal residents of the forty-eight (48) contiguous United States and the District of Columbia, who are 18 (except Alabama and Nebraska, 19 and Mississippi, 21) years of age or older at the time they enter the Promotion. Employees, officers and directors of The Procter & Gamble Distributing LLC (the "Sponsor"), Stagwell, Targeted Victory, SKDKnickerbocker, Pep Promotions, Realtime Media LLC (the "Administrator"), the NFL Entities (as defined below), their respective parent companies, affiliates, subsidiaries, advertising, and fulfillment and marketing agencies, (collectively, "Promotion Parties"), their immediate families (parent, child, sibling & spouse and their respective spouses, regardless of where they reside) and persons living in the same households as such individuals (whether related or not) are not eligible to participate in the Promotion. By participating in the Promotion, you release and discharge from any claim by you, and you hold harmless from any claim by third parties, all the Promotion Parties, their respective parents, affiliates, subsidiaries, retailers, advertising and promotion agencies and the respective officers, directors, employees and agents of each of the foregoing, from any and all damages whether direct or indirect, which may be due to or arise out of your participation in the Promotion or any portion thereof, or the acceptance, use/misuse or possession by you of any prize. By participating, you agree to these Official Rules and to the decisions of the judges and Sponsor, which are final and binding in all respects. The offer to participate is void where prohibited by law, rule or regulation. All federal, state and local laws and regulations apply.
- 2. HOW TO PARTICIPATE:** There are four (4) methods of participation in the Promotion which are detailed below:
 - a) TWITTER POST:** To participate, log in to your Twitter account and post an original photo or video during the Contest Entry Period. For the caption of the submitted photo or video, enter three (3) words that describe your father or father figure along with the **"#In3WordsContest"** hashtag and tag Gillette (@Gillette) (collectively the photo/video and associated text or other materials are your "Entry"). You must have your Twitter account made public for your Entry to be valid.
 - b) INSTAGRAM POST:** To participate, log in to your Instagram account and post an original photo or video taken during the Contest Entry Period. For the caption of the submitted photo or video, three (3) words that describe your father or father figure along with the **"#In3WordsContest"** hashtag and tag Gillette (@Gillette) (collectively the photo/video and associated text or other materials are your "Entry"). You must have your Instagram account made public for your Entry to be valid.
 - c) INSTAGRAM STORY POST:** The Sponsor will be posting several stories on Instagram throughout the Contest Entry Period (an "Official Contest Post"). To participate, (1) login to your Instagram account, (2) take a screenshot of the Official Contest Post, (3) repost the photo on your Instagram story, (4) include the hashtag **"#In3WordsContest"**, and (5) tag Gillette

(@Gillette) (collectively the photo and associated text or other materials are your "Entry"). You must have your Instagram account and stories made public.

- d) **FACEBOOK:** The Sponsor will be posting several times on Facebook throughout the Contest Entry Period (an "Official Contest Post"). To participate, login to your Facebook account and post a comment on one of the Official Contest Posts during the Contest Entry Period. Within your caption share a photo or video and include three (3) words that describe your father or father figure along with the hashtag **"#In3WordsContest"** (collectively the photo/video and associated text or other materials are your "Entry"). You must have your Facebook account made public.

PHOTO/VIDEO SPECS: All photos or videos with comments must be submitted during the Contest Entry Period. Adding a comment with the Promotion Hashtags to a photo or video that was posted before or after the Contest Entry Period, is not a valid form of entry. Submission of your photo or video and caption via in accordance with these Official Rules will constitute one (1) entry into the Contest ("Contest Entry" or "Entry"). Your Entry must adhere to the "Requirements of Contest Entries" listed below to be valid.

Limit of one (1) Contest Entry per person regardless of method of entry used. In the case of multiple Contest Entries submitted from any email address or Instagram, Twitter or Facebook account, only the first Entry received will be accepted and all subsequent Contest Entries received from such person will be void. Entries generated by script, macro or other automated means or which subvert the entry process are void.

REQUIREMENTS OF CONTEST ENTRIES: Entries may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- Is sexually explicit; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- Promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- Is obscene or offensive; endorses any form of hate or hate group;
- Appears to duplicate any other submitted Contest Entries;
- Defames, misrepresents or contains disparaging remarks about other people or companies;
- Contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others, without permission;
- Contains any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- Contains 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), without permission;
- Contains any individual other than the you and/or any materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without providing legal releases for such use in a form satisfactory to Sponsor;
- Contains look-alikes of celebrities or other public or private figures, living or dead;
- Communicates messages or images inconsistent with the positive images and/or good will to which Sponsor wishes to associate; and/or
- Violates any law.

By submitting an Entry, you represent and warrant that the work submitted is original to you and that neither it nor its contents infringes upon or violates the rights of any third party. If your Entry includes likenesses of third parties (such as, but not limited to makeup artist or subject) or contains elements not owned by you (such as, but not limited to, company logos) you must provide legal releases for such use in a form satisfactory to Sponsor or your Entry will be disqualified.

By submitting an Entry, you hereby grant permission for your Entry to be posted on Gillette's Social Media Channels. You agree that Promotion Parties are not responsible for any unauthorized use of Entries by third parties. Promotion Parties do not guarantee the posting of any Entry. You agree that you will not use the Entry for any other purpose, including, without limitation, posting the Entry to any online social networks (other than for entry into this Promotion), without the express consent of Sponsor in each instance.

By submitting an Entry, you acknowledge and agree that Sponsor may receive other Entries under this Promotion that may be similar or identical to the Entry submitted by you, and you waive any and all claims you may have had, may have, and/or may have in the future, that any other Entry reviewed and/or used by Sponsor may be similar to your Entry and you understand that you will not be entitled to any compensation because of Sponsor's use of such other similar or identical material.

3. **JUDGING:** Begins at 12:00:00 AM ET on January 1, 2019 and ends at 12:59:59 PM ET on January 15, 2019. The judging panel, selected by the Sponsor, will score each Entry up to the maximum amount of points allowed. Judging will be based on the following criteria:
- Visual appeal (Photo/video quality, uniqueness of the setting and/or images)(33%)
 - Suitability for promotional purposes (33%)
 - Creativity of three words chosen and how that ties to the image/video submitted (33%)

Entries that do not contain all required entry information or are considered inappropriate for any reason are not eligible. At the end of the Contest Entry Period, the Entry with the highest score from the Judges will be deemed the potential Contest Grand Prize winner.

In the event of a tie, an additional "tie-breaking" judge may be brought in to evaluate the tied entries, based on the Creativity/Originality judging criterion above. Sponsor reserves the right not to award all prizes or to choose fewer than one (1) if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries. Prize awards are subject to verification of eligibility and compliance with these Official Rules.

4. **WINNER NOTIFICATION:** The potential Contest Grand Prize winner will be notified via direct message from the Sponsor on their Instagram, Twitter or Facebook account if they have direct messaging enabled. If the user does not have direct messaging enabled through their Instagram, Twitter or Facebook account, the potential winners will receive prize notification via a comment on their submitted photo or video from the Sponsor of the promotion with a call to action to email the promotion Administrator at the email address provided within the comment.

Potential winners must reply and confirm acceptance within twenty-four (24) hours of winner notification, or their prize will be forfeited. The potential Contest Grand Prize winner will also be sent an Affidavit of Eligibility/Liability Release and an IRS Form via email. All forms must be completed, signed, notarized and returned to Administrator within two (2) days of date of issuance. The potential winner then and only then becomes the "winner." If such potential winner cannot be contacted within a reasonable time period, if the potential winner is ineligible, if any notification is returned undeliverable, or if the potential winner otherwise fails to fully comply with these Official Rules, he/she will forfeit that prize, and an alternate winner will be selected from among all remaining eligible entries using the judging criteria listed above.

5. **PRIZE/PRIZE RESTRICTIONS:** One (1) Contest Grand Prize will be awarded as detailed below.

CONTEST GRAND PRIZE (1): One (1) Contest Grand Prize will be awarded, consisting of one (1) trip for two (2) (Winner and one (1) guest) from February 1-3, 2019 to attend the Super Bowl LIII (the "Event") in Atlanta, Georgia. Trip package will consist of:

- Round-trip coach air transportation for winner and guest from a major airport, as determined by Sponsor, near the winner's home within the continental U.S. to Atlanta, Georgia
- One (1) double occupancy standard room for three (3) days/three (3) nights

- Roundtrip ground transportation to and from airport and hotel
- Roundtrip ground transportation to and from hotel and the Event
- Two (2) tickets to the Super Bowl LIII on February 3, 2019 at the Mercedes-Benz Stadium in Atlanta, Georgia
- One (1) \$1,000 AMEX gift card

The Approximate Retail Value ("ARV") of the Contest Grand Prize is \$10,000.

CONTEST GRAND PRIZE RESTRICTIONS: Actual prize value depends on the location of the winner's residence and dates of travel. **Travel must be taken during February 1-3, 2019 or prize will be forfeited and Sponsor will have no further obligation to such winner.** Any difference between stated value and actual value will not be awarded. Winner is responsible for any transportation not specifically noted in these rules. Winner and guest must travel together on the same itinerary and are responsible for obtaining all necessary travel documents prior to travel. Certain restrictions, as determined by Sponsor, may apply. Sponsor will attempt to accommodate winner's preferred itinerary, but all specifics thereof will be at Sponsor's discretion. If winner and guest cannot comply with these restrictions or any other portion of these Official Rules, the prize will be forfeited in its entirety and an alternate winner will be chosen. Winner and travel guest must travel from major airport closest to the winner's residence, as determined by Sponsor, in its sole discretion. Any picture identification requirements associated with air travel are the winner and travel guest's responsibility. In the event the winner lives within 100 miles from Atlanta, Georgia, ground transportation only (not air transportation) will be provided to and from the hotel. Travel arrangements must be made through Sponsor's agent, on a carrier of Sponsor's choice and trip must be taken on a date of the Sponsor's choosing. If winner and guest cannot travel on the dates specified by Sponsor, the prize will be forfeited in its entirety and the prize may be awarded to an alternate winner selected in a random drawing from among all remaining eligible entries. Flight details are subject to availability and airline carrier's regulations and conditions apply. The trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. Promotion Parties are not responsible for lost or mutilated tickets and none will be replaced. Airline tickets are non-refundable, non-transferable, and are not valid for upgrades. The hotel accommodations, airline tickets, game tickets and gift card will be determined at the sole discretion of Sponsor. If any portion of the prize is not available for any reason then the Sponsor reserves the right to substitute that portion of the prize with another prize of comparable or greater value. Guest must be of legal age of majority in his/her jurisdiction of residence (and at least 18), unless the child or legal ward of winner, and must complete and return a publicity and liability release at least prior to departure. If guest is the child or legal ward of the winner, winner must execute and return all required documents on behalf of such child or legal ward. All federal, state and local taxes and any other costs and expenses associated with prize acceptance and use not listed herein as part of the prize including, without limitation, ground transportation (other than that specified above as included in prize), luggage fees, souvenirs, miscellaneous hotel expenses, and gratuities are the sole responsibility of winner.

- 6. GENERAL PRIZE CONDITIONS:** Prize will only be awarded by Sponsor upon potential winners' verification of eligibility and final approval by Sponsor. No prize substitution, cash equivalent of prizes, transfer or assignment of prizes is permitted, except by Sponsor which reserves the right to substitute a prize with one of comparable or greater value, in its sole discretion.
- 7. OWNERSHIP OF ENTRIES:** By submitting an Entry you agree to be bound by these Official Rules and grant Sponsor a non-exclusive, worldwide, perpetual, irrevocable, fully paid-up, royalty-free, fully sublicensable and transferable right and license to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, transmit and display your Entry, in whole or in part, in any media, format or technology, whether now known or hereafter discovered, and in any manner including, but not limited to, all promotional, advertising, marketing, publicity, and commercial uses and ancillary uses thereof including on Gillette's Social Media channels, without any further notice or payment to or permission needed from you (except where prohibited by law); an unrestricted, worldwide, perpetual, irrevocable, fully paid-up, royalty-free, fully sublicensable right to use your name and likenesses or any other indicia of your right of publicity rights (collectively "Your Personal Content") as contained in your Entry, in composite or distorted form or as otherwise incorporated into other creative works of

authorship, in any media, format or technology, whether now known or hereafter discovered, and in any manner including, but not limited to, all promotional, advertising, marketing, merchandising, publicity, and commercial uses and ancillary uses thereof, without any further notice or payment to or permission needed from you (except where prohibited by law). You agree that Your Personal Content is perpetual and cannot be revoked. For uses beyond the consent that you grant above, you agree that Sponsor's use of your personal data will be governed by the Privacy Policy posted on the Sponsor website.

8. **MISCELLANEOUS:** Promotion Parties are not responsible for late, lost, incomplete, corrupted, stolen, garbled, damaged, delayed, undelivered or misdirected entries, all of which are void. Online entries will be considered to be entered by the authorized account holder of the e-mail address submitted at time of entry and he/she must comply with these Official Rules and Instagram Terms and Conditions located at www.Instagram.com, the Twitter Terms and Conditions as www.Twitter.com and Facebook Terms and Conditions at www.Facebook.com.
9. **RELEASE:** As a condition of entering the Promotion, you agree that (1) under no circumstances will you be permitted to obtain awards for, and you hereby waive all rights to claim punitive, incidental, consequential or any other damages, and any claims, judgments or awards shall be limited to actual out-of-pocket expenses; (2) all causes of action arising out of or connected with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form class action; and (3) in no event will you be entitled to receive attorneys' fees. BY ENTERING THE PROMOTION, YOU AGREE TO RELEASE, DISCHARGE AND HOLD HARMLESS PROMOTION PARTIES AND THE RESPECTIVE OFFICERS, DIRECTORS, AND AGENTS OF EACH, FROM ANY AND ALL LIABILITY FOR ANY INJURY, LOSS, OR DAMAGE OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, WHETHER DIRECT OR INDIRECT, WHICH MAY BE DUE TO OR ARISE OUT OF YOUR PARTICIPATION IN THE PROMOTION OR ANY PORTION THEREOF, OR THE ACCEPTANCE, USE/MISUSE OR POSSESSION BY YOU OF PRIZES, OR ANY PRIZE-RELATED TRAVEL OR ACTIVITY. YOU WAIVE ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. The terms of this Section 12 do not limit your obligations under Section 1.
10. **DISCLAIMER:** Promotion Parties are not responsible for printing or typographical errors in these Official Rules or in any Promotion-related materials. Sponsor reserves the right, in its sole discretion, to disqualify any individual that tampers with the entry process. Sponsor also reserves the right to terminate, suspend, cancel or modify the Promotion and award the prizes for the Promotion from among all eligible, non-suspect entries received (i) as of the date of termination using the judging procedure outlined above if for any reason this Promotion is not capable of running as planned due to any reason, including infection by computer virus, bugs, tampering, fraud, unauthorized intervention, technical failures or other causes that may corrupt or impair the integrity, fairness or proper play of the Promotion. Promotion Parties are not responsible or liable for any events which may cause errors and/or the Promotion to be stopped, including but not limited to any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries, nor are they responsible for any problems or technical malfunction of any telephone, network or telephone lines, computer on-line systems, servers, or cable, satellite, or Internet Service Providers, computer equipment, software or any other failure of any email or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to yours or any other person's computer relating to or resulting from participation in this Promotion or downloading any materials in this Promotion. Promotion Parties are not responsible for computer, mechanical, technical, electronic, network or other errors or problems, including any errors or problems that may occur in connection with the administration of the Promotion, the processing of Entries, or in any other Promotion-related materials. The Promotion Parties may stop you from participating in this Promotion if you violate Official Rules or act, in Sponsor's sole discretion: (a) in a manner Sponsor determines to be not fair; (b) with an intent to annoy, threaten or harass any other entrant or the Sponsor; or (c) in any other disruptive manner. Should more prizes be awarded through a computer, hardware, or software malfunction, error or failure, or for any other reason, in any prize category, than are stated for

that category in the Official Rules, Sponsor reserves the right to award only the number of prizes stated in the Official Rules for that category. In no event will more prizes be awarded than that listed in Section 5.

CAUTION: ANY ACT OR ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, PROMOTION PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL(S) TO THE FULLEST EXTENT PERMITTED BY LAW.

- 11. CHOICE OF LAW AND JURISDICTION:** Except where prohibited, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrants or winners, Sponsor, and administrator in connection with this Promotion, 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 or provisions (whether of the State of Ohio or any other jurisdiction), which might otherwise cause the application of the laws of any jurisdiction other than the State of Ohio. Any action seeking legal or equitable relief arising out of or relating to the Promotion or these Official Rules shall be brought only in the courts located in Hamilton County, Ohio. You hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non-convenience or lack of personal jurisdiction they may have.
- 12. PRIVACY:** Except as noted in these Official Rules, information collected for this Promotion is used only for the purpose of Promotion administration and winner notification and will not be re-used, sold or shared in any manner by the Promotion Parties or any third parties unless participant has elected to receive additional information or promotional material from the Sponsor, or a third party. By participating in the Promotion, participant agrees to all of the terms and conditions of the Sponsor's Privacy Policy, which is available at https://www.pg.com/privacy/english/privacy_statement.shtml. In the event of any discrepancy between the Sponsor's Privacy Policy and these Official Rules, these Official Rules shall control and govern.
- 13. TAX INFORMATION:** All federal, state, local, and other taxes on prizes and any other costs and expenses associated with prize acceptance and use not specified herein as being provided, are the sole responsibility of the applicable winner. **A 1099 tax form (preceded by a W9 Form) will be issued to the Contest Grand Prize Winner.**
- 14. WINNERS LIST:** To receive the winner list, send a #10 self-addressed stamped envelope for receipt by January 15, 2019 to: Gillette: Your Best Never Comes Easy Contest Winners List Request, c/o Gillette World Shaving Headquarters, Attn: Social Media Team, 1 Gillette Park, Boston, MA 02210.

SPONSOR: The Procter & Gamble Distributing LLC, One P&G Plaza, Cincinnati, OH 4520

ADMINISTRATOR: Realtime Media LLC, 200 Four Falls Corporate Center, Suite 100, Conshohocken, PA 19428

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 Contest or the prizes awarded. The NFL Entities have not offered or sponsored this Contest in any way.