

Easy Self-Care \$1,000 Scholarship:
Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS PROMOTION (THIS “PROMOTION”). A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

By entering this Promotion, entrants accept and agree to be bound by these Official Rules. Any violation of these Official Rules may result in disqualification. All decisions of the Sponsor (as defined below) regarding this Promotion are final and binding in all respects.

PROMOTION PERIOD: This Promotion begins at 12:01 A.M. EST on August 15, 2017, and ends at 11:59 P.M. EST on September 15, 2017 (the “Promotion Period”). The Promotion Period is subject to change.

ELIGIBILITY: This Promotion is only open to (1) U.S., U.S. Territories and Outlying Areas, regardless of the residency of such individuals, or (2) persons who reside in the fifty (50) United States & District of Columbia, regardless of the citizenship of such individuals, as of the final date of the Promotion Period; provided, however, that officers, directors and employees of the Sponsor, the judging organization (if applicable) or any other party associated with the development or administration of this Promotion, and the immediate family (i.e., parents, children, siblings, spouse) and persons residing in the same household as such individuals, are not eligible for this Promotion. This Promotion is void where prohibited or restricted by law. Residents of any state or jurisdiction in which this Promotion constitutes a lottery, game of chance or otherwise unlawful game, contest or sweepstakes are ineligible to enter or win this Promotion.

ENTRY: To enter, follow the instructions outlined at <https://www.shinetext.com/p/self-care-scholarship> or at www.shinetext.com/c/flipside. You must perform all steps listed on the page to enter for the scholarship. All entries must be received within the Promotion Period. You gain 1 entry per every 3 people you share Shine’s daily text message with. Unlimited entries. All entrant information, including email addresses and mobile numbers, is subject to the Privacy Policy of the Sponsor. By entering this Promotion, entrants fully and unconditionally agree to be bound by these Official Rules and the decisions of the Sponsor, which will be final and binding in all matters relating to this Promotion. The Sponsor reserves the right to disqualify any entrant for any reason, in its sole and absolute discretion.

WINNER SELECTION: The winner will be selected in a random drawing from all valid entries on or about September 29, 2017. (the “Drawing Date”). The odds of winning depend on the number of eligible entries received for the drawing.

WINNER NOTIFICATION: The winner will be notified by email and/or telephone. If the winner cannot be contacted, does not respond within three (3) days from the date the Sponsor first tries to notify him/her and/or the Scholarship (as defined in the next section) or Scholarship notification is returned as undeliverable, such winner will forfeit all rights to the Scholarship and an alternate winner may be selected. If four (4) winners have so forfeited their rights to the Scholarship, the Sponsor reserves the right to revoke the Scholarship entirely. Upon contacting a winner and determining that he/she has met all eligibility requirements of this Promotion, including, without limitation, the execution of required waivers, publicity and liability releases and disclaimers, such individual will be declared the winner of this Promotion (the "Winner"). . The potential winners will be required to sign and return to Sponsor or Sponsor's designee a W-9 Form.

PRIZE: Subject to the Sponsor's right to revoke the Scholarship, there will be one (1) Winner, and such Winner will be entitled to a scholarship in the amount of \$1,000, which will be paid by the Sponsor directly to the school designated by the Winner, to defray the Winner's costs of education at such school (the "Scholarship") Any prize won by an eligible minor will be awarded in the name of a parent or legal guardian. Prizes are not transferable, except at discretion of Sponsor. Prizes are awarded WITHOUT WARRANTY OF ANY KIND from Sponsor, express or implied, without limitation. Total Approximate Retail Value of all Prizes is \$1000. The odds of winning depend on the number of eligible entries received.

TAXES: All federal, state and/or local income and other taxes, if any, are the Winner's sole responsibility.

OWNERSHIP AND LICENSE: All entry materials become the property of the Sponsor and will not be acknowledged or returned.

NO PRIZE TRANSFER OR SUBSTITUTION: No prize or any portion thereof is transferable or redeemable for cash. Any portion of the prize that is not used will be forfeited. The prize cannot be substituted except by the Sponsor, in which case a prize of equal or greater value will be substituted.

CONSENT AND RELEASE: By entering this Promotion, each entrant releases and discharges the Sponsor, the judging organization (if applicable) and any other party associated with the development or administration of this Promotion, their parent, subsidiary and affiliated entities, and each of their respective officers, directors, members, shareholders, partners, employees, independent contractors, agents, representatives, successors and assigns, from any and all liability whatsoever in connection with this Promotion.

DISCLAIMERS: Entries that are lost, late, misdirected, incorrect, garbled or incompletely received, for any reason, including by reason of hardware, software, browser or network failure, malfunction, congestion or incompatibility at the Sponsor's servers or elsewhere, will not be eligible. In the event of a dispute, entries will be deemed submitted by the authorized account holder of the email address submitted. The Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the shinetext.com website. Use of bots or other automated processes to enter is prohibited and may result in disqualification at the sole discretion of the Sponsor.

APPLICABLE LAWS AND JURISDICTION: This Promotion is subject to all applicable federal, state and local laws and regulations. Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of New York.

WINNER LIST: If you wish to be sent the name of the Winner, send a self-addressed stamped envelope, within six (6) months of the Drawing Date to: Winner List: Self-Care Scholarship Winner, 81 Prospect Street Office 8011 Brooklyn, NY 11201.

SPONSORSHIP: This Promotion is sponsored exclusively by Shine (the "Sponsor") (81 Prospect Street Office 8011 Brooklyn, NY 11201.).