

Calm the F*ck Down Father's Day Giveaway
Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

Timing: The *Calm the F*ck Down Father's Day Giveaway* (the "Sweepstakes") begins at 12:00 a.m. Pacific Time ("PT") on 06/17/15 and ends at 11:59 p.m. Pacific Time ("PT") on 06/21/15 ("Promotion Period"). Sponsor's computer is the official time-keeping device for the Sweepstakes.

Sponsor: Knock Knock LLC, 1635-B Electric Avenue, Venice, CA 90291 ("Sponsor").

Eligibility: Sweepstakes is open and offered only to legal residents of the fifty (50) United States, including the District of Columbia, who are at least eighteen (18) years of age at the time of entry. Employees and their immediate families (parent, child, sibling or spouse) and/or household members and those of the Sponsor's respective parent companies, subsidiaries, affiliates, distributors, sales representatives, advertising and promotional agencies, and any other persons or entities associated with this promotion are ineligible to enter or win. Participation constitutes entrant's full and unconditional agreement to these Official Rules and to Sponsor's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

How to Enter: During the Promotion Period, visit <http://knockknockstuff.com/blog/calm-the-fck-down-fathers-day-giveaway> and enter using the Rafflecopter form. You will need to provide your email address or have a free account with Facebook to register. You will receive one (1) Sweepstakes entry after submitting your email address. There are three (3) ways to earn bonus Sweepstakes entries, as outlined below:

1. Join the Knock Knock mailing list or provide proof that you are a member. It is free to sign up and you may unsubscribe at any time. You will receive two (2) Sweepstakes entries for joining.
2. During the Promotion Period, leave a comment on the giveaway blog post with your "CTFD" parenting moment. These are the times when you were really at wits' end and had to remember to "Calm the F*ck Down" already. To leave a comment, you must provide your email address. You will receive five (5) Sweepstakes entries for posting.
3. During the Promotion Period, create or log into your Twitter account and post the following message: "Enter to win a Calm the F*ck Down #FathersDay Prize Pack—over \$50 worth of stuff from @knockknock!" To qualify for entry, your Twitter profile must be public. You will receive three (3) Sweepstakes entries for tweeting.

Limit: Eleven (11) entries per person, per email address, per Promotion Period. Attempts to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations, and logins, or any other methods, will void that entrant's entries and entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider, or other organization responsible for

assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

Winner Selection. On or about 6/23/15 Sponsor will select one (1) entry for the prize described below in a random drawing of all valid entries received. The entrants will be contacted using the email address provided with the entry and may be awarded the prize (subject to verification of eligibility and compliance with the terms of these rules). Sponsor's decisions as to the administration and operation of the Sweepstakes and the selection of the potential winner is final and binding in all matters related to the Sweepstakes. Failure to respond to the initial verification contact within five (5) days of notification will result in disqualification. If a potential winner of any prize cannot be contacted or if the prize or prize notification is returned as undeliverable, potential winner forfeits prize. In the event that a potential winner of a sweepstakes prize is disqualified for any reason, Sponsor may award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Prizes will be fulfilled approximately two to three weeks after the conclusion of the Sweepstakes.

Sweepstakes Prize: One (1) Grand Prize Winner, upon confirmation of eligibility, will receive the following prize package: One (1) copy of *Calm the F*ck Down: The Only Parenting Technique You'll Ever Need*, one (1) Dear Dad Mug, one (1) What I Love about Dad fill-in-the-blank journal, one (1) Tomorrow is Another Dad Pad, and one (1) Vouchers for Dad. Approximate retail value of prize package is ("ARV"): \$59.45. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute any listed prize for one of equal or greater value for any reason. Any prizes pictured in point-of-sale, online, television, and print advertising, in promotional packaging, and in other Sweepstakes materials may be for illustrative purposes only. All details and other restrictions of the prize(s) not specified in these Official Rules will be determined by Sponsor in its sole discretion. Winners are responsible for all taxes and fees associated with prize receipt and/or use. **Limit:** one (1) Grand Prize per person.

Release: By receipt of any prize, winners agree to release and hold harmless Sponsor and its respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize. The Released Parties have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose.

Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions, content and information submitted for contest, and/or hometown and state or province for promotional purposes in any media, worldwide, without further payment or consideration.

General Conditions: Sponsor reserves the right to cancel, suspend, and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. 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 Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any

attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes 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 term of these Official Rules shall not constitute a waiver of that provision. These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with law by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors, or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) any damage to an entrant's, or any other person's, computer system which is occasioned by participating in the Sweepstakes; (4) unauthorized human intervention in any part of the entry process or the Sweepstakes; (5) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (6) late, lost, undeliverable, damaged or stolen mail; or (6) any 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 Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

Disputes: Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, other than those concerning the administration of the Sweepstakes or the determination of the winner, shall be resolved individually, without resort to any form of class action; (ii) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate California State Court located in the County of Los Angeles; (iii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (iv) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect

to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

Use of Data: Any personally identifiable information collected during an entrant's participation in this Sweepstakes will be collected by Sponsor and used by Sponsor and its respective parent companies, subsidiaries, affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules. In addition, by entering entrants agree to Sponsor's use of entrant's personal information as described in Sponsor's Privacy Policy, which is found at Sponsor's address: <http://www.knockknockstuff.com/privacy-policy/>. Entrants agree to receive future marketing communications from Sponsor regarding promotional offers and product information. Sponsor will not sell or rent entrant information.

Winner List: To request confirmation of the name of the Grand Prize winner, please send a self-addressed, stamped business size envelope, by **9/23/15** to: Knock Knock, c/o Social Media: Winner List, 1635-B Electric Avenue, Venice, CA 90291.

Twitter Disclaimer: Entrants should understand that they are providing their information to the Sponsor and not to Twitter. This promotion is in no way sponsored, endorsed or administered by, or associated with Twitter.

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