

Date: April 4, 2014
Client: Conopco, Inc., d/b/a Unilever
Contest: Studio Clear Contest
Subject: Official Rules

Mandatories:

No purchase necessary. Void where prohibited. The #TeamCLEAR Contest is sponsored by Conopco, Inc., d/b/a Unilever. Open to legal residents of the 50 U.S. & D.C., 18 or older. Begins 4/7/14 at 4:00 p.m. ET & ends 4/27/14 at 11:59 p.m. ET. For official rules, click [here](#).

CONTEST OFFICIAL RULES
NO PURCHASE NECESSARY TO ENTER OR WIN.
OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND DISTRICT OF
COLUMBIA, 18 YEARS OF AGE OR OVER. INTERNET ACCESS REQUIRED.

This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Conopco, Inc., d/b/a Unilever and not to Facebook. The information you provide will only be used in the event you are selected as a Contest winner or if you have indicated that you would like to receive additional information from Conopco, Inc., d/b/a Unilever.

1. **Contest Period:** The #TeamCLEAR Contest (the “**Contest**”) begins April 7, 2014 at 4:00 p.m. Eastern Time (“**ET**”) and ends April 27, 2014 at 11:59 p.m. ET (the “**Contest Period**”).
2. **Eligibility:** Open to legal residents of the 50 United States and the District of Columbia, 18 years of age or older as of date of Entry. Employees of Conopco, Inc., d/b/a Unilever (the “**Sponsor**”), Don Jagoda Associates, Inc., their respective affiliates, parents, subsidiaries, divisions, suppliers, distributors and advertising, promotional and judging agencies (collectively the “**Sponsor and its Administrators**”), and its affiliates and each of their respective employees, shareholders, directors, officers, members, assigns and agents and their immediate family members and/or those living in the same household of each are not eligible to participate or win.
3. **How To Enter:** During the Contest Period, you can enter the Contest through the #TeamCLEAR application on THE VOICE Contest tab on www.facebook.com/clearhairecare (the “**Page**”). Then, upload your video singing audition (video must be 15 seconds or less) (“**Submission**”) and enter the required registration information to receive one (1) entry into the Contest and one (1) entry into the Random Drawing. All entries will be judged, as described below. Entries must adhere to Facebook’s terms. All entry components submitted and videos uploaded shall herein be referred to as the entry (the “**Entry**” or “**Entry Material**”). The person uploading the Entry will be deemed the entrant (the “**Entrant**”). All eligible Entries will also be entered into a random drawing, as described in Rules #6 below. Entrant must be the only person depicted in video. In the event of a dispute as to the identity of an Entrant, the Entrant will be deemed the name appearing on the Entry. There is no limit to the number of Entries an Entrant can submit. All Entries must be unique. All Entries must be completed and submitted by 11:59 p.m. ET on April 27, 2014, to be eligible. Normal Internet access and usage charges imposed by Entrants’ online service will apply and any data rates may apply if entering via mobile device.

4. **Entry Requirements:** In order to be entered into the Contest, Entrants must comply with registration instructions when submitting their Entry. The Submission must be in one of the following formats: .mov, mp4, .wmv files, no longer than 15 seconds and no larger than 32MB in file size. The Entry may not contain obscene, profane, lewd, defamatory or inappropriate images or text including no nudity, acts of violence or acts that appear to cause harm or are illegal/dangerous, as determined at Sponsor's sole discretion. Any Entry Material or portion thereof that is, in the Sponsor's sole discretion, obscene, profane, lewd, defamatory or highlights brand in a negative way will disqualify Entrant. Entrants should try not to include content that contains any third party materials, or otherwise violates or infringes (or may infringe) any copyright, trademark, logo, mark that identifies a brand or other proprietary right of any person living or deceased (including, but not limited to, rights of privacy or publicity or portrayal in a false light) or entity, or is otherwise objectionable. Therefore, clothing worn or props/items used in the video should not contain any visible, drawings, cartoons, phrases, trademarks or other third-party materials. Sponsor has the sole discretion to determine whether a video qualifies as an Entry. All Entries must be the sole, original work of the Entrants. By submitting an Entry (and subsequent Finalist Submission video if determined a Finalist), you hereby grant the Sponsor, its affiliates, subsidiaries, assigns, licensees, designees and legal representatives the irrevocable, perpetual, worldwide digital and other rights to use, reproduce, edit, market, store, distribute, have distributed, publicly and privately display, communicate, publicly and privately perform, transmit, have transmitted, create derivative works based upon, and promote the Entries/videos or excerpts of Entries/videos (as such may be edited and modified by the Sponsor at its discretion) for editorial, commercial, promotional and all other purposes (including posting on Sponsor-affiliated websites, Social Media sites and/or other Sponsor-selected media). In addition, you hereby assign to the Sponsor all rights, titles, and interest that you may be deemed to have in any reproduction, product, or derivative work using or incorporating the Entry/video. You further agree to waive any moral rights in and to the Entry/video. Automated, script, macro or robotic Entries/videos submitted by individuals or organizations will be disqualified. If, at Sponsor's sole discretion, the Entry/video appears to have resulted in any injury or bodily harm, it will be rejected. Entries/videos must be in keeping with Sponsor's image and may not be offensive, as determined by Sponsor at its sole discretion, nor can it defame or invade publicity rights or privacy rights of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights. In such an event, the Entry may be disqualified from the Contest. Any Entry/video not in compliance with the above and does not meet any of the website's requirements will be disqualified. If you do not have a Facebook account, visit Facebook.com to set up a free account. Facebook.com is not affiliated with this Contest in any way and is not responsible for the administration of the Contest or the awarding of the prizes. No endorsement or approval of Contest by Facebook is expressed or implied. Automated, script, macro or robotic Entries submitted by individuals will be disqualified. Finalist Submissions will be posted on the Page for voting and may be posted on Sponsor's website or other non-affiliated websites, in Sponsor's sole discretion.
5. **Selection of Finalists and Finalist Notification and Submission:** All Contest Entries will be judged on or about April 28, 2014, by qualified, Sponsor-selected judges based on the following criteria: Originality (20%), Quality of Voice (30%), Embodiment of Clear Scalp & Hair Brand Image (having amazing hair in video) (50%) to determine four (4) finalists (each, a "**Finalist**"). Tied Entries will be rejudged by the judges based 100% solely on the Embodiment of the Clear Scalp & Hair Brand Image to determine the applicable Finalist. Judges' decisions are final and binding with respect to all matters relating to the Contest. By participating, Entrants agree to these Official Rules and the decisions of the Judges. Finalists will be notified via email/phone and will be required to submit an additional 15 second Finalist video audition of a Sponsor-selected song (the "Finalist Submission") and execute

and return via email, a liability/publicity release (where legal) and assignment of rights within three days of notification attempt or an alternate Finalist may be determined, time permitting, on the basis of the original judging. All details of the Finalist Submission will be provided to Finalists at the time of notification.

6. **Online Voting/Judging and Contest Grand Prize Winner Determination:** During the Voting Period, beginning at 4:00 p.m. ET on May 19, 2014 and ending at 11:59 p.m. ET on May 25, 2014 (the “**Voting Period**”), each Finalist Submission will be posted in a gallery on the Page for public voting. Voters can vote for as many Finalists as they’d like, but there is a limit of one (1) vote per Finalist per person per day during the entire Voting Period. Finalists are permitted to vote for their own Finalist Submissions or any other Finalist Submission subject to the conditions and limitations stated herein. All Finalist Submissions will then be judged on or about May 26, 2014, by qualified, Sponsor-selected judges based on the same judging criteria described in Rule #5 above. Each Finalist’s final score will be made up of 10% from the judging criteria and 90% on number of votes received. The Finalist with the highest total score will be deemed the Grand Prize Winner (subject to verification of eligibility). In the event of a tie when determining the Grand Prize Winner, the Sponsor will make the final determination between all the tied Finalists based 100% on number of votes received. The use of robotic or automatic devices for voting is prohibited and Sponsor reserves the right to nullify all such votes and to disqualify from voting the responsible individual. If a Finalist is determined to have acted in collusion with any such individual, the Finalist will be disqualified. NOTE: Any attempt to use multiple e-mail or social media accounts or other tactics to enter or vote more than the stated limit will result in disqualification and all associated votes/interviews will be void. Votes generated by script, macro, bot, commercial Contest subscription, vote-swapping sites, voting software, entering service sites or any other automated means and votes by any means that subvert the Voting process or do not conform to the spirit of these Official Rules will void the votes and may disqualify the Finalist. Other reasons for which votes may be declared void include but are not limited to the following:
 - (i) multiple votes are received from the same voter for the same individual entry in a single day, from different IP addresses or from different email addresses;
 - (ii) votes result from use of a redirect link, a disguised link, a fraudulent link, or similar impermissible method;
 - (iii) votes result from a technical malfunction of servers or internet connection; and/or
 - (iv) votes result from inappropriate action by a voter or Finalist in promoting such votes from others (e.g., through spam, harassment, etc.).
7. **Random Drawing:** Twenty five (25) First Prize winners will be selected in a random drawing on or about May 26, 2014, from among all eligible Entries received during the Contest Period. The random drawing will be conducted by Don Jagoda Associates, Inc. (the “**Administrator**”), an independent judging organization whose decisions are final on all matters relating to the Contest. The odds of winning a random drawing prize will depend on the number of eligible Entries received.
8. **Prizes and Approximate Retail Value (“ARV”):** **Contest Grand Prize (1):** A four (4) day/three (3) night trip for two (2) to Los Angeles, CA to a casting audition for a future season of THE VOICE, 60-minute coaching session with select talent from THE VOICE as determined by Sponsor, and four (4) tickets to a local tour stop of THE VOICE, as determined by Sponsor. Trip includes, but is not

limited to, round trip coach class air transportation from the airport nearest the Grand Prize winner's home to Los Angeles, CA, round trip ground transportation to/from airport/hotel, three (3) nights hotel accommodations and \$500 spending money, awarded in the form of a check made payable to the winner (ARV: \$4,750.00). All prize components are subject to availability. Actual ARV of Grand Prize may vary due to Grand Prize winner's residence, dates of travel and fares at time of travel. All Grand Prize components are subject to availability. Actual ARV of Grand Prize may vary due to time of travel and Grand Prize winner's residence. No substitution or transfer of Grand Prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute Grand Prize of equal or greater value in the event the Grand Prize (or portion of Grand Prize) is unavailable. Grand Prize and Grand Prize components may be substituted for any reason at the discretion of the Sponsor. All federal, state and local taxes are the sole responsibility of the Grand Prize Winner (or the parent/guardian if Grand Prize winner is a minor in his/her state of residence), if applicable. **Contest Finalist Prize (3 total, for those that do not win the Grand Prize):** Four (4) tickets to a local tour stop of THE VOICE, as determined by Sponsor, and a one (1) year supply of Sponsor-selected CLEAR Scalp & Hair products, including 12 bottles of shampoo and 12 bottles of conditioner (ARV: \$768 each). **Random Drawing First Prize (25 total):** A one (1) year supply of full-sized Sponsor-selected CLEAR Scalp & Hair product, including 12 bottles of shampoo and 12 bottles of conditioner (ARV: \$168 each). Prizes are awarded "as is" without any warranty or guaranty of any kind. Limit one (1) First Prize per person. No substitution or transfer of prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute a prize of equal or greater value in the event the prize is unavailable.

9. **Grand Prize Rules:** Airline carrier's regulations and conditions apply. Grand Prize trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. Winner and travel companion must possess valid travel documents (i.e., valid government issued photo ID, etc.) in order to travel. All travel must be completed on Sponsor-selected dates or prize will be forfeited. Seat selection and timing of trip subject to availability and confirmation of reservations. Certain restrictions apply. Travel must be round trip. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. No refunds or credit for changes are allowed. All other expenses and costs, not expressly listed above, including, but not limited to, taxes, tips, meals, ground transportation, incidentals, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges, personal charges at lodging, security fees, entertainment and transfers, are Grand Prize winner's sole responsibility. No substitution or transfer of Grand Prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute Grand Prize (or portion of Grand Prize) of equal or greater value in the event the Grand Prize is unavailable or cancelled for reasons out of Sponsor's control. Grand Prize winner will be responsible for any other costs or expenses associated with the Grand Prize, including payment of applicable taxes. In the event portions of the trip are cancelled for reasons out of Sponsor's control, that portion of Grand Prize will not be awarded and the remainder of the Grand Prize will be awarded to winner with no additional compensation. Unless child of Grand Prize winner, travel companion must be eighteen (18) years of age or older as of date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the Grand Prize winner. If Grand Prize winner is a minor in his/her state of residence, travel companion must be Grand Prize winner's parent/legal guardian. Travel companion must execute liability/publicity release prior to issuance of travel documents.
10. **General Rules:** Prizes are nontransferable and no cash substitutions are allowed except by the Sponsor, who reserves the right to award a prize of equal or greater value. Potential Grand and

Finalist Prize Winners will be required to sign and return, an Affidavit of Eligibility and liability release and except where prohibited, publicity release and assignment of rights within three (3) days of notification in order to be determined the Grand and Finalist Prize Winners. If potential Grand and Finalist Prize winners fail to return the completed affidavit within three (3) days, affidavit is returned as undeliverable or if potential Grand or Finalist Prize winner is deemed to be ineligible, the Grand or Finalist Prize will be forfeited and an alternate Grand or Finalist Prize winner may be determined. Affidavit will be sent to the potential Grand/Finalist Prize winners via Priority Mail or sent via email. Grand Prize winner may also be required to complete any additional waivers and releases as required by THE VOICE prior to the audition portion of the prize. First Prize winners may be notified via email and must confirm his/her mailing address and provide an assignment of rights within three (3) days of notification attempt or prize will be forfeited and an alternate winner may be selected. Return of prize or prize notification as undeliverable may result in disqualification and alternate selection/determination. Winners and all Entrants, as a condition of entry into the Contest, agree to release and hold harmless Sponsor and its Administrators, each of their respective agencies, parents, subsidiaries, affiliates and each of their respective officers, directors, shareholders, members, employees, agents, assigns, and all others associated with the development and execution of the Contest (collectively the “**Released Parties**”) from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting an Entry or otherwise participating in any aspect of the Contest, the receipt, ownership or use of prize awarded or any typographical or other error in these Official Rules or the announcement or offering of the prizes. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in the Contest or use or redemption of the prizes. Acceptance of prize constitutes permission to use winners’ names, likenesses, Entries and videos for promotional purposes (including any possible public relations opportunities) without further compensation except where prohibited by law. By entering, Entrant accepts and agrees to be bound by these Official Rules. Entries will be declared to be made by the authorized account holder of the e-mail address submitted at the time of entry (or when setting up winner’s account). "Authorized account holder" of an e-mail address 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 etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Contest; violates the Official Rules; acts in an unsportsmanlike or disruptive manner; or acts with intent to annoy, abuse, threaten or harass any other person. The Released Parties are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications, whether caused by the sender, by any of the equipment or programming associated with or utilized in the Contest which may limit the ability to participate, or by any human error which may occur in the processing of the Entries in the Contest. Entries generated by script or bot are not eligible. Sponsor reserves the right to cancel, terminate or modify the Contest/online voting if it cannot be completed as planned for any reason, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, technical failures or corruption of any sort. In such event, Sponsor will judge all eligible Entries to determine the Finalists (and if voting is cancelled, determine the Grand Prize winner via judging only) and conduct a random drawing from all eligible Entries received prior to cancelation to award all First Prizes as outlined above. Void where prohibited by law and subject to all federal, state and local laws. As a condition of entering the Contest, Entrant (or parent/legal guardian if Entrant is a minor in his/her state of residence) agrees that: 1) under no circumstance will entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for out-

of-pocket expenses; 2) all causes of action arising out of or connected with the Contest, or prize awarded, shall be resolved individually, without resort to any form of class action; and 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event will entrant be entitled to receive attorneys' fees or other legal costs.

11. **Winners List:** For the names of the Prize winners, available after May 29, 2014, send a stamped, self-addressed envelope by June 30, 2014 to: The #TeamCLEAR Contest Winners, P.O Box 7999, Melville, NY 11775-7999.
12. **Sponsor/Administrator:** The Sponsor of the Contest is Conopco, Inc., d/b/a Unilever, 800 Sylvan Ave., Englewood Cliffs, NJ 07632. The Administrator of the Contest is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747.