

The Safety 1st Connected Moments Sweepstakes
OFFICIAL RULES
Draft# 4 6.8.18

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. BY SUBMITTING AN ENTRY, YOUR ENTRY MATERIALS, AS DEFINED BELOW, MAY BE INCLUDED IN SPONSOR'S COMMERCIAL MATERIAL, AS WELL AS ON SPONSOR'S WEBSITE OR SOCIAL MEDIA PLATFORMS. SWEEPSTAKES IS SUBJECT TO ALL APPLICABLE, FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter or Instagram. By submitting an Entry, you understand that you are submitting your information to Sponsor. By entering the Sweepstakes, each entrant waives, discharges and releases Twitter and Instagram from any and all liability associated with the Sweepstakes. Any questions, comments or complaints regarding the Sweepstakes must be directed to Sponsor and not to Twitter or Instagram.

ELIGIBILITY: Open only to legal residents of the fifty (50) United States and the District of Columbia who are aged eighteen (18) or older. Employees, officers and directors of (i) Dorel Juvenile Group, Inc. ("Sponsor"), (ii) 360PR+ ("Public Relations Agency"); and (iii) their parent companies, affiliates and their subsidiaries, sales representatives, advertising, promotion, public relations and judging agencies; and all other service agencies involved with this Sweepstakes (collectively, "Related Entities") are not eligible. The Sweepstakes is subject to all applicable federal, state and local laws, rules and regulations. Sweepstakes is void where prohibited by law, rule or regulation.

SPONSOR: Dorel Juvenile Group, Inc. located at 2525 State Street, Columbus, Indiana, 47201-7494 (hereinafter, "Sponsor"). Portions of the Sweepstakes may be administered by Public Relations Agency ("Sweepstakes Administrator") on behalf of Sponsor.

ENTRY: Sweepstakes begins on June 12, 2018 at 1:00:00 PM Eastern Daylight Savings Time ("EDT") and ends July 31, 2018 at 11:59:59 PM. EDT (the "Sweepstakes Period").

TWO (2) WAYS TO ENTER: During the Sweepstakes Period, **(1) VIA INSTAGRAM:** (i) have an active and non-private Instagram account or sign up for a free Instagram account at www.instagram.com; (ii) follow @Safety_1st on Instagram.com; (iii) log onto your Instagram account and post a photo of your baby, tagging @Safety_1st, and using the hashtags #ConnectedMoments and #Sweepstakes (i, ii, and iii, collectively defined as "Instagram Entry"). Entrants must have internet access and a valid Instagram account at the time of Entry in order to participate. Any Instagram Entry posted by a private Instagram account will not be recognized or eligible. **ENTRANT MAY ENTER AS MANY TIMES AS THEY WISH; HOWEVER EACH ENTRY MUST BE UNIQUE.** By submitting an Instagram Entry, each entrant consents to receive from Sponsor an Instagram comment to the Entry and, if applicable, an email notifying such entrant that he/she is a potential prize winner; or **(2) VIA TWITTER:** (i) have an active and non-protected Twitter account or sign up for a free Twitter account at www.twitter.com, (ii) follow @Safety1st on Twitter.com; (iii) log onto your Twitter account and post a photo of your baby, tagging @Safety1st, and using the hashtags #ConnectedMoments and #Sweepstakes (i, ii, and iii collectively defined as "Twitter Entry"). Entrants must have internet access and a valid Twitter account at the time of Entry in order to participate. Any Twitter Entry posted by a private or protected Twitter account will not be recognized or eligible. **ENTRANT MAY ENTER AS MANY TIMES AS THEY WISH; HOWEVER EACH ENTRY MUST BE UNIQUE.** By submitting a Twitter Entry, each entrant consents to receive from Sponsor a reply Twitter message and, if applicable, a Twitter direct message notifying such entrant that he/she is a potential prize winner. **HEREINAFTER, BOTH INSTAGRAM ENTRY AND TWITTER ENTRY ARE COLLECTIVELY REFERRED TO AS "ENTRIES").** The hashtag #ConnectedMoments and #Sweepstakes are required for Entry. Duplicate Entries will be disqualified. In the event of a dispute regarding the identity of the person submitting an Entry, the Entry will be deemed to be submitted by the authorized account holder in whose name the applicable Instagram or Twitter account is registered. **ALL ENTRIES MUST BE RECEIVED BY 11:59:59 PM ET ON JULY 30, 2018.**

Sponsor reserves the right to monitor Entries prior to posting them on Sponsor's social media platforms, including but not limited to Instagram or Twitter. By entering this Sweepstakes, each entrant acknowledges that his/her Entry may be posted or reposted at Sponsor's website or social media platforms, including but not limited to Instagram or Twitter in Sponsor's sole discretion. Sponsor has no obligation to use or post any Entry submitted by any entrant. **The use of an Entry by Sponsor, Public Relations Agency, or any Related Entity (collectively, the "Released Entities") does not have any effect on the judging process or winner selection process.** Entries posted are the views/opinions of the individual entrant and do not reflect the views of Sponsor in any manner.

GRANT OF RIGHTS: By submitting an Entry in this Sweepstakes, each entrant grants Sponsor and the Released Entities a worldwide, irrevocable, exclusive, assignable, transferable, unqualified, unrestricted, royalty-free license and right to edit, modify, publish, use, reuse, distribute, display, copy and otherwise exploit the Entry or any part thereof, including

any submitted photograph (with or without the entrant's name and city/state), and any materials based thereon or derived from, in any manner and in any media (whether now known or later developed), for any lawful purposes whatsoever (noncommercial or commercial), including, without limitation, for use in commercial packaging and point-of-sale materials, or for promotion, marketing or advertising of Sponsor, or any Related Entity, and each of their respective brands and/or products, in any medium (whether now or hereafter known) throughout the world in perpetuity without further permission, notification, consideration, or payment to the entrant, except where prohibited by law. In addition, each entrant forever waives in favor of Sponsor all rights of "Droit Moral" or "Moral Rights of Authors" or any similar rights or principles of law that may preclude the use of the Entry (or any part thereof) as granted herein, or require entrant's permission to use the Entry (or any part thereof) for the purposes stated herein. Entrant acknowledges and agrees that even if he/she is not declared a winner, Sponsor may use his/her Entry and related entry information as provided in these Official Rules. Entrant represents and warrants (i) that any submitted baby photograph is of his/her child, (ii) that he/she has obtained all rights, licenses, and permissions from each person who appears in a submitted photo and/or who helped to create the photo, as necessary to make the grant in these Official Rules, and (iii) that he/she will provide copies of documentation evidencing such license and permissions at any time upon the request of Sponsor. If the content of an entrant's Entry is claimed to constitute infringement of any proprietary, privacy, publicity or intellectual proprietary rights of any third party, entrant shall, at its sole expense, defend Released Parties against such claims. If, in the sole discretion of Sponsor, the Entry violates any law or infringes upon the rights of any third party, is inaccurate, incomplete or irregular in any way, or otherwise does not comply with these Official Rules or is deemed inappropriate, the Sponsor may disqualify an Entry.

DIGITAL MILLENNIUM COPYRIGHT ACT: Once an Entry is submitted into the Sweepstakes, any such posting will be deemed made at the direction of the entrant within the meaning of the Digital Millennium Copyright Act and the Communications Decency Act. EACH ENTRANT REPRESENTS, UNDERSTANDS AND ACKNOWLEDGES THAT HE/SHE WILL NOT BE PAID FOR OR RECEIVE ANY FORM OF COMPENSATION OR ROYALTY (OTHER THAN THE PRIZE STATED HEREIN IF SELECTED AS A PRIZE WINNER) IN EXCHANGE FOR GRANTING SPONSOR THE NON-EXCLUSIVE LICENSE RIGHTS OR FOR ANY SUBSEQUENT USE OF SUCH SUBMISSION BY SPONSOR. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Entry.

GRAND PRIZE WINNER NOTIFICATION/RELEASE: One (1) potential Grand Prize Winner will be selected from the previous seven day's entrants on each Tuesday during the sweepstakes, for a total of seven (7) winners. [Draw dates: June 19, June 26, July 3, July 10, July 17, July 24, July 31]. Each Grand Prize Winner will be notified by Sweepstakes Administrator on or about the day of their selection to confirm potential prize winner's eligibility. Sweepstakes Administrator will make two (2) attempts to notify potential prize winners at the selected winner's Instagram account or Twitter account associated with the Entry received. If the potential Grand Prize Winner meets the eligibility criteria, he/she will be emailed by Sweepstakes Administrator with the requirement of signing and returning an Affidavit of Eligibility/Release of Liability and Publicity Form, unless prohibited by law ("Affidavit/Release") or Prize may be forfeited. The Potential Grand Prize Winner may be disqualified under any of the following circumstances; **i**) if he/she cannot be reached by Sponsor within the specified time period; **ii**) if prize notification or email correspondence is returned as undeliverable; **iii**) if he/she is found to be ineligible in accordance with the Official Rules; **iv**) if he/she does not return the required Affidavit/Release within the required time period; and/or **v**) if he/she cannot or does not comply with these Official Rules. In the event the potential Grand Prize winner is disqualified for any reason, Sponsor will award the Grand Prize to an alternately selected Entry. Sponsor is not responsible for fraudulent emails or telephone calls (if any) made to entrants or potential prize winner not by Sponsor or the Sweepstakes Administrator. Each Winner is required to provide one (1) to two (2) photographs of the unboxing of their Grand Prize (which are considered part of the Entry and usable for commercial and noncommercial purposes according the grant of rights herein). The photographs must be submitted to the Sponsor via email or mail by the Winner within thirty (30) days after prize receipt.

Potential Grand Prize winner's name may be announced on social media pages; however, the selected winner will not be the official Grand Prize winner until all required documentation has been returned and eligibility has been formally verified.

GRAND PRIZE: Each Grand Prize Winner will receive one (1) Safety1st HD WiFi Baby Monitor with Parent Audio Unit. The approximate retail value ("ARV") of Grand Prize will not exceed: \$400. The ARV is determined as of the date of printing of these Official Rules. Any difference between stated ARV and actual ARV of the Grand Prize will not be awarded. All prize details not specified in the Official Rules will be determined in Sponsor's sole and absolute discretion. If the Grand Prize Winner is unable to or cannot otherwise fully enjoy the prize due to any reason, Sponsor shall have the option at its sole discretion of being relieved of liability for fulfillment of the Grand Prize award, and no other compensation in lieu of the Grand Prize will be awarded. Grand Prize is non-transferable, is not redeemable for cash, 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. Prize is taxable income to the winner and winner will be responsible for all taxes and fees associated with prize receipt and/or use, if any.

WAIVER OF LIABILITY AND RELEASE: By participating in the Sweepstakes and submitting an Entry each entrant waives, discharges and fully releases the Released Entities from any and all liability, injury, damage or loss that may occur, directly or indirectly, in whole or in part, from or in connection with participation in the Sweepstakes or from the receipt or use of any prize or from any activity related to the receipt or use of any prize. By receipt of the prize, the winner agrees to release and hold harmless the Released Entities 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, use of Entry content, or receipt or use or misuse of the prize.

PUBLICITY: Except where prohibited, the Grand Prize Winner, by acceptance of the Grand Prize, grants to the Released Entities the right to publicize his/her name (and their child's name), address (city and state of residence), photographs, voice, statements and/or other likeness and prize information (including the use of their child's picture and likeness in submitted photographs) in any and all media now known or hereafter devised, for advertising, trade and other purposes, throughout the world, in perpetuity, in any manner, without limitation and without additional compensation, consideration, notification or permission, unless prohibited by law.

LIMITATIONS OF LIABILITY: The Released Entities are not responsible for stolen, late, incomplete, inaccurate, misdirected, lost, damaged, garbled or delayed Entries or email; for lost, interrupted or unavailable network, server, internet service provider (ISP), website, or other connections; for miscommunications or failed computer, satellite, telephone or cable transmissions; for technical failure or jumbled, scrambled, delayed or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or problems of any kind, whether human, mechanical, electronic, network, computer, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties that may occur in connection with the administration of the Sweepstakes, the processing of Entries, the announcement of the prize, functionality of any website, or any Sweepstakes-related materials. The Released Entities are also not responsible for any incorrect or inaccurate information, whether caused by users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. The Released Entities are not responsible for injury or damage to participants' or to any other person's computer or mobile device related to or resulting from participating in this Sweepstakes. Persons who tamper with or abuse any aspect of the Sweepstakes or attempt to undermine the legitimate operation of the Sweepstakes by cheating, deception or other unfair playing practices, or who intend to annoy, abuse, threaten or harass any other entrant or any representative of Sponsor and/or the Released Entities, or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries will be void. Sponsor shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Sweepstakes and to resolve all disputes at its sole discretion. Notwithstanding anything in these Official Rules to the contrary, the Released Entities make no warranty, guaranty or representation of any kind concerning any prize, and disclaim any implied warranty.

GENERAL CONDITIONS: Sponsor reserves the right, at its sole discretion, to cancel or suspend the Sweepstakes (or any portion thereof) should virus, bugs, unauthorized human intervention, or other causes corrupt administration, security, fairness, integrity or proper operation of the Sweepstakes (or any portion thereof). In the event of cancellation, Sponsor may elect to identify the prize winners and award the prizes by way of a random drawing from among all non-suspect, eligible Entries received up to the time of such cancellation or in another manner otherwise deemed fair and appropriate by Sponsor.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE OR TO UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH ENTRANT AND RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH ENTRANT 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.

DISPUTES: By entering the Sweepstakes, each entrant agrees that (a) any and all disputes, claims and causes of action arising out of or connected with the Sweepstakes, or the prize awarded, shall be resolved individually by binding arbitration before a single arbitrator in accordance with the rules of the American Arbitration Association, without resort to any form of class action; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, and in no event will the entrant be entitled to receive attorneys' fees or other legal costs; and (c) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, special, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased, and any other damages, other than for actual out-of-pocket expenses. The foregoing shall not limit any right to seek injunctive or equitable relief in any court with jurisdiction over the parties or to bring qualifying claims in small claims court. The arbitrator's decision and award will be final and binding and judgment on the award may be entered in any court with jurisdiction. The Federal Arbitration Act and federal arbitration law apply to the Official Rules. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrants and Sponsor in connection with the Sweepstakes, shall be governed by and construed in accordance with the laws of the State of Massachusetts without

giving effect to any choice of law or conflict of law rules or provisions that would cause the application of the laws of any jurisdiction other than the State of Massachusetts. All claims that are not subject to the above arbitration provision (including claims involving the determination of the scope or applicability of the foregoing arbitration provisions), shall be litigated exclusively in the federal or state courts located in the State of Massachusetts, County of Boston, and the parties hereby agree that such courts are convenient forums and submit to the jurisdiction and venue of such courts. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

USE OF INFORMATION: The information that you provide in connection with the Sweepstakes may be used by Sponsor in accordance with its Privacy Policy, which is found at <https://www.safety1st.com/privacy/>)

WINNERS LIST/OFFICIAL RULES: To request a Winners List (available after August 31, 2018), or a copy of these Official Rules, send a self-addressed, stamped #10 envelope to The Safety 1st Connected Moments Sweepstakes, c/o 360PR+, 200 State Street 6th Floor, Boston, MA 02109. Please specify "Winners List" OR "Official Rules" on the outer envelope. Vermont residents may omit return postage on Official Rules requests. All requests must be received by August 30, 2018.