

SWISSPERS® “NAKED SELFIE” SWEEPSTAKES OFFICIAL RULES

NO PURCHASE REQUIRED TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **ELIGIBILITY:** Swisspers® “Naked Selfie” Sweepstakes (the “Promotion”) is open only to individuals who are legal residents of the fifty (50) United States, and the District of Columbia, and are eighteen (18) years of age or older. Employees and directors of U.S. Cotton and Swisspers and their related companies, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee and director are not eligible for this Promotion. The Swisspers “Naked Selfie” Sweepstakes is subject to all federal, state and local laws and regulations and is void where prohibited by law.
2. **SPONSOR:** The Sweepstakes is sponsored by Swisspers [U.S. Cotton, 15501 Industrial Parkway, Cleveland, Ohio 44135], and their respective parent, subsidiary and affiliate companies, and administrative, advertising and Promotion agencies, and any other entity involved in the development, administration, promotion or implementation of the Promotion (collectively, the “Sponsor”).
3. **AGREEMENT TO OFFICIAL RULES:** Participation in the Promotion constitutes entrant’s full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth in these Official Rules in a timely manner.
4. **ENTRY PERIOD:** The Promotion of the Swisspers “Naked Selfie” Sweepstakes begins at 12:00 a.m. Eastern Standard Time (EST) on May 11, 2015, and ends at 11:59 p.m. EST on June 20, 2015 (the “Entry Period”). Entries received outside of the Entry Period will be disqualified. During the Promotion, individuals will have one opportunity to win, and must follow the requirements outlined in the Official Promotion Posts.
5. **ENTRY:** To enter the Promotion, you must post to Instagram or tweet a personal **face** selfie photo without makeup using the hashtag #SleepNaked during the official entry period. Entry is limited to one entry per Twitter or Instagram account. There is no cost to enter. Nonconforming entries are void and will be disqualified. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, promotion entry services) will void all entries by that entrant. Entries that are incomplete or that contain errors, trademarks/logos, copyrighted images, images or tags of individuals you do not have the rights to use or post or inappropriate/derogatory/defamatory images,

language, bodily nudity, lewd content or profanity will be automatically disqualified and may be reported. All entrants or participants acknowledge that the promotion is in no way sponsored, endorses or administered by, or associated with, Instagram or Twitter.

6. DRAWING ODDS: At the end of the Entry Period, one (1) random drawing from among all eligible entries will be conducted (within three business days after the completion of the Entry Period) and one (1) \$1,000 Visa gift card or several monetary increments totaling \$1,000 will be awarded to the winner. Odds of winning depend on the number of eligible entries received at the time of the drawing. An entrant may only win one (1) prize throughout the Promotion Period. Sponsor will attempt to notify the potential winner at the close of the Entry Period. If a potential winner cannot be contacted within forty-eight (48) hours after the first attempt to make contact, the potential winner will be deemed to be ineligible and disqualified. In such event, Sponsor may select an alternate potential winner at random from all eligible entries received.
7. PRIZES: One (1) individual winner will receive one (1) \$1,000 Visa gift card or several monetary increments totaling \$1,000. All applicable taxes and any other expenses or incidentals associated with any prize are solely the winner's responsibility. No prize substitutions or transfers are permitted, except in Sponsor's sole discretion; prizes may not be assigned prior to being awarded to winners. If a potential winner is an eligible minor in his/her state of jurisdiction, any prize will be awarded to his/her parent or legal guardian.
8. REQUIREMENTS OF THE POTENTIAL WINNERS: Except where prohibited, potential winner, once contacted, may be required to complete and return an affidavit of eligibility and liability/publicity release (the "Affidavit/Release") within forty-eight (48) hours of being notified. If a potential winner fails to sign and return the Affidavit/Release within the required time period, potential winner will be deemed to be ineligible and disqualified. In such event, Sponsor may select an alternate potential winner at random from all eligible entries received. If a potential winner is an eligible minor in his/her state of jurisdiction, his/her parent or legal guardian will be required to sign the Affidavit/Release on the potential winner's behalf who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.
9. PUBLICITY: All information submitted to Sponsor as part of this Promotion will be treated in accordance with the U.S. Cotton, LLC's Privacy Policy (<http://swisspers.com/privacy-policy>).

10. **GENERAL CONDITIONS:** In the event that any fraud, virus, technical error, bug, unauthorized human intervention or other problem impairs the administration, fairness, integrity or security of the Promotion, Sponsor may, in its sole discretion, suspend the Promotion to address the impairment and either: (a) take reasonable action to resume the Promotion in a manner that most closely adheres to the spirit of these Official Rules; or (b) cancel the Promotion and award any remaining prizes at random from among the eligible entries received up to the time of the impairment. 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 Promotion, or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any provision of these Official Rules shall not constitute a waiver of that provision. In the event of a dispute as to the identity of any winner based on an email address or Twitter/Instagram account, the winning entry will be declared made by the authorized account holder of the email address or Twitter/Instagram account submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.
11. **RELEASE AND LIMITATIONS OF LIABILITY:** By participating in the Promotion, entrants agree to release and hold harmless Sponsor, its officers, directors, employees and agents (the "Released Parties") from and against any loss, claim, cause of action or liability arising out of participation in the Promotion or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Promotion; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing or human errors; (d) errors in the administration of the Promotion or the processing of entries; (e) any incorrect or inaccurate entry information; (f) inability to access the Sponsor's website or Twitter or Instagram; (g) transactions that are processed late or incorrectly or are incomplete or lost due to computer or electronic malfunction or traffic congestion on the Internet or at any website; or (h) 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 Promotion, receipt or use/misuse of any prize.
12. **DISPUTES:** Except where prohibited, entrant agrees that: (a) any and all disputes, claims and causes of action arising out of, or connected with, the Promotion or any prize awarded

shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Ohio; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering a Promotion, but in no event attorneys' fees or expenses; and (c) entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct or indirect damages. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the 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 (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.

13. PROMOTION RESULTS: For winners' name, available after August 1, 2015, send a separate self-addressed, stamped envelope to Marcus Thomas LLC, c/o Erin Orsini, 4781 Richmond Road, Cleveland, Ohio 44128. Requests must be received by October 1, 2015.