



A WUNDERMAN SOCIAL EXPERIMENT

## The “Greed vs. Good” Sweepstakes

### Official Rules

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.**

**Sweepstakes may only be entered in or from the 50 United States and the District of Columbia and entries originating from any other jurisdiction are not eligible for entry. This Sweepstakes is governed exclusively by the laws of the United States. You are not authorized to participate in the Sweepstakes if you are not located within the 50 United States or the District of Columbia.**

**1. How to Enter.** During the Sweepstakes Period (defined below), Sponsor will place a snowman in a freezer with an initial temperature of 32 degrees Fahrenheit and entrants can either (i) increase the temperature of the freezer by tweeting or uploading a caption and/or image to Sponsor’s microsite with the hashtags #MeltForTheMoney and #GreedVsGoodContest, whether or not such hashtags are capitalized or (ii) decrease the temperature of the freezer by tweeting or uploading a caption and/or image to Sponsor’s microsite with the hashtags #FreezeForGood and #GreedVsGoodContest. If at the end of the Sweepstakes Period the snowman remains frozen (described below), the prize (described below) will be donated to Badass Animal Rescue, Inc., a charitable non-profit organization, constituted under 501(c)(3) of the *United States Internal Revenue Code* (“Badass Animal Rescue”) (<http://www.badassbrooklynanimalrescue.com/>). If at the end of the Sweepstakes Period the snowman melts (described below), the prize (described below) will be awarded to an entrant randomly selected from all entries that submitted the hashtag #MeltForTheMoney and #GreedVsGoodContest. To enter, during the Sweepstakes Period, upload a caption and/or image with the hashtag #MeltForTheMoney to be entered for a chance to win the prize (described below) or #FreezeForGood for the chance for the prize to be donated to Badass Animal Rescue and #GreedVsGoodContest via one of the following methods:

- (i) **Via Microsite:** Go to Sponsor’s microsite, located at [www.GreedVsGood2015.com](http://www.GreedVsGood2015.com) (“Sponsor’s Page”), and follow the instructions to enter. Complete the entry form, choose to vote for the hashtags #MeltForTheMoney to be entered for a chance to win the prize (described below) or #FreezeForGood for the chance for the prize to be donated to charity and #GreedVsGoodContest, and click the “enter” or equivalent button. All entries must include the hashtag #GreedVsGoodContest to be eligible.
- (ii) **Via Twitter:** Log onto your Twitter account and follow the links and instructions to become a follower of Sponsor’s page on Twitter, located at @GreedVsGood or <https://twitter.com/GreedVsGood>, (“Sponsor’s Twitter



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Page”). Tweet the caption and/or image with the hashtags #MeltForTheMoney to be entered for a chance to win the prize or #FreezeForGood for the chance for the prize to be donated to Badass Animal Rescue and #GreedVsGoodContest. All entries must include the hashtag #GreedVsGoodContest to be eligible. You must be an active holder of a non-private Twitter account and be a follower of the @GreedVsGood to be eligible to enter this Sweepstakes via Twitter (i.e., you must make sure your tweets are set to “public” and not “private”). You must have a Twitter account to enter via this method. If you do not have a Twitter account, you can create one by visiting [www.twitter.com](http://www.twitter.com). Twitter accounts are free.

If you choose to enter via Twitter or the Sponsor’s Page using your mobile device, standard data fees may apply. You should consult your wireless service provider's pricing plan for details. You agree to incur any and all charges demanded by your wireless carrier. You should also check your device's features for capabilities and check the device manual for specific use instructions.

All entry information and images and/or captions shall be collectively referred to herein as the “Submissions” or each as a “Submission.” Submissions must comply with the Guidelines and Restrictions defined below.

**By entering, each entrant warrants and represents the following with respect to entrant’s Submission: (a) entrant is the sole and exclusive owner of the Submission; (b) the Submission will not infringe on any rights of any third parties; and (c) any third parties appearing in the Submission have given entrant appropriate consent to be photographed and used as permitted herein. Sponsor reserves the right to request releases from any third parties appearing in any Submissions at any time. Failure to produce third party releases upon Sponsor’s request may result in disqualification, as determined by Sponsor is its sole and absolute discretion.**

Providing a Submission constitutes entrant’s consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, exploit, and display such Submissions in whole or in part, on a worldwide basis, in perpetuity, and to incorporate it into other works, in any form, media or technology now known or later developed, for any purpose whatsoever, including for promotional or marketing purposes.

**Limit one (1) Submission per person per calendar day (Eastern Time) regardless of method of entry.** Entrants are not permitted to submit a Submission more than once per calendar day (Eastern Time) during the Sweepstakes Period. Duplicate Submissions by the same person on the same calendar day (Eastern Time) will be subject to disqualification. All terms and conditions of Twitter.com apply and you agree to comply with such terms and conditions. Multiple entrants are not permitted to share the same



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Twitter account. No other third party social media platforms may be used in connection with this Sweepstakes. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different Twitter accounts, 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 is prohibited and will result in disqualification. In the event of a dispute as to any Twitter account, the authorized account holder of the email address used to register on the platform will be deemed to be the entrant. 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 the authorized account holder.

All entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, postage-due, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Proof of submission will not be deemed to be proof of receipt by Sponsor. By entering the Sweepstakes, entrants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Sweepstakes.

**2. Sweepstakes Entry Start/End Dates.** Sweepstakes begins at 12:01:00 AM Eastern Time on December 7, 2015 and ends at 11:59:59 PM Eastern Time on December 11, 2015 ("Sweepstakes Period").

**3. Eligibility.** Participation open only to legal residents of the fifty (50) United States and the District of Columbia, who are at least eighteen (18) years of age and the age of majority in their state of residence. Participation is void outside of the 50 United States, the District of Columbia, and where prohibited, taxed or restricted by law. Employees, officers and directors of Wunderman Worldwide, LLC ("Sponsor"), and its parent company, subsidiaries, affiliates, partners, advertising and promotion agencies, manufacturers or distributors of promotion materials, and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees, officers and directors are not eligible to enter. You are not authorized to participate in the Sweepstakes if you are not located within the 50 United States or the District of Columbia. All federal, state and local laws and regulations apply.

**4. Submission Guidelines and Content Restrictions:** By entering the Sweepstakes, each entrant agrees that entrant's Submission conforms to the Submission Guidelines and Content Restrictions as defined below (collectively, the "Guidelines and Restrictions") and that Sponsor, in its sole discretion, may remove any Submission and disqualify an entrant from the Sweepstakes if it believes, in its sole discretion, that the entrant's Submission fails to conform to the Guidelines and Restrictions.



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**Submission Guidelines:**

- The Submission must be in English.

**Content Restrictions:**

- The Submission must not contain material that violates or infringes any rights of any other party, including but not limited to copyright, trademark, privacy, publicity or any other intellectual property rights;
- The Submission must not disparage Sponsor or any other person or party;
- The Submission must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age;
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations of the United States or of any jurisdiction where Submission is created; and
- The Submission must be consistent with the image and values of Sponsor and be consistent with and satisfy the purpose of the Sweepstakes.

Each entrant acknowledges that other entrants may have used ideas and/or concepts in their Submission that may be similar in idea or concept to what is included in entrant's Submission. Each entrant understands and agrees that he/she shall not have any claim against any other entrant or Sponsor arising out any such similarity or be entitled to any compensation because of any such similarity.

Sponsor's decisions are final and binding in all matters relating to this Sweepstakes, including, but not limited to, interpretation and application of these Official Rules. By entering the Sweepstakes, entrants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Sweepstakes.

**5. Random Drawing/Odds.** Winner(s) will be selected in a random drawing from all eligible entries received on or about January 4, 2016. Odds of winning depend on the number of eligible entries received for the drawing. Each entrant acknowledges that each entry will not necessarily have a linear influence on the temperature of the freezer and that the Sponsor may adjust the freezer temperature in its sole discretion based on the ratio of entries to #MeltForTheMoney vs entries to #FreezeForGood. In the unlikely event of only one (1) single entry in this Sweepstakes for a chance to win the prize (i.e., #MeltForTheMoney and #GreedVsGoodContest), the prize allocation will be determined by whether or not the snowman has melted (as described below). In the unlikely event of



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only one (1) single entry in this Sweepstakes for the chance for the prize to be donated to Badass Animal Rescue (i.e., #FreezeForGood and #GreedVsGoodContest), the prize allocation will be determined by whether or not the snowman has melted (as described below). In the unlikely event of an equal number of entries in this Sweepstakes for a chance to win the prize and for a chance for the prize to be donated to Badass Animal Rescue, the prize allocation will be determined by whether or not the snowman has melted (as described below). Drawing will be conducted by Sponsor. By entering the Sweepstakes, entrants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Sweepstakes.

**6. Prize(s).** One (1) Grand Prize(s): If the snowman melts into a form that physically exposes some, or all, of the Grand Prize money frozen within the snowman, the USD \$4,500 Grand Prize will be awarded to a randomly chosen entrant that submitted a caption and/or image with #MeltForTheMoney and #GreedVsGoodContest. If the snowman remains in part, or in whole, frozen (described below), the USD \$4,500 Grand Prize will be donated to Badass Animal Rescue. In the event of a dispute as to whether or not the snowman is melted or frozen, the Sponsor will, in its sole discretion, determine the extent (if any) to which the Grand Prize money has been physically exposed from the snowman. Approximate retail value of Grand Prize: USD \$4,500. Prize is non-transferable. No substitutions or cash redemptions. In the case of unavailability of prize, Sponsor reserves the right to substitute a prize of equal or greater value. If prize is unclaimed, it may or may not be awarded, or may be donated to Badass Animal Rescue, in Sponsor's sole discretion. All taxes and unspecified expenses are the responsibility of winner.

**8. Notification.** Potential winner(s) will be notified on or about January 5, 2016 and may be required to sign and return, where legal, an Affidavit of Eligibility, Liability/Publicity Release and/or rights transfer document within five (5) days of receipt. Additionally, winner may be required to obtain releases from any and all third parties appearing in their respective Submissions. If winner is considered a minor in his/her jurisdiction of residence, Affidavit of Eligibility, Liability/Publicity and rights transfer document must be signed by his/her parent or legal guardian.

If a Twitter entrant is a potential winner, he/she will be notified by a retweet or reply to potential winner's Submission and/or a Twitter direct message (note: in order to receive such direct message, potential winner has to (a) have a valid Twitter account, (b) be following @GreedVsGood and (c) may have to have his/her Tweet Privacy settings "unchecked"). If an entrant via the Sponsor's Page is a potential winner, he/she will be notified via the email address provided to Sponsor in the entry. Potential winner(s) will be required to email Sponsor within five (5) calendar days in order to claim their prize.

If any potential winner cannot be contacted within five (5) calendar days of first notification attempt, if any prize or prize notification is returned as undeliverable, if any winner rejects his/her prize or in the event of noncompliance with these Sweepstakes rules



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and requirements, such prize will be forfeited and may be awarded to an alternate entrant, or may be donated to Badass Animal Rescue, (time-permitting). Upon prize forfeiture, no compensation will be given.

**9. Conditions.** BY PARTICIPATING, ENTRANTS AND WINNERS AGREE TO RELEASE AND HOLD HARMLESS SPONSOR, TWITTER, AND THEIR ADVERTISING AND PROMOTIONS AGENCIES AND THEIR RESPECTIVE PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, PARTNERS, REPRESENTATIVES, AGENTS, SUCCESSORS, ASSIGNS, EMPLOYEES, OFFICERS AND DIRECTORS (COLLECTIVELY, “RELEASED ENTITIES”), FROM ANY AND ALL LIABILITY, FOR LOSS, HARM, DAMAGE, INJURY, COST OR EXPENSE WHATSOEVER INCLUDING WITHOUT LIMITATION, PROPERTY DAMAGE, PERSONAL INJURY AND/OR DEATH WHICH MAY OCCUR IN CONNECTION WITH, PREPARATION FOR, TRAVEL TO, OR PARTICIPATION IN SWEEPSTAKES, OR POSSESSION, ACCEPTANCE AND/OR USE OR MISUSE OF PRIZE OR PARTICIPATION IN ANY SWEEPSTAKES-RELATED ACTIVITY AND FOR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, INVASION OF PRIVACY, COPYRIGHT INFRINGEMENT, TRADEMARK INFRINGEMENT OR ANY OTHER INTELLECTUAL PROPERTY-RELATED CAUSE OF ACTION. Any and all federal, state and local taxes are the sole responsibility of the winners. Participation in Sweepstakes and acceptance of prize constitutes each winner’s permission for Sponsor to use his/her name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information, and/or any statements made by each winner regarding the Sweepstakes or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. Entrants who do not comply with these Official Rules, or attempt to interfere with this Sweepstakes in any way shall be disqualified. Sponsor is not responsible if Sweepstakes cannot take place or if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather, acts of terrorism or other events outside of Sponsor’s reasonable control.

**10. Additional Terms.** Any attempted form of entry other than as set forth above is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. Sponsor, its affiliates, partners and promotion and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one’s ability to enter the Sweepstakes, including any injury or damage to participant’s or any other person’s computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Sweepstakes should (in its sole discretion) virus, bugs, non-



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authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such case, Sponsor may select the winners from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Sweepstakes or web site. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

*CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.*

**11. Limitation of Liability; Disclaimer of Warranties.** IN NO EVENT WILL THE RELEASED ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, INCLUDING YOUR ACCESS TO AND USE OF THE SPONSOR'S PAGE, FOLLOWING THE SPONSOR'S TWITTER HANDLE AND/OR THE SWEEPSTAKES, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, THIS SWEEPSTAKES AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

**12. Disputes; Governing Law.** The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Sweepstakes. Any controversy or claim arising out of or relating to these Official Rules and/or the Sweepstakes shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated



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in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of New York, City of New York.

THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Sweepstakes, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to the County of New York in the State of New York. The parties agree not to raise the defense of *forum non conveniens*.

**13. Use of Data.** Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review Sponsor's privacy policy linked, or otherwise downloadable, from the Sponsor's Page. By participating in the Sweepstakes, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

**14. Name of Winner/List of Winners.** To obtain a list of winners, send a self-addressed, stamped envelope by February 29, 2016 to: Wunderman Worldwide, LLC, 3 Columbus Circle, New York, NY 10019 USA, Attention: The Greed vs Good Sweepstakes.

**15. Sponsor.** Wunderman Worldwide, LLC.

**THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH TWITTER. YOU ARE PROVIDING YOUR INFORMATION TO SPONSOR AND NOT TO TWITTER.**