

## DailyCandy “Dove Great Style Effect” Contest - Official Rules

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED. VOID WHERE PROHIBITED BY LAW.**

**1. ELIGIBILITY:** DailyCandy’s “Dove Great Style Effect” Contest (“**Contest**”) is open only to legal residents of the fifty (50) United States and the District of Columbia (void in Puerto Rico, all U.S. territories and possessions and all overseas military installations) who are at least eighteen (18) years of age or older as of May 31, 2012, with access to the Internet at all times during the Contest Period (as defined below). All employees of DailyCandy, LLC (“**Sponsor**” or “**DailyCandy**”), and of Conopco, Inc. (“**Unilever**” or “**Dove**”), all associated agencies and each of their respective affiliates, parent corporations, subsidiaries, sales representatives, distributors, licensees, prize providers, contractors or agents, and all of their respective officers, directors and employees (all of the foregoing, together with Sponsor collectively, “**Contest Entities**”), and their immediate family members (spouse, parent, child, sibling and their respective spouses) and those living in the same household of each (whether legally related or not), are ineligible to enter or win the Contest. All applicable federal, state and local laws and regulations apply. Void where prohibited by law. Entry in the Contest constitutes your full and unconditional acceptance of these “**Official Rules**” including, but not limited to, your consent to receive e-mail messages from the Contest Entities solely in connection with the Contest, and acknowledgement that this Contest is in no way sponsored, endorsed, administered by or associated with, Pinterest.

**2. CONTEST DESCRIPTION:** This Contest consists of two parts: the Contest Entry Period and the Contest Voting Period (both defined below). During the Contest Entry Period, DailyCandy readers may enter the Contest on the DailyCandy website [www.dailycandy.com](http://www.dailycandy.com) (the “**Website**”). To enter, each entrant must submit his/her information where prompted, a photograph of their great hairstyle, and an answer to the question: “What do you look for when seeking a great hairstyle for yourself?” Winner must be able to travel to and attend the Ovarian Cancer Research Foundation’s Super Saturday Event on Saturday, July 28, 2012 in Southampton, NY (“**Super Saturday Event**”). Entries will be judged and twenty (20) finalists will be selected by Sponsor, on the basis of (1) a high quality photograph that showcases simple yet beautifully styled hair, (such photograph must be horizontal and at least 380x285 pixels in size) (the “**Photo**”); and (2) a response, of no more than 140 characters, to the question noted above which exhibits the warm, positive, confident and inspiring qualities that define the Dove brand. After the finalists are selected, their Photo will be posted on a Dove sponsored Pinterest board within Sponsor’s Pinterest account located at [www.pinterest.com/dailycandy](http://www.pinterest.com/dailycandy) and the Contest Voting Period, open to all Pinterest account holders, will begin. The photograph submission that receives the most “likes” will be the Contest winner. One (1) Grand Prize will be awarded to the Contest winner.

**3. CONTEST PERIOD:** The Contest Entry Period will begin at 12:00 a.m. Eastern Time (“**ET**”) on May 31, 2012, and end at 11:59 p.m. ET on June 25, 2012 (the “**Contest Entry Period**”). Sponsor will select twenty (20) finalists from entries properly submitted during the Contest Entry Period and will post the photographs submitted by the twenty (20) finalists on the Dove sponsored Pinterest board within Sponsor’s Pinterest account on or before June 28, 2012. The Contest Voting Period will begin at 12:00 p.m. ET on June 28, 2012 and end at 11:59 p.m. ET on July 7, 2012 (“**Contest Voting Period**”). Winner will be announced on the Website on July 13, 2012.

**4. CONTEST ENTRY INSTRUCTIONS:** During the Contest Entry Period, you may submit an entry online (“**Online Entry**”) at <http://www.dailycandy.com/sweetshop/posts/126666/Share-Your-Hair-and-Spread-The-Great-Style-Effect?previewKey=db8166b2c93188398c2397565d6b13d7> by submitting the items set forth in Section 2 above. Incomplete entries, obscene entries, and entries displaying or containing profanity will be disqualified, as will entries that violate copyright laws or infringe on any third party rights. Contest entrants must meet all eligibility requirements listed herein to qualify to become a finalist and winner. All persons visible in the Photo must be at least eighteen (18) years of age or older. You must have the consent of all persons visible in the Photo to post the Photo on Pinterest and enter the Contest. Entries will be deemed submitted by the authorized account holder of the e-mail address through which the entry was submitted. **By uploading your Photo, you (1) give Contest Entities the right to post your Photo on the Sponsor’s Pinterest page and/or on the Contest Entities’ websites, Facebook pages and/or other public websites, including www.pinterest.com (“Pinterest”) and www.facebook.com (“Facebook”); (2) represent and warrant that the main subject visible in the Photo is you; and (3) assign all ownership rights and usage rights to your Photo submission to the Contest Entities.**

**5. PUBLICITY:** As a condition of entry into the Contest, except where prohibited by law, each entrant by entering and each potential winner by becoming a finalist and/or accepting a prize grants to Sponsor and Sponsor's affiliates, legal representatives, assigns and licensees, a perpetual, worldwide, unlimited, irrevocable, royalty-free license and right to publicize, broadcast, display and/or otherwise use the Contest entrant's name, likeness, city, state, biographical material, Photo and any other materials submitted by entrant (collectively, "**Licensed Rights**") in any media now known or hereafter devised throughout the world in perpetuity for advertising and publicity purposes, without additional review, compensation, permission or approval. For the Photo, the Licensed Rights include but are not limited to the foregoing, and the right to use, reproduce, copy, publish, display, distribute, adapt, modify, and otherwise exploit the Photo and to incorporate the Photo in other works in any and all markets and media worldwide in perpetuity. Entrants warrant that they have the sole and exclusive right to grant such rights to the Contest Entities and that the Contest Entities' reproduction, publishing, displaying, and/or other use of the Photo will not infringe on any rights of third parties, including, without limitation, copyright, trademark, privacy, or publicity. Entrants further agree: (1) that Contest Entities may exercise any and all rights hereunder without attribution, notification or compensation to entrants; (2) that Contest Entities shall have the right to freely assign their rights hereunder, in whole or in part, to any other person or entity, without notification or approval by entrant; (3) that Contest Entities shall have no obligation, express or implied, to use the Photo in any manner, and entrants shall not be entitled to any damages or other relief by reason of Contest Entities' use or non-use of entrant's submission; (4) that entrants may be contacted by the Contest Entities by telephone, mail or email regarding this Contest; and (5) to sign and deliver to the Contest Entities such documents as the Contest Entities may reasonably require to effectuate the rights granted herein. Contest entrants by entering agree to participate in video and print interviews with DailyCandy, and hereby include the content of those interviews as part of the Licensed Rights granted by them to DailyCandy.

**6. SELECTION OF CONTEST FINALISTS:** When the Contest Entry Period closes, all entries will be reviewed by a panel of judges selected by Sponsor and consisting of DailyCandy Editors ("Judges"), who will select, on or before June 28, 2012, what they deem in their sole discretion to be the top twenty (20) entries as Contest finalists based on the following judging criteria ("Judging Criteria"): Creativity (1/2) and Originality (1/2) of the photo submission and response, of no more than 140 characters, to the question "What do you look for when seeking a great hairstyle for yourself?" In the event of a tie, the Judges will break the tie by selecting the tied entrant who received the highest points from the Judges for Originality as one to be included in the twenty (20) finalists. In the event a tie remains, the tied entries will be judged by an additional tie-breaking judge, using the Judging Criteria, to determine which of the tied entrants will be included in the twenty (20) finalists. Decisions of Sponsor and Judges are final and binding with respect to all matters related to the Contest. Potential finalists will be contacted to verify eligibility and availability. Potential finalists must be available to attend the Super Saturday Event in Southampton on July 28, 2012, and must be available to travel to Southampton on or about July 27, 2012.

**7. SELECTION OF CONTEST WINNERS:** One (1) potential Grand Prize winner will be selected based on votes cast during the Contest Voting Period on a Dove sponsored Pinterest board within DailyCandy's Pinterest account. Website users may visit [www.pinterest.com/dailycandy](http://www.pinterest.com/dailycandy) to vote once account by "liking" a finalist's Photo on Pinterest during the Contest Voting Period. The votes will be tallied and one potential winner selected by July 9 2012. The one (1) potential Grand Prize winner will be notified via e-mail on day of selection, and the winner's name will be posted on the DailyCandy website on July 13, 2012.

At the sole discretion of the Sponsor, disqualification, forfeiture and the selection of an alternate Grand Prize winner may result from any of the following: (1) potential Grand Prize winner's failure to timely respond to notification; (2) the return of an email notification as undeliverable; (3) potential Grand Prize winner's failure to provide Sponsor with satisfactory proof of age, identity and residency; (4) potential Grand Prize winner's failure to timely execute and return an Affidavit of Eligibility/Liability/Publicity Release; (5) a potential Grand Prize winner's failure to validly claim the prize by July 13, 2012; (6) potential Grand Prize winner's change in availability to be in Southampton on July 28, 2012; and (7) any other non-compliance with the Official Rules. In the event of prize forfeiture, the Sponsor may, in its sole discretion, award or not award the forfeited prize to an alternate Grand Prize winner.

**8. PRIZE:** One (1) Grand Prize will be awarded in this Contest. The Grand Prize winner will receive: two round trip economy air tickets to New York City, NY (for winner and a guest) on an airline of Sponsor's choice (ARV \$1000.00) with ground transfer from New York City, NY to Southampton by transportation service of Sponsor's choice (ARV \$400.00) (If winner lives within 150 miles of Southampton, ground or train transportation will be provided at Sponsor's discretion, and winner will not be awarded any difference in ARV); a two (2) night hotel stay in a standard room in a Southampton hotel of Sponsor's choice for winner and a guest (ARV \$1300.00); and entrance for winner and guest to the Super Saturday Event on July 28, 2012 (ARV \$1200.00). Grand Prize total Approximate Retail Value ("ARV") is three thousand nine hundred dollars (\$3900.00 (USD)). In the instance that

the Super Saturday Event is cancelled, Grand Prize winner will not be awarded any difference in ARV resulting from such cancellation.

Additional Grand Prize award details and travel information may be provided to the Grand Prize winner at the time of Grand Prize notification. If a winner elects to partake in any or all portions of the Grand Prize without a guest, those portions of the Prize will be awarded to that winner without the guest portions, and any remainder of the Prize will be forfeited and shall not be subject to further or alternative compensation. All prize-related expenses not specifically mentioned herein are not included and are solely the winner's responsibility, including but not limited to: round trip transportation between the winner's residence and any airport of origin, travel insurance, food, beverages, parking fees, gratuities, laundry service, merchandise, souvenirs, telephone calls, ground transportation at destination, and meals. Grand Prize trip must be taken on the dates set forth above. The Grand Prize winner must travel together on the same itinerary as his/her guest; winner and guest will be required to execute and return a Release of Liability form prior to ticketing. Guest must be 18 or older unless the Grand Prize winner is his/her parent/legal guardian. ARV of Prize may vary depending upon the points of departure, ground transportation, and/or airline fare fluctuations; any difference between stated ARV and final ARV of Prize will not be awarded. Contest Entities shall not be responsible for any cancellations, delays, diversions, substitutions or any acts or omissions whatsoever by the transportation companies or any other persons providing any of these services and accommodations necessitated by same.

Prize is not redeemable for cash except as required by law and is not transferable, except to a surviving spouse residing in the same household. No substitutions allowed except, at Sponsor's sole discretion, a prize of equal or greater value may be substituted. The Prize will be awarded provided it is validly claimed by July 13, 2012, after which no alternate winner will be selected, nor unclaimed prize awarded. All taxes, if any, are the responsibility of the Grand Prize winner, and an IRS Form 1099 will be issued in the name of the Grand Prize winner for the actual value of the Grand Prize received.

SPONSOR (INCLUDING ITS OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, REPRESENTATIVES AND AFFILIATES) EXPRESSLY DISCLAIMS ANY AND ALL RESPONSIBILITY AND LIABILITY ARISING FROM USE OR REDEMPTION OF THE PRIZE.

**9. GENERAL RULES:** By entering or participating in the Contest, participants agree to be bound by these Official Rules, the terms and conditions of the Contest Entities' website, and by the decisions of Sponsor, which are final and binding in all respects. By entering the Contest, entrants waive the right to claim any ambiguity or error in these Official Rules or in the Contest itself. Sponsor reserves the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Contest. Contest Entities are not responsible for: (1) any incorrect or inaccurate information or technical failures of any kind, (2) unauthorized human intervention in any part of the entry process or the Contest; or (3) any other computer, network, technical, human or other error, problem or malfunction that may occur in connection with the administration of the Contest, the processing of entries, or the selection or notification of winners. Further, if, for any reason, the Contest is not capable of running as planned for reasons outside the control of the Sponsor which, in the sole opinion of Sponsor, may corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest (or portion thereof), Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest (or portion thereof). In the event of such cancellation, termination, modification or suspension, Sponsor will select a Grand Prize winner from all eligible, non-suspect entries received prior to such action. Sponsor also reserves the right at its sole discretion to disqualify the Entry of any individual found to be (a) tampering or attempting to tamper with the entry process or the operation of the Contest or any website operated by the Contest Entities; (b) using any robotic, macro, automatic, programmed or like entry methods, which will void all such entries; (c) violating these Official Rules or the terms of service, conditions of use, and/or general rules of any Sponsor property or service; or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person. Contest Entities are not responsible for claims, injuries, losses or damages of any kind resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of the Prize; participation in this Contest or in any activity or travel related thereto or from any interaction with, or downloading of, computer Contest information.

Contest Entities make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize furnished in connection with this Contest. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In any cause of action, the Contest Entities' liability will be limited to two hundred fifty dollars (\$250), and in no event shall the Contest Entities be liable for attorneys' fees and/or experts' fees and costs. By participating in the Contest, each entrant waives the right to claim any additional damages whatsoever, including, but not limited to, punitive, consequential, incidental or indirect damages.

**10. PARTICIPANT OBLIGATIONS:** Each entrant represents, warrants and covenants that the user generated content submitted by him or her to Sponsor, including the Photo, does not and will not infringe any rights of any other person or entity, misappropriate any proprietary information or material, defame or threaten any person or entity, result in a breach of any covenant or obligation, or violate any law, and that entrant owns all such user generated content or has fully paid for and obtained all rights, consents and releases to create or post such user generated content and has full authority to assign the rights to such user generated content to the Contest Entities, including, without limitation, with respect to all persons, images, names and likenesses contained in such user generated content. By entering, each entrant and participant agrees to defend, indemnify, release and hold harmless Contest Entities from and against any and all losses, demands, damages, rights, claims, actions and liabilities of any kind arising out of or related to (i) participation in the Contest or (ii) participation in any prize-related activities (including, without limitation, any property loss, damage, personal injury or death caused to any person(s)). The Grand Prize winner assumes all liability for any injury, death, or damage caused, or allegedly caused, by participating in this Contest or use or redemption of any prize. Any disputes that may arise hereunder shall be governed in all respects by the laws of the State of New York without regard to the conflicts of laws principles of any jurisdiction. Venue with respect to any such disputes shall be had in the state and federal courts of the State of New York.

**11. PERSONAL INFORMATION:** The personal information collected through this Contest is subject to DailyCandy's Privacy Policy, located at <http://www.dailycandy.com/privacy.jsp> and Unilever's Privacy Policy located at <https://secure.unileverus.com/privacy/policy.html?site=www.dove.com>. By entering this Contest, you agree to the use of your personal information as described in the above Privacy Policy.

**12. OFFICIAL RULES/WINNERS' LIST REQUESTS:** To obtain a copy of these Official Rules or for notification of the winner, send a self-addressed stamped envelope to: DailyCandy's "Dove Great Style Effect" Contest Official Rules/Winner List Request, 584 Broadway, Suite 201, New York, NY 10012. Requests for winners' lists must be received no later than three months after the end of the Contest. VT residents may omit return postage.

**13. SPONSOR:** DailyCandy, LLC, 584 Broadway, Suite 201, New York, NY 10012.