

Baby Brezza Pinterest Sweepstakes
Official Rules

THE SWEEPSTAKES (“SWEEPSTAKES”) BEGINS AUGUST 1, 2012 AT 12:01 PM EASTERN STANDARD TIME AND ENDS AUGUST 31, 2012. AT 11:59 PM EASTERN STANDARD TIME (“SWEEPSTAKES PERIOD”). NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. OPEN TO LEGAL RESIDENTS OF THE FIFTY UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 21 YEARS OF AGE OR OLDER. VOID IN PUERTO RICO, GUAM, THE U.S. VIRGIN ISLANDS, AND WHERE PROHIBITED BY LAW.

Entry:

During the Sweepstakes Period, you may enter the Baby Brezza Pinterest sweepstakes by completing the following steps:

1. Create and maintain a Pinterest board through the end of the Sweepstakes Period, following the requirements on the landing page:
 - a. Pin at least one item from BabyBrezza.com
 - b. Pin the Baby Brezza Pinterest sweepstakes image
 - c. Submit links to entries via Jotform
2. The sweepstakes requires at least one link with the Baby Brezza item, submitted with a valid email.
3. A total of three (3) entries may be submitted, associated with one valid email.

Automated or robotic entries submitted by individuals or organizations will be disqualified.

Eligibility: Employees (and employees’ immediate family or household members) of Baby Brezza Enterprises, and its parents, affiliates, subsidiaries, prize suppliers, printers, distributors, advertising and promotional agencies are not eligible to participate in the Sweepstakes.

Privacy: Information collected for this Sweepstakes is used only for the purpose of Sweepstakes administration and winner notification, and will not be re-used, sold or shared in any manner by Sweepstakes Entities or any third parties unless entrant has elected to receive additional information and promotional material from the Sponsor or a third party.

Winner Selection: The winner of the Sweepstakes will be selected in a random drawing from among all eligible entries on or about September 10, 2012 to be conducted by Baby Brezza Enterprises designated representatives, whose decisions are final. Odds of winning will vary depending on the number of eligible entries received. Potential winner will be notified by email. Potential winner must accept a prize within

three (3) business days of notification by email. Any potential winner notification not responded to or returned as undeliverable may result in prize forfeiture and an alternate winner shall be selected. No substitution or transfer of a prize is permitted except by Baby Brezza. Baby Brezza is not responsible, and may disqualify an entrant, if the entrant's email does not work or if entrant's email or street address, as applicable, is changed.

Prizes: The Sweepstakes Grand Prize is a combination of the items posted on the Pinterest board, with a mandatory prize of the Baby Brezza item the winner specified on the same page. The prize amount of \$500 includes shipping costs. Total Approximate Retail Value of Prizes: \$500.00. Additional prizes of one Baby Brezza product, determined by Baby Brezza Enterprises, will be awarded each week to a random winner. Weekly winners remain eligible for the grand prize.

Baby Brezza Enterprises reserves the right to substitute the Prize, or portion of the Prize, for another prize of equal or greater value. The ARV of the Prize represents Baby Brezza Enterprise's good faith determination. That determination is final and binding and cannot be appealed. If the actual value of the Prize turns out to be less than the stated ARV, the difference will not be awarded in cash. All taxes, fees, and surcharges are the sole responsibility of the prize winner.

General Conditions: Only one Prize per person per household will be awarded. The Sweepstakes is governed by the laws of the United States and Florida. All federal, state and local laws and regulations apply. The Sweepstakes is not to be used in connection with any form of gambling. Prize will only be awarded and/or delivered to addresses within the United States. All taxes, fees, and surcharges are the sole responsibility of the prize winner. If, by reason of a typographical or other error, more prizes are claimed than the number set forth in these Official Rules, then the Sponsor will randomly select a winner from the remaining qualified entrants. No more than the advertised number of prizes will be awarded.

Except where prohibited by law, the winner grants (and agrees to confirm that grant in writing) permission for Baby Brezza Enterprises, their advertising and promotional agencies, and those acting under their authority to use such winner's name, photograph, voice and/or likeness (including the display, reproduction and distribution of the entry), for advertising and/or publicity purposes in all media and formats now known or hereafter discovered, worldwide and on the world wide web, without notice, review, approval, or additional compensation. Entrants further agree that Baby Brezza Enterprises and its parent, subsidiaries and affiliated companies, advertising and promotion agencies, suppliers, printers, distributors, and the respective officers, directors, employees, representatives and agents of each and any other person or entity related in any way to this Sweepstakes (together the "Sweepstakes Entities") will have no liability whatsoever for, and shall be held harmless by entrants (and parent/legal guardian if entrant is a minor) against, any and all liability for any injuries, loss or damage of any kind to persons, including death, or property damage resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any

prize, participation in this promotion, or while traveling to, preparing for or participating in any prize-related activity. The Sweepstakes Entities expressly disclaim any responsibility or liability for injury or loss to any person or property in connection with the delivery and/or subsequent use of the prizes awarded. Baby Brezza Enterprises makes no representation or warranty concerning the appearance, safety or performance of any prize awarded. Restrictions, conditions, and limitations apply. Baby Brezza Enterprises will not replace any lost or stolen prize items.

Conduct: The Official Rules will be posted at the Sweepstakes Site throughout the Sweepstakes. Entrants further agree to be bound by the decisions of the judging panel, which are final and binding in all respects. Baby Brezza Enterprises reserves the right at its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of any of the Sweepstakes or any website; to be acting in violation of the Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY DELIBERATE ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, BABY BREZZA ENTERPRISES RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

Limitations of Liability: Baby Brezza Enterprises and its prize providers are not responsible for (a) any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error, which may occur in the processing of submissions in the Sweepstakes, (b) any misdirected or lost mail, or 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, or (c) any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, failure of email or players on account of technical problems or traffic congestion on the Internet or at any website or combination thereof, including injury or damage to entrants' or to any other person's computer related to or resulting from participating or downloading materials in the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Baby Brezza Enterprises which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, then Baby Brezza Enterprises reserves the right in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. In the event of a dispute concerning who registered online to participate in the Sweepstakes, the registration will be declared to have been made by the authorized account holder or the email address submitted at the time of registration. The authorized account holder is defined as the natural person who is assigned to an email address by an internet provider, online service provider, or other organization (e.g., business, education institution, etc.) that is responsible for assigning email

addresses for the domain associated with the submitted email address. A potential winner may be requested to provide Baby Brezza Enterprises with proof that the potential winner is the authorized account holder of the email address. If a dispute cannot be resolved to Baby Brezza Enterprises's satisfaction, the entry will be deemed ineligible. By participating, entrants agree to release, discharge, indemnify and hold harmless the Baby Brezza Enterprises and the prize providers from and against any claims made by winners, entrants, or any other third parties, related in any way to the operation of this Sweepstakes as well as any other claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes.

Winners List and Rules: To obtain a printed copy of the name of the winners or a copy of the Official Rules by mail, send the applicable request and a self-addressed, stamped, #10 envelope to: Baby Brezza Pinterest Sweepstakers, c/o BSM Media, 2335 E. Atlantic Blvd., Ste 300, Fort Lauderdale, FL 33062.