

# WE tv Insiders SWEEPSTAKES RULES & REGULATIONS

## NO PURCHASE NECESSARY TO ENTER OR WIN

**1. SWEEPSTAKES PERIOD:** This Sweepstakes starts on January 1, 2017 and closes on December 31, 2017 at 11:59 PM Eastern Time. The Sweepstakes is sponsored by WE tv LLC (WE tv or the "Sponsor"). The Sponsor is and shall remain solely responsible for the delivery of the Prize(s) to the winner(s).

**2. ELIGIBILITY:** This Sweepstakes is open to all registered members of the WE tv Insiders Panel ("**Entrants**"). All Entrants must be individuals legally residing in the United States. Sponsor reserves the right to require proof of residence prior to awarding any prize. If a minor is selected, the prize will be issued in the parent or legal guardian's name. Employees, agents and representatives of the Sponsor and its subsidiaries and affiliates, are not eligible to win, nor are the parents, siblings and children of any such employee, agent or representative or any person with whom such employee, agent or representative is domiciled.

**3. PRIZES:** There are twelve (12) random draws (the "**Draws**") in the Sweepstakes consisting of three (3) prizes per draw. Each draw will consist of one (1) \$100 Amazon gift card (the "**Prizes**") for an aggregate of \$3,600 in Prizes to be given away during the Sweepstakes Period. The Prizes will be awarded monthly, with Prizes being drawn within ten (10) business days of the beginning of month (the "Draw Dates") in the Sweepstakes Period.

**4. HOW TO PARTICIPATE:** The Sweepstake is offered electronically via the Internet. All Entrants who are registered members of the WE tv's Insiders Panel may enter the Sweepstake by following the link to participating studies in the Entrant's invitation or on the WE tv Insiders Panel website during the Sweepstakes Period and completing the study online. These Entrants will receive one (1) entry for every participating study during the Sweepstakes Period. Completion of the study is not required to enter the Sweepstakes. Entrants may enter the Sweepstakes by using the alternate means of Sweepstakes entry set out in item

**5. DRAW(S):** Draws will be held within 10 business days of each of the Draw Dates from all eligible entries received. Winners will be determined by random drawing from all eligible entries received by Sponsor by midnight on the last day of the month. The odds of winning depend on the number of eligible entries received. The odds of an entry winning any Prize will be the same, whether the entry was automatically generated or by alternate means of entry.

**6. PRIZE AWARDING:** Prizes will be awarded only on verification by Sponsor that all Sweepstakes requirements have been met by the winners. Each Prize must be accepted as awarded and no substitution, transfer, conversion or assignment of Prizes will be allowed, unless at the discretion of Sponsor which may substitute a Prize of comparable or greater value. No correspondence will be entered into except with selected Entrants at the email address listed on the Sponsors systems, or on the mail-in entries. Sponsor will notify each winner by email within fifteen (15) business days of the relevant Draw Date. Winners will have two (2) business days from notification to accept the Prize by email, and will be instructed whom to contact at that time. Sponsor is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify the winner. If a selected Entrant cannot be contacted or fails to respond within the allotted time Sponsor reserves the right to void that entry and select another eligible Entrant for that Prize (and in the event that the subsequent selected Entrant cannot be contacted or fails to respond, a further Entrant will be selected, until a winner is determined, provided further that in the event that a winner is not determined after attempts have been made to contact 3 Entrants, Sponsor may elect not to conduct any further redraws and not award such Prize). The selected Entrants may be required to complete and return to WE tv a web-based Winner Notification Survey within two (2) days of receipt. If a selected Entrant(s) fails to complete, and return the Web-based Winner Notification Survey to Sponsor within two (2) business days, Sponsor reserves the right to void that entry and select another eligible Entrant for that Prize. By completing, and returning the web-based Winner Notification Survey, the Entrant: (i) confirms compliance with these Sweepstakes Rules and Regulations; (ii) releases and forever discharges Sponsor, its affiliates and subsidiaries and its advertising and promotional agencies from all claims, demands, damages,

actions and causes of action arising or to arise by reason of the acceptance or use of the Prize; and (iii) gives permission to Sponsor, at its option, to publish or otherwise use the Entrant's name, address, photograph, voice and comments, without compensation, in any publicity carried out by Sponsor or its advertising agencies.

**7. GENERAL RULES:** By entering the Sweepstakes, Entrants agree to abide by these Rules and Regulations and the decisions of Sponsor, which are final.

**8. DISQUALIFICATION:** The Sponsor is not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic. Persons found tampering with or abusing any aspect of this Sweepstakes or the operation of the WE tv Insiders Panel website or any other Sponsor hosted website, as determined by Sponsor in its sole discretion, will be disqualified. If disqualified for any of the above abuses, Sponsor reserves the right to terminate the Entrant's eligibility to participate. In the event any portion of this Sweepstakes is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of Sponsor, which in Sponsor's sole opinion corrupts or impairs the administration, security, fairness or proper entry into the sweepstakes, Sponsor reserves the right, in its sole discretion, to suspend or terminate the Sweepstakes and to award Prize(s) to individual(s) selected at random from the pool of Entrants received up to the point of termination. In no event will more Prizes be awarded than those listed in the Rules and Regulations.

**9. TAX INFORMATION:** Liability for any applicable taxes imposed by any government, if any, on any Prize won is the sole responsibility of the winner of such Prize.

**10. DATA PROTECTION NOTICE:** Entrants' personal information is protected by WE tv's Privacy Policy. The WE tv Privacy Policy can be viewed on the WE tv website at <http://www.wetv.com/privacy>.

**11. MISCELLANEOUS.** Except where prohibited, participants (or, if a minor, the parent or legal guardian) agree that (1) any and all disputes, claims or causes of action arising out or connected with the Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action and in accordance with the laws of the State of New York without regard to principles of conflicts of law; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, if any, but in no event will entrant be entitled to recover punitive, exemplary, incidental or consequential damages. Should any term or provision of this paragraph or any other rule herein be concluded to be void, unenforceable or contrary to applicable law as provided herein, such term or provision shall, but only to the extent necessary to bring the rule within the requirements of such law, be deemed to be severed from the other terms and conditions; and the remainder of these Official Rules shall be given effect as if it had not included the severed item.

**12. WINNERS LIST:** To obtain a copy of the each monthly winner list or a copy of the Rules and Regulations, send your request to: WE tv Insiders Winners List, 11 Penn Plaza, New York, NY 10001. Requests must be received no later than 15<sup>th</sup> on the month following each draw date..

**13. SPONSOR:** WE tv LLC, 11 Penn Plaza, New York, NY 10001.