

THE BRITA® REWARDS SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT’S CHANCES OF WINNING.

OPEN ONLY TO ELIGIBLE LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE AT LEAST 18 YEARS OLD AT THE TIME OF ENTRY.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

The Brita® Rewards Sweepstakes (“Sweepstakes”) is sponsored by The Clorox Services Company (“Sponsor”), 1221 Broadway, Oakland, CA 94612 and is administered by Prize Logic, LLC, (“Administrator”), 25200 Telegraph Road, Suite 405, Southfield, MI 48033.

1. **SWEEPSTAKES TIMING:** The Sweepstakes begins on October 3, 2017 at 12:00 PM (noon) Pacific Time (“PT”) and ends on January 3, 2018 at 11:59:59 AM PT (“Sweepstakes Period”) and consists of three (3) monthly entry periods (each a “Monthly Entry Period”) as set forth in the chart below:

Monthly Entry Period	Start Date (at 12:00 PM PT)	End Date (at 11:59:59 AM PT)	Mail-in Post Mark Date	Mail-in Received By Date	Approximate Drawing Date
1	10/3/17	11/1/17	11/1/17	11/7/17	11/8/17
2	11/1/17	12/1/17	12/1/17	12/7/17	12/8/17
3	12/1/17	1/3/18	1/3/18	1/9/18	1/10/18

Non-winning entries will carry forward into subsequent Monthly Entry Periods. The Sweepstakes also includes four (4) individual Sweepstakes prize pools (each a “Sweepstakes Prize Pool”), each with a unique prize, as set forth in Section 5 below. Eligible entrants may select which Sweepstakes Prize Pool he/she would like to enter. The Administrator’s computer is the Sweepstakes’ official clock.

2. **ELIGIBILITY:** The Sweepstakes is offered only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age at the time of entry. Employees, officers, directors, representatives, and agents of Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, “Sweepstakes Entities”) and each of their immediate family members (e.g., spouse, parent, child, sibling, and their respective spouses and the “steps” of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win. All applicable federal, state and local laws and regulations apply. Void where prohibited or restricted by law. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor and Administrator’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. All entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. For purposes of the Sweepstakes, an entrant’s residential address and e-

mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address.

- 3. HOW TO ENTER THE SWEEPSTAKES:** An eligible entrant must have a My Brita account. Creating an account is free. If an entrant does not have an account then he/she must visit www.brita.com to create an account and agree to the Brita website terms of use located at <https://www.thecloroxcompany.com/legal/terms/en-us/> and Privacy Statement located at <https://www.thecloroxcompany.com/legal/privacy/en-us/>. After creating an account, an eligible entrant may visit, brita.com/rewards (“Website”) and log in with his/her email, password and agree to the Official Rules. Eligible entrants may enter the Sweepstakes by either; (1) redeeming Points (as set forth in Brita Rewards Loyalty Program Terms and Conditions found here Britaterms.prizelogic.com), for Sweepstakes entries; or (2) the free mail-in method of entry as set forth below. **One (1) Point is equal to one (1) Sweepstakes entry.** Entrants will be able to select and allocate his/her Points into the specific Sweepstakes Prize Pool as set forth in Section 5 below.

To receive Sweepstakes entries without redeeming Points, an eligible entrant may hand-write his/her complete first and last name (no initials), valid e-mail address, valid street address (P.O. Boxes not accepted), city, state, zip code, telephone number, and date of birth (MM/DD/YYYY) on a 3½”x5” card (“Mail-In Entry”) and mail it with sufficient postage to: The Brita Rewards Sweepstakes, P.O. Box 251328, West Bloomfield, MI 48325. **Each Mail-in Entry must specify the Sweepstakes Prize Pool entrant would like to allocate his/her Points into.** Entrants who submit a Mail-In Entry will receive one (1) entry into the applicable Monthly Entry Period, per Mail-In Entry request. There is a limit of ninety (90) total entries per Sweepstakes Prize Pool. All Mail-In Entries must be postmarked, and received by the dates listed in the chart in Section 1, in order to be eligible.

Mail-In Entries must be legibly hand-written by entrant. Mechanical reproductions, postage-due, Mail-In Entries mailed in an envelope or sent in excess of the entry limits set forth below will not be accepted. Mail-In Entries received without a verifiable and legible return address will be deemed incomplete and not valid entries.

IMPORTANT: MESSAGE AND DATA RATES MAY APPLY IF AN ENTRANT ENTERS THIS SWEEPSTAKES ON HIS/HER MOBILE DEVICE. NOT ALL MOBILE TELEPHONE/WIRELESS PROVIDERS CARRY THE SERVICE NECESSARY TO PARTICIPATE IN THESE SWEEPSTAKES. ENTRANTS SHOULD CONSULT THEIR WIRELESS PROVIDER'S PRICING PLANS. MOBILE ENTRY IS NOT REQUIRED TO ENTER OR WIN A PRIZE IN THIS SWEEPSTAKES.

Regardless of the method, or combination of methods used to enter the Sweepstakes, an entrant is limited to receiving no more than three hundred sixty (360) entries (90 per each Sweepstakes Prize Pool) during the entire Sweepstakes Period. If more than the stated number of entries is received from the same person, telephone number and/or e-mail address during the Sweepstakes, the entries may, at the Sponsor’s sole discretion, be disqualified.

- 4. RANDOM DRAWINGS:** On or about each of the drawing dates set forth in the chart in Section 1, Administrator will select the potential winners from among all eligible entries received in each Sweepstakes Prize Pool as listed below. The random drawing for Sweepstakes 1 Prize Pool will occur on or around January 10, 2018. Each winner is deemed to be a potential winner, pending verification of the entrant’s eligibility and compliance with these Official Rules as determined by Sponsor or Administrator, at their sole and absolute discretion.

5. PRIZES, APPROXIMATE RETAIL VALUE (“ARV”), AND ODDS OF WINNING:

- A. Sweepstakes 1 Prize Pool (1 total; 1 per Sweepstakes Period):** The prize for the Sweepstakes 1 Prize Pool is \$1,500 (“Sweepstakes 1 Prize”). Sweepstakes 1 Prize is awarded in the form of a check made payable to the winner. There will be no more than one (1) Sweepstakes 1 Prize per Sweepstakes Period. The ARV is of this prize \$1,500. The total ARV of Sweepstakes 1 Prize is \$1500.
- B. Sweepstakes 2 Prize Pool (15 total; 5 per Monthly Entry Period):** The prize for the Sweepstakes 2 Prize Pool is a Brita Stream Pitcher (“Sweepstakes 2 Prize”). There will be no more than fifteen (15) Sweepstakes 2 Prizes, five (5) per Monthly Entry Period. The ARV of each prize is \$35. The total ARV of all Sweepstakes 2 Prizes is \$525.
- C. Sweepstakes 3 Prize Pool (3 total; 1 per Monthly Entry Period):** The prize for the Sweepstakes 3 Prize Pool is a Holiday Gift Pack which includes 1 Brita Pitcher, 2 Longlast Filters and 1 \$50 Retailer Gift Card (“Sweepstakes 3 Prize”). Winner may select between the following retailer gift cards: Amazon, Target, Wal-Mart or Bed Bath and Beyond. There will be no more than three (3) Sweepstakes 3 Prizes, one (1) per Monthly Entry Period. The ARV of each prize is \$103. The total ARV of all Sweepstakes 3 Prizes is \$309.
- D. Sweepstakes 4 Prize Pool (9 total; 3 per Monthly Entry Period):** The prize for the Sweepstakes 4 Prize Pool is a \$75.00 Visa Gift Card (“Sweepstakes 4 Prize”). There will be no more than nine (9) Sweepstakes 4 Prizes, three (3) per Monthly Entry Period. The ARV of each prize is \$75.00. The total ARV of all Sweepstakes 4 Prizes is \$675.

For all prizes: The odds of winning a prize depend on the number of eligible Sweepstakes entries received during the Sweepstakes Period for each individual Sweepstakes Prize Pool. There is a limit of one (1) prize per person during the entire Sweepstakes Period. The GiftCards.com Visa® Gift Card is issued by MetaBank®, Member FDIC, pursuant to a license from Visa U.S.A. Inc. The Visa Gift Card can be used everywhere Visa debit cards are accepted in the U.S.A. No Cash or ATM Access. MetaBank and Visa are not the sponsor of the Sweepstakes. Card may have fees that reduce winnings. Funds do not expire.

- 6. HOW TO CLAIM A PRIZE:** Each potential winner will be notified via e-mail by Sponsor or its authorized designee at the e-mail address provided at the time of registration. Before being declared a winner, each potential Sweepstakes 1 Prize winner will be required to execute an Affidavit of Eligibility/Liability & Publicity Release and tax acknowledgment (“Affidavit”) sent with the e-mail notification. Each potential Sweepstakes 1 Prize winner must return a fully executed and notarized Affidavit to the Sponsor or its authorized designee within seven (7) calendar days from the date it is postmarked as being sent to a potential winner or the prize may (in Sponsor’s sole discretion) be forfeited. If any potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept a prize, or in the event that the potential Sweepstakes 1 Prize winners fail to return an executed and notarized Affidavit within the seven (7) calendar day deadline, the prize may be forfeited, and in the Sponsor’s sole discretion, the forfeited prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible entries, as determined by Sponsor in its sole discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded.

WINNERS WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES IN THE AMOUNT OF THE ACTUAL RETAIL VALUE OF A PRIZE AND MUST SUBMIT HIS OR HER SOCIAL SECURITY

NUMBER, AS REQUIRED BY LAW. ALL FEDERAL, STATE AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF A PRIZE ARE SOLELY THE RESPONSIBILITY OF EACH WINNER.

Sponsor will attempt to notify the potential winners as set forth above, but Sponsor is not responsible for any undelivered emails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Sweepstakes e-mail, including any winner notification e-mail, to a spam or junk folder. The right to receive a prize is non-assignable, non-transferable and no prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a prize or force majeure, at Sponsor's sole and absolute discretion. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. Sponsor will attempt to mail the prizes approximately 6 to 8 weeks from verification of winner's eligibility. Sweepstakes Entities shall not be held responsible for any delays in awarding a prize for any reason. Each prize will only be awarded to a verified winner.

- 7. LIMITATION OF LIABILITY:** By participating in this Sweepstakes, entrants agree that the Sweepstakes Entities, and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail/text notifications or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting a prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Sweepstakes Entities are not responsible for any unanswered or undeliverable winner notifications.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more than one (1) prize be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winner. If for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than the one (1) intended prize to be awarded according to these Official Rules, the intended prize will be awarded in a random drawing from among all verified prize claims received.

Without limiting the foregoing, everything regarding this Sweepstakes, including the prizes, are provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

8. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. 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 OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE SWEEPSTAKES PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

9. PRIVACY: Sponsor's Privacy Policy is available at: <http://www.thecloroxcompany.com/legal/privacy/en-us/>.

10. PUBLICITY RIGHTS: By participating in the Sweepstakes and/or accepting a prize, each entrant agrees to allow the Sponsor and/or the Sponsor's designee the perpetual right to use his/her name, address (city and state), biographical information, photos, picture, portrait, likeness, voice, and/or statements regarding the Sweepstakes and/or Sponsor for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including, but not limited to, live television, worldwide, on the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

11. GENERAL: Any attempted form of participation in this Sweepstakes other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Sweepstakes; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Sweepstakes. Any attempted form of participation in this Sweepstakes other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple phone numbers, e-mail addresses, residential addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person's entries will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address. Each entrant may be required to show proof of being an authorized account holder. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. No entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

12. WINNER LIST: For a winner list, interested individuals should mail a self-addressed stamped business envelope to: Winners List, - The Brita Rewards Sweepstakes, P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received no later than March 1, 2018.

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