

**Pine Sol® Sound of Smell Sweepstakes  
Official Rules**

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

**1. Eligibility:** The Pine Sol® Sound of Smell 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. Employees of The Clorox Company ("Sponsor"), HelloWorld, Inc. ("Administrator"), and their parent and affiliate companies and advertising and Promotion agencies as well as the immediate family (spouse, parents, siblings and children and their respective spouses, regardless of where they reside) and household members, whether or not related, 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 and Sponsor's and Administrator's decisions, which 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:** The Clorox Company, 1221 Broadway, Oakland, CA 94612. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Sweepstakes begins on March 15, 2017 at 12:00 a.m. Pacific Time ("PT") and ends on June 30, 2017 at 11:59 p.m. PT (the "Promotion Period") and consists of fifteen (15) weekly entry periods (each a "Weekly Entry Period"), as set forth in the table below:

<b>Weekly Entry Period</b>	<b>Start Date (at 12:00 a.m. PT)</b>	<b>End Date (at 11:59 p.m. PT)</b>	<b>Approximate Drawing Date</b>
1	March 15, 2017	March 21, 2017	March 22, 2017
2	March 22, 2017	March 28, 2017	March 29, 2017
3	March 29, 2017	April 4, 2017	April 5, 2017
4	April 5, 2017	April 11, 2017	April 12, 2017
5	April 12, 2017	April 18, 2017	April 19, 2017
6	April 19, 2017	April 25, 2017	April 26, 2017
7	April 26, 2017	May 2, 2017	May 3, 2017
8	May 3, 2017	May 9, 2017	May 10, 2017
9	May 10, 2017	May 16, 2017	May 17, 2017
10	May 17, 2017	May 23, 2017	May 24, 2017
11	May 24, 2017	May 30, 2017	May 31, 2017
12	May 31, 2017	June 6, 2017	June 7, 2017
13	June 7, 2017	June 13, 2017	June 14, 2017
14	June 14, 2017	June 20, 2017	June 21, 2017
15	June 21, 2017	June 30, 2017	July 6, 2017

Administrator's servers are the official time-keeping devices for the Sweepstakes.

**4. How to Enter:** During the Promotion Period, visit <https://www.pinesol.com/promotions/music-to-clean-to> and follow the links and instructions to complete and submit the registration form including a valid email address. You automatically will receive one (1) entry into applicable Weekly Entry Period. Non-winning entries will carry over into the subsequent Weekly Entry Period drawings. Limit: You may enter one (1) time during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, 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 or subvert the entry process is prohibited and will result in disqualification and all associated entries will be void. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant and he or she must comply with these Official Rules. 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 for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.

**Bonus Entries:** You can earn bonus Sweepstakes entries as outlined below.

**Twitter Share Referral:** After you enter the Sweepstakes, you will be invited to share the Sweepstakes on Twitter by clicking on the link to share a prepopulated message on Twitter. By doing so, you will earn one (1) bonus Sweepstakes entry into the applicable Weekly Entry Period drawing. Limit: up to one (1) bonus Sweepstakes entry during the Promotion Period.

**Facebook Share Referral:** After you enter the Sweepstakes, you will be invited to share the Sweepstakes on your wall. The wall post will contain a unique link to the Sweepstakes. If a friend subsequently registers through the unique link, you will earn one (1) bonus Sweepstakes entry into the applicable Weekly Entry Period drawing. Limit: up to one (1) bonus Sweepstakes entry during the Promotion Period.

**5. Drawings:** 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 in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the applicable Weekly Entry Period on or around the dates listed in the table above. *Non-winning entries will carry over into the subsequent Weekly Entry Period drawings.* The potential winners will be notified by email. Receiving a prize is contingent upon compliance with these Official Rules. In the event that 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 eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the Sweepstakes.

**6. Prizes:** THIRTY-TREE (33) GRAND PRIZES (five (5) awarded for Weekly Entry Period 1 and two (2) awarded for each consecutive Weekly Entry Period): Spotify® Premium 1-Year Subscription. Spotify® Premium 1-Year Subscription will be awarded as a digital code. The digital code may be redeemed at [spotify.com/code](https://spotify.com/code). You must have a Spotify account to redeem a digital code. If you do not have an account, you may create one for free. If you are a current user, you must log-in first with your Spotify account information. If you are a premium user and redeem a digital code, it will be applied to the next billing cycle. This offer is available to customers located in the United States and the District of Columbia. Digital codes can only be used for 12-months of Spotify Premium and are not redeemable for any other types of merchandise sold at Spotify.com. Digital codes are not transferable, exchangeable or redeemable for cash, and are void where prohibited by law. Spotify is a registered trademark of Spotify AB. Spotify is not a sponsor of this promotion. Approximate Retail Value ("ARV"): \$120.

Terms and conditions apply. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. 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 applicable Weekly Entry Period. Limit: One (1) prize per person. Total ARV of all Prizes: \$3,960.

**7. Release:** By entering, entrant agrees to release and hold harmless Sponsor, The Clorox Company, Administrator, Facebook, Inc., Twitter, Inc., and their respective parent subsidiaries, affiliates, suppliers,

distributors, advertising/promotion agencies, and prize suppliers, and each of their respective 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 (including any travel or activity related thereto).

**8. 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, Submission, photograph (including, without limitation, winner's Twitter profile photo), voice, opinions and/or hometown and state for advertising, promotional and other purposes in any and all media now known or hereafter devised, in any manner,, worldwide in perpetuity,, without further payment or consideration, notification or permission..

**9. 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 and void all associated entries. 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 (including attorneys' fees and other remedies) 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.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing, typographical or other 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, or lost, interrupted or unavailable network, server, internet Service provider ("ISP"), website or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmission, lines or technical failure or jumbled, scrambled, delayed or misdirected transmissions; (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.

**11. 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 and, in no event will entrant be permitted to obtain attorneys' fees or other legal costs; 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.

**12. Entrant's Personal Information:** Information collected from entrants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.thecloroxcompany.com/legal/privacy/en-us/>.

**13. Winner List:** For a winner list, visit <http://bit.ly/2ktvNMv>. The winner list will be posted after winner confirmation is complete.

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