

**“Cantu Shea” Online Sweepstakes  
OFFICIAL SWEEPSTAKES RULES**

No purchase necessary. Sweepstakes is void where prohibited. Sweepstakes is subject to all applicable federal, state and local laws and regulations. Odds of winning depend upon the number of eligible Entrants participating during the Sweepstakes Period.

**SPONSORED BY:** Interactive One, LLC (the “Sponsor”) located at 850 Third Avenue, 3rd Floor New York, NY 10022.

**SWEEPSTAKES DESCRIPTION:**

The “Cantu Shea” sweepstakes (“Sweepstakes”) will begin on Friday, November 1, 2013 and end on Friday, January 31, 2014 (“Sweepstakes Period”). This Sweepstakes will be conducted exclusively online. Four (4) winners will each be awarded the following:

- One (1) Coconut Curling Cream
- One (1) Shea Butter Leave-in
- One (1) Deep Treatment Masque
- One (1) Co-wash Cleanser
- One (1) Grow Strong Treatment
- One (1) Twist and Lock Gel; and
- One (1) Creamy Hair Lotion.
- (“Prize”) (ARV = \$50.00 USD).

**HOW TO ENTER / EXECUTION:**

Visitors to the [www.HelloBeautiful.com](http://www.HelloBeautiful.com) website (the “Website”) who are legal residents of the United States or the District of Columbia, and are 18 years of age and older will be able to take part in this Sweepstakes. To participate in the Sweepstakes, readers must do the following:

1. Sweepstakes participants must register online through Hello Beautiful website located at [www.HelloBeautiful.com](http://www.HelloBeautiful.com).
2. Upon entering the Sweepstakes websites, Visitors will be prompted to use RaffleCopter’s widget in order to enter Sweepstakes, however Visitors may elect to use the alternate means of online entry described below.
3. Visitors will be asked to enter certain registration information, including entering their name, date of birth, address, phone number, email address, and any other optional or additional contact information (“Registration Information”), as requested, to register for a chance to win. Through the RaffleCopter.com widget, users can enter Sweepstakes either by entering their Facebook log-in information or their email address.
4. Visitors who elect to enter the Sweepstakes (“Entrants”) via the log-in via their Facebook log-in will give Facebook.com permission to transmit certain personally identifiable information from Entrants’ Facebook account to Rafflecopter.com per Rafflecopter.com’s

Terms of Use policy. Rafflecopter.com's Terms of Use policy can be found here: <http://www.rafflecopter.com/rafl/terms/>.

5. If an Entrant does not wish to have certain personally identifiable information from Entrants' Facebook account shared with Rafflecopter.com, by Facebook.com, Entrants should not use the Facebook log-in entry method and should instead use the alternate email address method of entry provided in the same location as the Facebook entry method. Not using the Facebook entry method will not harm, hinder, or materially affect Entrant's already existing entries.
6. The Sweepstakes is in no way sponsored by, endorsed by, administered by, or associated with Facebook.com. Facebook.com's Terms of Use can be found here: <https://www.facebook.com/legal/terms>.
7. Any Registration Information (described above) provided by Entrants for purposes of this Sweepstakes will be disclosed to the Sponsor and not to Facebook.
- 8.
9. After completing the registration process, Qualified Entrants will be entered into the Sweepstakes and eligible for a chance to win.
10. Entries generated by a script, macro, or other automated means will be disqualified. The Sponsor reserves the right to disqualify any unauthorized entries.
11. Each Visitor will be allowed one (1) entry per person per day.
12. Winners must provide valid identification (i.e. via driver's license, passport or other government-issued photo I.D.) to claim the Prize.
13. The Official Sponsor of this Sweepstakes is Interactive One, LLC ("IONE"). All decisions made by the Official Sponsor regarding any aspect of this Sweepstakes are final.
14. Once notified, Winners has five (5) days to claim Prize or Prize will be forfeited.
15. Entrants are eligible to win only one (1) Prize during the Sweepstakes Period.
16. All Entries must be received by 11:59 pm EST Friday, January 31, 2014, or they will be void.
17. After completing the registration process, qualified Entrants will be eligible for a chance to win Prize.
18. In the event of a dispute regarding the identity of a participant's online entry, the entry will be deemed to have been made by the authorized holder of the e-mail account at the time the entry was made.
19. Winners will be selected by random drawing from among all eligible entries received electronically during the Sweepstakes Period. Winners will be notified by the phone number and/or email address provided as part of the Registration Information set forth above.
20. Winners will be notified on Monday, February 3, 2014.

21. All applicable Prize elements will be mailed to winners at any previously provided mailing address.
22. A copy of the Winners list can be obtained by sending a self-address stamped envelope to: Interactive One, LLC, 850 Third Avenue, Third Floor, New York, NY 10022 Attn: Cantu Shea Sweepstakes.
23. Sponsor, as administrators of Sweepstakes, reserves the right to select all prizes in its sole discretion.

#### **ELIGIBILITY RESTRICTIONS:**

1. The Sweepstakes is open to visitors of [www.HelloBeautiful.com](http://www.HelloBeautiful.com) who are 21 years of age and older and are legal residents of the United States or the District of Columbia.
2. Employees of Sponsor, and their respective subsidiaries, affiliates, advertisers, competitors, promotional partners, and members of the immediate families or those living in the same households (whether related or not) of any of the above are NOT eligible to participate in or win this Sweepstakes. For purposes of this Sweepstakes, immediate family members mean spouses, parents, grandparents, children, and siblings and their respective spouses.
3. Participants may win once (1) during this Sweepstakes.
4. Persons who have won a prize in another sweepstakes or promotion of any kind from [www.HelloBeautiful.com](http://www.HelloBeautiful.com) within the thirty (30) day period immediately preceding the start date of this Sweepstakes are not eligible to participate. Only one person per family or household (whether related or not) may win in any promotion from [www.HelloBeautiful.com](http://www.HelloBeautiful.com) during any thirty (30) day period.

#### **PRIZES:**

1. Four (4) winners will each receive the following Prize elements:
  - One (1) Coconut Curling Cream
  - One (1) Shea Butter Leave-in
  - One (1) Deep Treatment Masque
  - One (1) Co-wash Cleanser
  - One (1) Grow Strong Treatment
  - One (1) Twist and Lock Gel; and
  - One (1) Creamy Hair Lotion.
  - (“Prize”) (ARV = \$50.00 USD).
2. To the extent that prize elements are provided by third-party providers, winners agrees to look solely to applicable prize providers with respect to any claims, losses, or disputes in connection therewith.
3. No substitution of Prize is offered, no transfer of Prize to a third party is permitted. Non-cash Prizes may not be redeemed for cash value, except as determined by Sponsor in its sole discretion.

4. Sweepstakes winners must sign and date official release and waiver forms as requested. Failure to do so will result in winners forfeiting the applicable Prize.
5. If for any reason a Sweepstakes winner decides not to accept a Prize awarded, the winners will be required to sign a release form acknowledging forfeiture of the Prize. It will be at the discretion of Sponsor if another Entrant is to be selected as the winners if time permits.
6. In the event any winner is found to be in violation of these Official Rules or is otherwise determined by Sponsor, in its sole discretion to be ineligible, he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such a violation is found after the prize has been used by winner.

#### **GENERAL CONDITIONS:**

1. Winners are responsible for all applicable taxes associated with the receipt of the Prize.
2. Any person winning over \$600.00 in prizes or in prize value will receive an IRS form 1099 at the end of the calendar year for tax purposes and a copy of such form will be filed with the IRS as required by law.
3. By participating in the Sweepstakes, the winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this Sweepstakes, in any media now known or hereafter devised for advertising or promotional purposes without additional compensation, and must sign a publicity release prior to acceptance of the prize. By entering this Sweepstakes, each participant agrees to comply with the Official Rules and the decisions of the Sweepstakes sponsor which shall be final and binding in all aspects relating to the Sweepstakes.
4. All Sweepstakes winners will be required to sign a liability release prior to acceptance of any prize. Pursuant to the liability release, the winner or winners will agree to hold Sponsor, and any other Sweepstakes parties and each of their respective affiliates, subsidiaries, agencies, officers, shareholders, directors, employees, agents and representatives of each of the foregoing, harmless against any and all claims or liability, directly or indirectly related to or arising from or in connection with Sweepstakes participation or the acceptance, possession or use / misuse of awarded Prize or any portion thereof, or participation in Prize-related activities, including but not limited to any related travel.
5. Winners must provide valid identification (i.e. driver's license, passport or other government issued photo I.D.) to claim their Prize. Identification documents must match information previously provided on [www.HelloBeautiful.com](http://www.HelloBeautiful.com).
6. Sponsor has the right to disqualify any Entrant if all Sweepstakes rules are not followed. Sweepstakes void where prohibited by law.
7. So long as no participant is materially adversely affected, Sponsor reserves the right to make changes in these Sweepstakes rules, which will become effective once posted online at [www.HelloBeautiful.com](http://www.HelloBeautiful.com).

8. Sponsor, participating sponsors and promotional partners and their respective parent companies, subsidiaries, affiliates or their representatives, agents and employees are not responsible for the inability of any Entrant to complete or continue a telephone call, internet registration or text entry due to equipment malfunction, busy lines, inadvertent disconnections, unavailable network, server, Internet Service Provider (ISP) or other connections, communication failures or human error that may occur in the transmission, receipt or processing of entries, including any injury or damage to any computer arising from or relating to participation in this Sweepstakes. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that Entrant to disqualification.
9. By accepting the Prize, the winner acknowledges that Sponsor has neither made, nor is in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize or to any portion thereof, including but not limited to its quality, mechanical condition or fitness for a particular purpose.
10. Sponsor, its subsidiaries, its affiliates, participating sponsors and promotional partners will not assume any responsibility for any changes in the execution or the cancellation of the Concert as a result of occurrences of events not within the control of Sponsor its subsidiaries, affiliates, participating sponsors, promotional partners.
11. Sponsor, its subsidiaries, its affiliates, participating sponsors and promotional partners will not assume any responsibility for any changes in the execution of the Sweepstakes, including, cancellation of the Sweepstakes as a result of the occurrence of events not within the control of Sponsor its subsidiaries, affiliates, participating sponsors, promotional partners, such as acts of God, terrorists acts or criminal acts of third parties, infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, fire, flood, storm or other natural cataclysm, riot, strikes, civil commotion, governmental regulation or any other causes beyond the control of Sponsor. In the event, such an act should occur, and/or Sponsor may, in its sole discretion, offer the winner comparable prize(s) currently being offered by Sponsor in lieu of the Prize originally awarded.
12. If for any reason, the Sweepstakes is not capable of running as planned, including without limitation, any suspected evidence of tampering or technological corruption or if any portion of the Sweepstakes is compromised by virus, bugs, worms or unauthorized human intervention, fraud, an insufficient number of qualified Sweepstakes entries, or any other causes beyond Sponsor's, control which, in Sponsor's sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserve the right to cancel, terminate, modify or suspend the Sweepstakes at their sole discretion.
13. Copies of Sweepstakes rules are available upon request during regular business hours, Monday – Friday 9:00 a.m. to 5:00 p.m. at 850 Third Avenue, 3<sup>rd</sup> Floor New York, NY 10022.