

## NOTICE TO ONLINE ENTRANTS

In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the "Authorized Account Holder" of the e-mail address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Any entrant may be required to show proof of being the authorized account holder to Sponsor's satisfaction. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Sponsor is not responsible for: (i) lost, late, misdirected, damaged or illegible entries; or (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (iii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Sweepstakes. Sponsor is not responsible for the incompatibility of entrant's hardware, software or browser technology. By participating in the Sweepstakes, you (i) agree to be bound by these official rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of Sponsor and the independent judging organization, which are final and binding in all matters relating to the Sweepstakes. Failure to comply with these official rules may result in disqualification from the Sweepstakes. Sponsor reserves the right to: (i) permanently disqualify from any Sweepstakes it sponsors any person it believes has intentionally violated these official rules; and (ii) withdraw the online method of entry if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Sweepstakes), and to select winners from among all eligible entries received prior to withdrawal.

**LEGAL WARNING:** ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

## OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

- 1. Eligibility:** The ***Essence Insiders 2018 Quarterly Panel Sweepstakes*** (the "Sweepstakes") is open to legal residents of the 50 United States and the District of Columbia, age 18 or older at the time of entry and who are active *Essence Insiders 2018 Quarterly Panel Members*. Void in Puerto Rico and wherever else prohibited by law. Employees, shareholders, officers, directors and agents of TI Media Solutions Inc. (the "Sponsor"), *Essence*, their respective parents, subsidiaries, affiliates, advertising and promotion agencies, and the immediate family

members of, and/or those living in the same household of each, are not eligible to enter. Sweepstakes is subject to all applicable federal, state and local laws and regulations.

2. **Timing:** The Sweepstakes begins at 12:00:01 AM Eastern Time ("ET") on Monday, January 1, 2018 and ends at 11:59:59 PM ET on Monday, December 31, 2018 (the "Sweepstakes Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.
3. **Entry:** There are two (2) ways to enter.
  - a. **Method #1: Online Entry.** Visit <https://www.essenceinsiders.com> and follow all entry instructions to complete the entry form in its entirety and submit (the "Online Entry"). **All active Essence Insiders 2018 Quarterly Panel Members are eligible for this sweepstakes and will earn One (1) entry for each survey form completed during each Quarterly Entry Period specified in the chart below.** Entries will be aggregated at the end of each quarter and will not be carried over to the next sweepstakes Quarterly Entry Period. Entrants are subject to all notices posted online including but not limited to the Sponsor's Privacy Policy.
  - b. **Method #2: Mail-in Entry.** Mail a postcard, including your name, complete address, daytime phone number and email address to: The **Essence Insiders 2018 Quarterly Panel Sweepstakes**, 625 Panorama Trail (Suite 2100), Rochester, NY 14625-2437. **Each postcard must be mailed separately and must be postmarked between Monday, January 1, 2018 and Monday, December 31, 2018, and received by Monday, January 7, 2019 (the "Mail-in Entry").** Photocopied, illegible, or mechanically reproduced entries are not eligible. All entries become the property of the Sponsor and will not be returned or acknowledged. Sponsor is not responsible for lost, late, damaged, misdirected or postage-due mailed entries.

4. **Prizes/Approximate Retail Value ("ARV")/Odds:**

**Grand Prizes:** Twenty (20) First Prizes are available to be won (Five (5) will be awarded per Quarterly Entry Period). Grand Prize includes one (1) \$100 Gift Card which will be issued as an electronic code. The ARV of First Prize: \$100.00 each. The ARV of Grand Prize: \$2,000.00

**First Prizes:** One Hundred (100) First Prizes are available to be won (Twenty-Five (25) will be awarded per Quarterly Entry Period). First Prize includes one (1) \$20 Gift Card which will be issued as an electronic code. The ARV of First Prize: \$20.00 each.

Total ARV of all First Prizes: \$2,000.00

**The total ARV of all prizes available to be won: \$4,000.00.**

Odds of winning will depend upon the total number of eligible entries received per Quarterly Period, but is estimated at 5:10,000 for a Grand Prize; 25:10,000 for a First Prize.

5. **Random Drawing:** There will be Four (4) Quarterly Entry Periods during the Sweepstakes Entry Period. To be eligible for the First Quarterly Entry Period, your online entry must be received

between 12:00:01 AM (ET) on 1/1/18 and 11:59:59 PM (ET) on 3/31/18 (“First Quarterly Entry Period”).

For each subsequent Quarterly Entry Period thereafter, your online entry must be received between 12:00:01 AM (ET) and 11:59:59 PM on the quarterly entry period dates listed in the chart below. **Non-winning entries from each Quarterly Entry Period will not be rolled over to the subsequent Quarterly Entry Period. They will only be eligible to win a prize for the quarter during which they are received. A Quarterly Entry Winner may only win once during that Quarterly Entry Period.**

Qtr	QUARTERLY ENTRY PERIOD All eligible entries received		Mail-In Entries	Random Drawing	Quarterly Prizes
	From the Start of Day 12:00:01 AM (“ET”) on	by 11:59:59 PM (“ET”) on	Mail Received By	Drawing On/or About	Five Grand Prizes and Twenty-Five First Prizes Per Quarter
1	01/01/18	03/31/18	04/07/18	04/13/18	30
2	04/01/18	06/30/18	07/07/18	07/14/18	30
3	07/01/18	09/30/18	10/08/18	10/15/18	30
4	10/01/18	12/31/18	01/07/19	01/14/19	30

6. **Winner Notification:** Prize winners will be notified by email and requested to confirm their mailing address within 48 hours via return email. Prizes will be sent to the email address on the entry form or new email address provided via email within 4-6 weeks of winner being verified.

If winner notification is returned as undeliverable or if the selected winner cannot accept or receive the prize for any reason, or he/she is not in compliance with these Official Rules, the prize will be forfeited and an alternate winner may be selected in a separate random drawing.

7. **Prize Conditions:** All expenses related to the acceptance or use of the prize is the sole responsibility of prize winner.

Prizes are not redeemable for cash, except at the sole discretion of the Sponsor. Prizes are non-assignable or transferable, except to a surviving spouse. No substitution is permitted except if prize or prize component is unavailable, in which case a prize of equal or greater value will be awarded. Any other incidental expenses on prize not specified herein are the sole responsibility of each winner. Once the prize has been delivered to the winner’s residence, the prize is considered awarded.

The winner is responsible for all federal, state and local taxes, if applicable.

Except where prohibited by law, entry and acceptance of prize constitute permission to use each winner’s name, prize won, hometown, likeness for purposes of advertising, promotion and

publicity (including online posting) in any and all media now or hereafter known throughout the world in perpetuity, without additional compensation, notification or permission.

Winner acknowledges that the Sponsor and all other businesses affiliated with this Sweepstakes and their agents do not make, nor are in any manner responsible for any warranty, representations, expressed or implied, in fact or in law, relative to the quality, conditions, fitness or merchantability of any aspect of the prize being offered, except that any merchandise prize shall be subject to its manufacturer's standard warranty (if any and if applicable).

Gift cards are not redeemable for cash and will not be replaced if lost or stolen. Gift card usage is subject to the issuing company's complete terms and conditions, including expiration dates. Gift Cards will be awarded as an electronic claim codes. Claim codes carry of an expiration date of 6 months. Claim codes must be redeemed within 6 months of receipt.

- 8. Release:** Participating entrants agree to these Official Rules and the decisions of US Sweepstakes & Fulfillment Company and the Sponsor, and release the Sponsor, *Essence* and their respective parents, affiliates, subsidiaries, and related entities, successors and assigns, units and sponsors, divisions and advertising and promotional agencies, prize suppliers and all other businesses involved in this Sweepstakes, and all entities involved in the production, sponsorship and/or promotion of the prize, or any part thereof, including, without limitation, the respective directors, employees, representatives and agents of each (collectively, the "Released Entities"), from all claims and liability relating to their participation in the Sweepstakes and the acceptance and use/misuse of the prize offered. Winner assumes all liability for any injury or damage caused or claimed to be caused by participation in this Sweepstakes or use/misuse or redemption of the prize. Sponsor is not responsible for any typographical or other error in the printing of the offer and/or administration of the Sweepstakes and/or in the announcement of the prize.
- 9. Indemnity:** Winner shall indemnify, defend and hold harmless the Released Entities from and against any and all claims, damages, actions, liability, loss, injury or expense, including reasonable attorneys' fees and costs, arising out of or in connection with: (a) winner's participation in the Sweepstakes; (b) a breach or allegation which if true would constitute a breach, of any of winner's representations, warranties or obligations herein; and (c) acceptance, possession, grant, or use of any prize, including without limitation, personal injury, death and property damage arising therefrom.
- 10. Disputes:** Except where prohibited, participating entrants agree that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes 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 New York. 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 Sweepstakes, shall be governed by, and construed in accordance with, the laws of the state of New York without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state of New York. The remedy for any claim shall be limited

to actual damages, and in no event shall any party be entitled to recover punitive, exemplary, consequential, or incidental damages, including attorney's fees or other such related costs of bringing a claim, or to rescind this agreement or seek injunctive or any other equitable relief.

ALL PARTICIPATING ENTRANTS AND PARTIES HEREBY WAIVE THEIR RIGHT TO JURY TRIAL WITH RESPECT TO ALL CLAIMS AND ISSUES ARISING OUT OF OR RELATING TO THIS SWEEPSTAKES WHETHER SOUNDING IN CONTRACT OR TORT, AND INCLUDING ANY CLAIM FOR FRAUDULENT INDUCEMENT THEREOF.

11. **Privacy:** By entering and providing the required entry information, entrants acknowledge that *Essence* may also send information, samples or special offers it believes may be of interest to entrant, or other information or goods offered by its marketing partners. Personal information collected from online entrants is subject to *Essence* Privacy Policy, which can be found at [www.essenceinsiders.com](http://www.essenceinsiders.com).
12. **Official Rules:** To request a copy of the Official Rules, see <https://www.essenceinsiders.com>, or send a self-addressed, stamped envelope by Monday, January 14, 2019, to: **Essence Insiders 2018 Quarterly Panel Sweepstakes, Rules Request**, PO Box 25466, Rochester, NY 14625.
13. **Winner Confirmation:** For a written confirmation of the winner (available after Monday, January 14, 2019 send a stamped, self-addressed envelope (no later than Monday, February 11, 2019, to: **Essence Insiders 2018 Quarterly Panel Sweepstakes, Winner Confirmation Request**, PO Box 25466, Rochester, NY 14625.
14. **Sponsor:** TI Media Solutions Inc., 225 Liberty St., New York, NY 10281.

#### SWEEPSTAKES FACTS

PRIZE	RETAIL VALUE	NUMBER OF PRIZES	ODDS
Grand Prize: \$100 Gift Card which will be issued as an electronic code.	\$100.00	20	20:10,000
First Prize: \$20 Gift Card which will be issued as an electronic code	\$20.00	100	100:10,000

**You Have Not Yet Won. All entries have the same chance of winning.** No one will know who the winner is until after the Sweepstakes ends.

**Entry Is Free.** You don't have to buy anything to enter. Just fill out the fields in the online entry form and submit.

**Enter As Often As You Like.** Simply mail a postcard including your name, address, daytime phone number and email to: **Essence Insiders 2018 Quarterly Panel Sweepstakes, 625**

Panorama Trail (Suite 2100), Rochester, NY 14625-2437. **Each postcard must be mailed separately and must be postmarked between Monday, January 1, 2018 and Monday, December 31, 2018, and received by Monday, January 7, 2019.** It is not necessary to await receipt of an entry form.

**Buying Won't Help You Win.** Chances of winning without making a purchase are the same as the chances of someone who buys something.

**Entry Deadline/Sweepstakes Closing Date.** To be eligible to win the prize offered in this Sweepstakes, your entry must be received by the applicable entry dates stated in this communication. If there is no Entry Deadline stated, your entry must be received by the Final Sweepstakes Closing Date of 12/31/18.

**Void in Puerto Rico and wherever else prohibited by law.**