Poland Spring® #BinsForBibs Sweepstakes
Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Poland Spring® #BinsForBibs Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. ***Individuals that have already secured entry to the 2019 TCS New York City Marathon are not eligible to participate in the Sweepstakes. Entrants must otherwise be eligible to participate in New York Road Runners, Inc. ("NYRR") events.*** Employees of Nestlé Waters North America Inc., NYRR, Tata Consulting Services, Merkle, 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. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Nestlé Waters North America Inc., Building 2, 900 Long Ridge Road, Stamford, CT 06902. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on July 18, 2019 at 12:00 a.m. Eastern Time ("ET") and ends on July 30, 2019 at 11:59 p.m. ET (the "Promotion Period"). Twitter/Instagram's servers are the official time-keeping devices for the Sweepstakes.

4. How to Enter:
Participation Requirements: To participate, you will need to have a Twitter or Instagram account (each a "Social Account"). Creating each Social Account is free but is subject to the applicable terms and conditions (http://twitter.com/tos) or (http://instagram.com/about/legal/terms/#). ***Posting on Instagram requires a mobile device and therefore message and data rates may apply.*** If entering via a mobile device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Your account settings on the Social Account you use to enter must be set to "unprotected" and/or "public" for your Tweets or Instagram posts to be viewable by Sponsor.

How to submit an entry: During the Promotion Period, take the following actions to receive an entry:

(1) Follow @PolandSpringWtr on the social channel you will use to enter this Sweepstakes;
(2) On Instagram post a photo that shows your filled plastic recycling bin. There is no requirement to post a photo if you enter on Twitter. However, if you choose to post a photo it should show your filled plastic recycling bin; and
(3) Your Tweet/Post must include @polandspringwtr, #BinsForBibs and #Sweepstakes.

No Purchase or Endorsement is Necessary: Your Submission need not include any reference, positive or negative, to Sponsor's products. Including a photo of recycled Poland Spring water bottles will not increase your chances of winning.

Retweets, Instagram stories, and Instagram posts where the @mention of Sponsor or hashtags are included in a comment rather than in the caption of the original post will not be deemed entries.

Content Restrictions: Your Tweet/post and its included content must be your original work ***and may not legibly display*** brands and trademarks of products that are not sold by Sponsor. If you include the names or likenesses of other individuals, you must have their permission to be included and to grant the rights set forth in Section 5. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Your Tweet/post may not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights, disparage Sponsor, or any other

person or party, or contain material that is unlawful in any way. Sponsor reserves the right to disqualify any Tweet/Post that it finds unlawful, or in violation of these Official Rules, all in its sole discretion.

If your entry meets all of the above requirements, you automatically will receive one (1) entry into the Sweepstakes drawing.

Limit: You may enter one (1) time during the Promotion Period. Released Parties (as defined in Section 8, below) are not responsible for failure to receive your Tweet/post due to limitation of third-party social network platforms. Multiple entrants are not permitted to share the same Social Account. Any attempt by any entrant to obtain more than one (1) entry by using multiple/different Social Accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that 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 Social Account 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 used to create the Social Account. Each potential winner may be required to show proof of being an authorized account holder.

5. Sponsor's Use of Content; Grant of Rights: Tweeting or Posting an entry constitutes entrant's consent to irrevocably transfer, convey and assign to Sponsor and its designees all rights in and to the entry including all content including, without limitation, all copyrights, trademarks and other intellectual property rights, and the right in perpetuity to secure copyright and trademark registrations, renewals and extensions and including, without limitation, the right to use, edit, reproduce, distribute, modify, digitize and adapt the entry and its content for any and all purposes in any and all media now known or hereafter developed, worldwide, in perpetuity without further notice or compensation or attribution; provided that if for any reason such transfer, conveyance and assignment is ineffective, or only partially effective, entrant hereby grants Sponsor an exclusive, royalty-free, irrevocable, perpetual, sub-licensable and transferable license to use, reproduce, modify, publish, create derivative works from and display such entry and its included content in whole or in part, worldwide, and to incorporate into other works, in any form, media or technology now known or later developed, including use for promotional, sales and marketing purposes. Entrant grants Sponsor the right to use entrant's name associated entrant's entry and this Contest. Entrant hereby waives all "Moral Rights" that may be claimed in the entry. Upon request of Sponsor, each entrant shall execute and deliver such additional instrument of assignment, as may be solely deemed by Sponsor, reasonably necessary to establish the ownership of record of the right, title and interest in and to the entry and of the copyrights transferred and "Moral Rights of Authors" waived under these Official Rules. **Entrant understands and acknowledges that Entrant will not be paid for or receive any form of compensation for the entry, or for granting these rights, other than any prize that may be received due to being determined as a winner.** Sponsor will not incur any liability whatsoever to the extent Sponsor chooses to exploit or to refrain from exploiting any of its rights hereunder.

6. Grand Prize Drawing & Winner Notification: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period, on or around August 1, 2019. Each potential winner will be notified by @PolandSpringWtr through the applicable social channel used to enter on or around August 5, 2019. Potential winners will be required to complete, sign, and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release within three (3) days of the date notice or attempted notice is sent into order to claim the prize. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY the NYRR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF THE PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. If a potential winner of a prize cannot be contacted or fails to provide any other requested information within the required time period the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. If a potential winner is disqualified for any reason,

Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining applicable eligible entries. Time permitting, Administrator will conduct drawings for alternate winners (if original winners do not claim the prize). Otherwise, unclaimed prizes will not be awarded.

7. Prizes: TEN (10) GRAND PRIZES: One (1) complimentary entry into the 2019 TCS New York Marathon (November 3, 2019) and two (2) tickets to the Marathon Eve Dinner (Saturday November 2, 2019; randomly assigned meal times between 3:30 p.m. – 8:30 p.m.) Approximate Retail Value ("ARV") of each prize is up to $365. ***All expenses associated with travel to New York to participate, including, but not limited to, airfare, hotel accommodations, ground transportation, meals, or beverages are the sole responsibility of the prize winners.***

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 a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. Total ARV of all prizes: $3,650.

8. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, NYRR, Tata Consultancy Services, Administrator, Merkle, Inc. Twitter, Inc., Instagram, LLC, and their 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.

9 Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, prize information, likeness, Tweet or Post content, Prize Footage, photograph (including, without limitation, winner's Twitter/Instagram profile photo), voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole 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. 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.

11. 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) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) 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, not received, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. 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, un-awarded, eligible prize claims.

12. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) 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 (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, 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. 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 Sweepstakes, 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 (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

13. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy: http://www.nestle-watersna.com/en/info/privacy-policy, and to Administrator's Privacy Policy: http://www.helloworld.com/privacy-policy.

14. Winner List: For a winner list, visit http://bit.ly/30pmcag. The winner list will be posted after winner confirmation is complete.

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