

Tidy Cats Litter Box Detox Promotion

TERMS AND CONDITIONS

Message and data rates may apply. Text STOP to 30364 to opt out and to discontinue further participation in the Giveaway. Text HELP to 30364 for information. By texting the keyword listed in the Giveaway advertisement to 30364, you will receive four (4) text messages in response to your request from an automated system. Consent is not required to buy goods and services. You may not be able to participate by text messages through all wireless carriers.

1. Eligibility: The Tidy Cats Litter Box Detox Promotion (the "Giveaway") is open to legal residents of the fifty (50) United States and D.C. who are eighteen (18) years old or older at the time of initial submission of a redemption request. Employees of Nestlé Purina® PetCare Company, Epsilon, Inc., HelloWorld, Inc., and their parent and affiliate companies, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee, are not eligible. Void where prohibited. Subject to availability.

2. Timing: The Giveaway begins on January 8, 2018 and ends on April 8, 2018 (the "Giveaway Period"). Administrator's computer is the official time-keeping device for the Giveaway.

3. How to Redeem Offer: During the Giveaway Period, visit a participating retail location and purchase one (1) qualifying TIDY CATS® Free & Clean™ Litter (a "Qualifying Purchase"). Please see Appendix A for a complete list of Qualifying Purchases. **Be sure to keep your receipt.** Take a photo of your receipt. The image must be clear and legible, include the purchase date/timestamp on your receipt, show the Qualifying Purchase(s), including the price of the Qualifying Purchase(s) you purchased on your receipt, as well as total amount of money spent on the receipt. Using a two-way text-messaging capable device ("Device"), text "DETOX" or "CLEAN" to 30364. Then, confirm that you want to continue to participate by responding with a "Yes" or a "No" text message. If you respond "Yes", MMS/text the image of your receipt to 30364. Once the image depicting your receipt has been received and validated, you will receive a digital \$5 Spa Session gift code (the "Offer"). Terms and conditions of gift code apply. Sponsor reserves the right in its discretion to substitute for the Offer something of equal or greater retail value.

Message and data rates may apply. Text STOP to 30364 to opt out and to discontinue further participation in the Giveaway. If you text STOP before you receive your Offer, no Offer will be provided. Text HELP for information. Send questions to questions@helloworldfulfillment.com. You will receive four (4) text messages in response to your entry from an automated system. Participating carriers include: ACS Wireless, AIO Wireless, ALLTEL, AT&T, Bluegrass Cellular, Boost, Carolina West Wireless, Cellcom, Cellular One, Cellular One of East Central Illinois, Cellular South, Chat Mobility, Cincinnati Bell, Cricket, ECIT, Element Wireless, GCI, Golden State Cellular, Illinois Valley, Immix Wireless, Inland Cellular, iWireless, LongLines Wireless, MetroPCS, Nex-Tech, Northwest Missouri Cellular, Ntelos, Plateau Wireless, PTCI, Sprint, T-Mobile, Thumb Cellular, U.S. Cellular, Verizon Wireless, Virgin Mobile USA, West Central Wireless and other carriers that may be added from time to time. Service may not be compatible with all handsets. Consent is not required to buy goods and services. To view the Sponsor's Mobile Privacy Policy, <https://www.purina.com/privacy-policy>. To view Administrator's Mobile Terms and Conditions, visit <http://www.helloworld.com/terms>.

Limit: Each participant may receive a maximum of one (1) Offer in connection with the Giveaway Period, regardless of the number of Qualifying Purchases made. Multiple participants are not permitted to share the same Device. Any attempt by any participant to obtain more than one (1) Offer by using multiple/different identities, Devices or other methods may result in disqualification of the participant and voiding of any Offer provided to that participant. The Offer will be provided via text message within seventy-two (72) hours after validation of the participant's receipt.

4. Sponsor: Nestlé Purina® PetCare Company, 1 Checkerboard Square, St. Louis, MO 63164.
Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

5. Release: By submitting a redemption request, each participant releases and agrees to hold harmless Sponsor, Administrator, and their suppliers, distributors and advertising/promotion agencies, and each of their respective parent companies, subsidiaries and affiliates, and the officers, directors, employees and agents of each of the foregoing (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 Giveaway or receipt or use or misuse of any Offer.

6. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Giveaway, or any part of it, if any fraud, technical failure, human error or any other factor impairs the integrity or proper functioning of the Giveaway, 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 redemption process or the operation of the Giveaway or to be acting in violation of these Terms and Conditions or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Giveaway 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 Terms and Conditions shall not constitute a waiver of that provision.

7. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by any participant, any printing error, any of the equipment or programming associated with or utilized in the Giveaway or any other cause; (2) any technical failure of any kind, including, but not limited to, any malfunction, interruption, or disconnection in phone lines or network hardware or software; (3) any unauthorized human intervention in any part of the redemption process or the Giveaway; (4) any technical or human error or any data loss or corruption that may occur in the administration of the Offer or the processing of redemption requests; or (5) any injury or damage to any person or property that may be caused, directly or indirectly, in whole or in part, from participation in the Giveaway or receipt or use or misuse of any Offer.

8. Dispute Resolution: You agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Giveaway, the Terms and Conditions, or the Sponsor’s and/or Administrator’s Privacy Policy (including Mobile Terms and Conditions) will be resolved in accordance with the provisions set forth in this Dispute Resolution section. Please read this section carefully. It affects your rights and will have a substantial impact on how claims you and we have against each other are resolved.

You agree that whenever you have a disagreement with Administrator or Sponsor arising out of, connected to, or in any way related to the Giveaway, the Terms and Conditions, the Sponsor’s Privacy Policy and/or Administrator’s Privacy Policy (including Mobile Terms and Conditions), you will send a written notice to the Administrator (“Demand”). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Terms and Conditions or the Sponsor’s and/or Administrator’s Privacy Policy (including Administrator’s Mobile Terms and Conditions). You must send the Demand to the following address (the “Notice Address”): Legal Department, HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with the American Arbitration Association (the “Arbitrator”). This arbitration provision limits the ability of you, Administrator, and Sponsor to litigate claims in court and you, Administrator, and Sponsor each agree to waive your respective rights to a jury trial or a state or

federal judge. You agree that you will not file any lawsuit against Administrator or Sponsor in any state or federal court. You agree that if you do sue in state or federal court, and Administrator or Sponsor brings a successful motion to compel arbitration, you must pay all fees and costs incurred by Administrator and Sponsor in court, including reasonable attorney's fees. For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer-Related Disputes Supplementary Procedure effective September 1, 2014 (and as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate.

You agree that you will not file a class action or collective action against Administrator or Sponsor, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person. Notwithstanding any other provision in the Terms and Conditions, or the Sponsor's and/or Administrator's Privacy Policy (including Mobile Terms and Conditions), if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances do you, Administrator, or Sponsor agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Administrator and Sponsor agree that we will submit all disputes with you to arbitration before the Arbitrator.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, or the rights and obligations of the entrant, Administrator, and Sponsor in connection with the Giveaway, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be Oakland County, Michigan.

10. Participant's Personal Information: Information collected from participation is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <https://www.purina.com/privacy-policy>.

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Appendix A

Eligible UPCs	Product Description
70230-16854	TIDY CATS Free & Clean Unscented Scoop 20 lb. Jug
70230-16858	TIDY CATS Free & Clean Unscented Scoop 35 lb. Pail
70230-16863	TIDY CATS Free & Clean Lightweight Unscented 8.5 lb. Jug
70230-16865	TIDY CATS Free & Clean Lightweight Unscented 17 lb. Pail