

2016 BELLES IN PINK #Belles4Hope MAKEOVER VIDEO CONTEST OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.

ELIGIBILITY

#Belles4Hope Makeover Video Contest (“Contest”) is open only to legal residents of the United States that are 18 years of age or older. Entrant must be willingly to part with a minimum of 10” of unbleached hair to be donated to Locks of Love. Please visit www.LockofLove.org for guidelines of acceptable donation.

Entrant must also be available to attend Belles in Pink on Sunday, October 16th, 2016 at HCCC Culinary Conference Center in Jersey City, New Jersey, for their makeover reveal.

CONTEST ENTRY PERIOD

Contest Entry Period begins 12:00:00 a.m. Eastern Daylight Time (“EDT”) on August 29th, 2016 and ends 10:00:00 p.m. EDT on September 12th, 2016 (“Contest Entry Period”).

ASSIGNMENT

Create a 60 second video of yourself explaining why you think you deserve a mini makeover. Be creative and have fun. Video cannot include copyrighted music and any audio must be in English. Video must be in compliance with the Entry Requirements outlined below and Instagram’s guidelines.

HOW TO ENTER

During the Contest Entry Period, share your video on your personal Instagram page and tag your video with hashtag [#Belles4Hope](https://www.instagram.com/explore/tags/Belles4Hope) in the caption to enter into the Contest. A free Instagram account can be created by visiting www.Instagram.com and following the appropriate link to download the free Instagram smart phone application to your mobile device, or visit your mobile device’s application store from your mobile device. Your Instagram account **MUST** be public.

Entries must be in compliance with the Entry Requirements outlined below. Entries must also comply with any applicable submission requirements as dictated by Instagram. You may only enter once and your video must remain on your page until September 12th, 2016. Submission of an Entry grants Handbags of Hope Exchange and its sponsors the right to publish, use, adapt, edit and/or modify the Entry in any way, in any and all media, including for the use in advertising and marketing, without limitation, and without additional consideration to you. This Contest is in no way sponsored, endorsed or administered by, or associated with Instagram. You understand that you are providing your personal information to Handbags of Hope Exchange and its sponsors and not to Instagram. Any questions, comments or complaints regarding this Contest should be directed to Handbags of Hope Exchange and not to Instagram. Enter using an Instagram account registered in your name. Multiple entrants may not share the same Instagram account. In the event of a dispute, the natural person associated with the Instagram account used to enter will be deemed to be the entrant. No robotic, programmed, script, macro or other automated entries (collectively “automated entries”). Automated entries or entries that

have been tampered with will result in disqualification of all such entries. All Entry materials submitted become the property of Handbags of Hope Exchange and their sponsors and will not be returned. By submitting an Entry, entrant acknowledges that his/her Entry may be posted across any or all of Sponsor's digital and social media assets, at Sponsor's sole discretion. Sponsors assume no responsibility for lost, late, damaged, mutilated, misdirected, incomplete or illegible entries; all such entries will be disqualified. All Entries become property of Sponsors and will not be returned.

ENTRY REQUIREMENTS

Entry must be suitable for presentation in a public forum, in the sole discretion of Sponsor;

- Entry may not include any intellectual property of third parties, including copyrighted material (including but not limited to music, branded products, or other third-party trademarks;
- Entry cannot be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity;
- Entry cannot promote illegal drugs or firearms (or the use of any of the foregoing), or any activities that may appear unsafe or dangerous, or any particular political agenda or message (in the sole opinion of the Sponsors);
- Entry cannot be obscene or offensive, endorse any form of hate or hate group;
- Entry cannot defame, misrepresent or contain disparaging remarks about Sponsors, or other people, products or companies;
- Entry cannot communicate messages or images inconsistent with the positive images and/or goodwill to which Handbags of Hope Exchange and its Sponsors wishes to associate; and
- Entry cannot depict, and cannot itself, be in violation of any law.

SPONSOR JUDGING FOR PRIZE WINNER

Entries received during the Contest Entry Period will be judged by a panel of judges appointed by Sponsors based on the following criteria: (i) Creativity (50%); (ii) Appropriateness to Theme (25%); and (iii) Overall Quality (25%). There will be five (5) finalist announced on or about September 16th, 2016 for Online Public Voting for Fan Favorite.

ONLINE PUBLIC VOTING FOR FAN FAVORITE PRIZE:

From 12:00:00 a.m. EDT on September 16th, 2016 through 11:59:59 p.m. EDT on September 21st, 2016 ("Voting Period") eligible Entries will be posted on <http://www.handbagsofhopes.org> ("Website") and viewers will be asked to vote for their favorite Entry based on the following criteria: (i) Creativity (50%); (ii) Appropriateness to Theme (25%); and (iii) Overall Quality (25%). Voters may only vote for an Entry one time. Automated methods of voting are prohibited. Any attempt by entrant and/or his/her family/friends to cast more than one (1) vote, using multiple names or email addresses and/or any other fraudulent mechanism (including hiring third parties to vote for the entrant), as determined by Sponsors in their sole discretion, shall give Sponsors the right to disqualify entrant in their reasonable discretion. Votes received from IP addresses outside of the 50 United States/D.C. may be disqualified. The entrant

who submitted the Entry that received the greatest number of eligible, non-suspect, votes will be deemed the winner of the Fan Favorite Prize (see below for details), subject to verification of his/her eligibility. In the event of a tie, a new judging period determined by the Sponsors in their sole discretion will determine the winner(s). Potential winner (subject to verification of his/her eligibility) will be publicly announced on or about 9/23/2016.

PRIZES

The winner of the Fan Favorite Prize will receive a full hair and makeup makeover, a complete outfit for Handbags of Hope Exchange's Belles in Pink event, two admission tickets and a complimentary parking pass. Total value of all prizes: \$600. Prizes are not assignable or transferable.

Winner is responsible for their own transportation to and from all required appointments, consultation sessions, and event. Handbags of Hope Exchange and its Sponsors will not reimburse any travel expenses.

WINNER NOTIFICATION/VERIFICATION

Sponsors' or Sponsors' agents will send a direct message to winner's Instagram account requesting winner's name, address, email address, phone number, and date of birth. Winners must reply to the direct message with this information within 24 hours of notification or prize will be forfeited. Once potential winner has provided his/her contact information, winners will be sent an email with proceeding information. Sponsor is not responsible for any change of Instagram, account, mailing address, e-mail address, and/or telephone number of entrants. You are not a winner until your eligibility has been verified, and it is determined that you have complied with all terms of these Official Rules and the hair donation guidelines. By accepting a prize, winners grant Sponsors and Sponsors' agents, the right to use their name and likeness in advertising, publicity and promotion without further compensation or permission, except where prohibited by law.

GENERAL

By participating, entrants agree to abide and be bound by these Official Rules and the decisions of the Sponsors which are final and binding in all matters and to release, discharge and hold harmless Handbags of Hope Exchange, Sponsors, Instagram, Inc., and their respective parent companies, affiliates, subsidiaries, distributors, suppliers and advertising and promotion agencies, and all other service agencies involved with design, execution or fulfillment of this Contest, and the respective directors, officers, agents and employees of the foregoing (collectively, the "Released Parties") from any liability, claims, losses and damages of any kind, including death, to persons or property, arising out of, or relating to, their participation in this Contest, and the acceptance, use, misuse or possession of a prize, including as set out in the Limitations of Liability section. Entrants who have not complied with these Official Rules are subject to disqualification. Sponsors reserve the right, at their sole discretion, to disqualify any entrant from this Contest or any other promotion conducted now or in the future by Sponsors or any of their affiliates if Sponsors suspect or find entrant to be: (a) violating these Official Rules; (b) tampering or attempting to tamper with the Website, the entry process or the operation of the Contest; (c) acting in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person or (d) attempting to undermine the legitimate operation of the

Contest by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants, Sponsors or Sponsors' representatives. If Sponsors suspect that an entrant has engaged in an unsportsmanlike or disruptive manner, the entrant will be contacted as soon as practicable. ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS WILL DISQUALIFY ANY SUCH INDIVIDUAL AND RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW, AND TO BAN OR DISQUALIFY AN ENTRANT FROM THIS AND FUTURE CONTEST. All materials submitted become the property of Sponsors and will not be returned.