

POPSUGAR X PARAMOUNT+ WHY WOMEN KILL GARDEN PARTY GIVEAWAY
(the “Sweepstakes”)
 (“Official Rules”)

NO PURCHASE NECESSARY TO ENTER OR WIN; A PURCHASE DOES NOT INCREASE ODDS OF WINNING.

BY ENTERING THE SWEEPSTAKES, YOU AGREE TO ABIDE BY THESE OFFICIAL RULES, WHICH GOVERN YOUR PARTICIPATION IN THE SWEEPSTAKES, AND TO RECEIVE MARKETING MATERIALS FROM GROUP NINE MEDIA INC. AND ITS SUBSIDIARIES (“GROUP NINE”) AND CBS INTERACTIVE INC. (“CII”). YOU ALSO REPRESENT THAT YOU MEET THE ELIGIBILITY REQUIREMENTS BELOW.

The Sweepstakes is sponsored by Group Nine Media, Inc. (“Sponsor”), located at 568 Broadway, Floor 10, New York, NY 10012. CII is not a sponsor of the Sweepstakes and is not involved with its administration. Any inquiries in connection with the Sweepstakes should be directed to Sponsor. The Sweepstakes is subject to all applicable laws and regulations and is void where prohibited by law, or where bonding, registration, or other requirements have not been met. Decisions of Sponsor are final and binding with respect to all matters relating to the Sweepstakes.

- Eligibility Requirements:** The Sweepstakes is open to individuals legally residing in the fifty (50) United States or the District of Columbia, aged 18 or over, who meet their jurisdiction’s minimum age requirement at the time of entry. Sponsor’s and CII’s employees and agents, and other persons professionally associated with the Sweepstakes, including each of their immediate family and household members, are not eligible to enter. Winner(s) may be required to furnish proof of identity, address, and age to receive a prize.
- Sweepstakes Period:** The Sweepstakes begins on May 17, 2021 at 12:00 AM Eastern Time (“ET”) and ends on June 10, 2021 at 6:00 PM ET (the “Sweepstakes Period”) and consists of two (2) entry periods (each an “Entry Period”) as outlined in the chart below:

Entry Period	Start Date and Time	End Date and Time	Approximate winner notification date
1	May 17, 2021 at 12:00 AM ET	May 17, 2021 at 11:59 PM ET, or when the first two hundred and fifty (250) entrants have submitted the online form to register for the Event (as defined below), whichever occurs first.	May 18, 2021
2	May 17, 2021 at 12:00 AM ET	June 10, 2021 at 6:00 PM ET	June 11, 2021

Non-winning entries in from Entry Period #1 will carry over into Entry Period 2. Entries received prior to or following the Sweepstakes Period will be disqualified. The Sponsor’s computer is the official time-keeping device for the Sweepstakes.

3. **Entry:** To enter the Sweepstakes, visit <https://whywomenkill.splashthat.com/> and complete and submit the online form to register for the POPSUGAR x Paramount+ Why Women Kill Garden Party virtual event ("**Event**"). To register for the Event and Sweepstakes, individuals will be required to provide the following information during the Sweepstakes Period:
 - a. First and complete last name
 - b. Valid e-mail address
 - c. Street address (no P.O. Boxes), city, state, and ZIP code

Alternatively, you may also enter by sending an email to entries@groupninemedia.com and including your first and last name and by putting Sweepstakes #695 in the subject line ("**Alternative Entry**"). Alternative Entries must be timestamped during the Sweepstakes Period.

Upon the successful submission of the Event registration form, (or in the case of an Alternative Entry, of the email message) an entrant will receive one (1) entry into applicable Entry Period.

4. **Odds:** Odds of winning depend on the number of eligible Sweepstakes entries received during the respective Entry Period.
5. **Entry Limit:** Limit one (1) entry per person, per email account/alternative entry regardless of entry method. You may not use multiple means of entry (e.g., multiple email accounts) to circumvent the entry limit.
6. **Prize(s):**
 - a. Entry Period 1: Up to two hundred and fifty (250) POPSUGAR x Paramount+ Why Women Kill Garden Party BOX'd gift boxes (each gift box includes: Natural Pressed Flowers with an approximate retail value ("ARV") of \$25.44, one (1) Wall Hanging Glass Frame with an ARV of \$32.71, one (1) Gold Mister with an ARV of \$35.53, Homesick Candle with an ARV of \$30.00, one (1) Folding Fan with an ARV of \$5.00, and one (1) manilla shipping tag with an ARV of \$0.20); each gift box has a combined ARV of up to one hundred and twenty-eight dollars and eighty-eight cents (\$128.88) (each a "**Box**", collectively the "**Boxes**") (each a "**Period 1 Prize**" and collectively the "**Period 1 Prizes.**")
 - b. Entry Period 2: Up to two hundred and twenty-five (225) Boxes each valued at up to one hundred and twenty-eight dollars and eighty-eight cents (\$128.88) (each a "**Period 2 Prize**" and collectively the "**Period 2 Prizes.**")
 - c. The approximate retail value ("**ARV**") of each Prize is up to \$128.88 and the combined ARV of all Entry 1 Prizes and Entry 2 Prizes is up to: sixty-one thousand one hundred and twenty-eight dollars (\$61,128.00) (each a "**Prize**" and collectively the "**Prizes**")
 - d. Any Period 1 Prizes not awarded during the random drawing for Entry Period 1 will be rolled over into the total number of Boxes awarded during the random drawing for Entry Period 2.
 - e. Prizes delivered via post must be delivered to a valid U.S. address.

The ARV represents Sponsor's good-faith determination of the approximate retail value of the Prizes in U.S. dollars, and may differ from the actual fair market value. The actual fair market value is determined by Sponsor, is final and binding, and may not be challenged or appealed. If the ARV of a Prize(s) exceeds the actual fair market value of the Prize(s), the difference will not be awarded to winner in cash or otherwise.

Gift cards, promotional codes, certificates, credits, or coupons (the “**Gift Card**”) values are less any applicable activation, transaction, or maintenance fees and subject to the terms, conditions, and restrictions disclosed on the Gift Card, including any stated expiration dates. Sponsor is not responsible for, and will not replace, any lost, stolen, destroyed, or expired Gift Cards, or Gift Cards used without winner’s permission.

There is no cash alternative for the Prize, in whole or in part. Prize substitutions are not allowed. The Prize is non-transferable and non-exchangeable. No compensation, refunds, or alternatives will be offered due to a winner’s inability to attend, claim, or use the Prize. In the event any of the products stated in the Prize are unavailable at the time of prize award, the Sponsor reserves the right to substitute a prize item of equal or greater monetary value for any Prize item. In no event shall the Sponsor be obligated to award more prizes than the number of Prize(s) stated in these Official Rules.

7. **Winner Selection:**

- a. Entry Period 1: Sponsor will use computer-generated timestamps from the Event registration page (or in the case of Alternative Entries, of the email messages) to select the first two hundred and fifty (250) winners on or about May 18, 2021 from the eligible entries received during Entry Period 1.
- b. Entry Period 2: Sponsor will use computer-generated randomizer to select two hundred and twenty-five (225) winners from the entries received during the Entry Period 2, and any non-winning entries from Entry Period 1 in a Random Drawing. The Random Drawing will take place on or about June 11, 2021.

If there is a dispute regarding the identity of the winners, the registered account holder of the email account used to submit the winning entry will be deemed the winner, subject to such owner’s compliance with the Official Rules. Sponsor reserves the right to deliver Prize(s) to the email or mailing address supplied by the winner at the time of entry.

8. **Winner Notification and Acceptance Requirements:** Sponsor will contact winners by email to the account used to enter. For entries received by email, the confirmed winner will be instructed to claim the prize by responding by email to Sponsor. Sponsor is not liable for a winner’s failure or inability to receive communications sent by Sponsor to the contact information provided. To receive the Prize, the winner must: (a) respond to Sponsor within three (3) business days of initial contact to confirm eligibility; and (b) sign and return an affidavit or declaration of eligibility, IRS Form W-9 (if requested), and liability and publicity release provided by Sponsor (together, “**Winner Paperwork**”) to Sponsor within three (3) business days of Sponsor’s delivery.

A winner may be disqualified for: failure to timely respond to Sponsor’s notification, failure to timely complete and return the Winner Paperwork, failure to meet the Eligibility Requirements at the time of entry, failure to comply with the Official Rules, and/or failure to comply with applicable laws and regulations, each as determined in Sponsor’s sole discretion. All winner privileges shall immediately terminate upon disqualification. If a winner is disqualified, Sponsor may select an alternative winner (up to a maximum of two alternates). No alternate winner will be drawn if a Prize is time-sensitive.

Normal time, toll, connection, and usage rates charged by your Internet Service Provider may apply. Winner(s) are responsible for all federal, state, and local taxes on the value of the Prize. Winner(s) may receive from an IRS form 1099-MISC at the end of the calendar year, a copy of which form will also be filed with the Internal Revenue Service.

Unless prohibited by applicable law, winner's acceptance of a Prize constitutes winner's irrevocable permission for Sponsor to use winner's name, address, biographical information, likeness, and testimonial for advertising or publicity purposes regarding the Sweepstakes, on a worldwide basis and in all forms of media known or unknown, without further compensation.

9. **General Terms:** Sponsor may disqualify any individual or void any entry if the entrant corrupts or affects the administration, security, fairness, integrity, or proper conduct of the Sweepstakes. This includes, for example, the use of computer 'script,' 'macro,' or 'brute force,' masking identities by manipulating IP addresses, or using any automated means to enter the Sweepstakes.

Sponsor may disqualify any individual or void any entry if the entrant uses a username or email address that belongs to or is already being used by another person, whether actual or fictitious, that may be interpreted as impersonating another person, or violating the rights of any person.

Incomplete, illegal, misdirected, untimely, or invalid entries will not be accepted. Proof of sending is not proof of delivery. Releasees (defined below) take no responsibility for delayed, incomplete, illegible, unintelligible, misdirected, damaged, or lost entries due to technical reasons or otherwise.

If the Sweepstakes cannot be run or be administered as planned, for reasons outside of Sponsor's control, Sponsor reserves the right to cancel, modify, or suspend the Sweepstakes (subject to any written directions given under applicable law) by posting a notice on the Sweepstakes entry page. Sponsor further reserves the right to modify, cancel, or suspend the Sweepstakes if Sponsor believes doing so is necessary to maintain the integrity of the Sweepstakes or fairness to entrants. Sponsor will not be liable for a delay or failure to perform its obligations if caused by an act, omission, event, or circumstance beyond Sponsor's reasonable control.

This Sweepstakes is governed by California law. By entering, you irrevocably consent to exclusive jurisdiction and venue of the state and federal courts located in San Francisco, California for any dispute arising from or relating to this Sweepstakes; provided that any and all disputes, claims and causes of action arising out of or connected with the intellectual property of CII, shall be resolved individually, without resort to any form of class action, shall be governed and construed in accordance with the laws of the state of California and in the event of any dispute, all entrants irrevocably consent to the jurisdiction of the state and federal courts located in California to resolve such disputes.

10. **Privacy:** By entering the Sweepstakes, you agree that Sponsor may use the personal information you provide through your entry in accordance with Sponsor's privacy policy: <https://www.groupninemedia.com/privacy>. You may unsubscribe from any email communication by clicking the "unsubscribe" (or similar) link at the bottom of any marketing email sent from Sponsor by contacting Sponsor directly.
11. **Risks; Warranties; Release of Claims:** Your participation in the Sweepstakes is at your own risk. Releasees do not make, and hereby disclaim, all implied warranties of any kind relating to the Prize, including warranties of fitness for a particular purpose, merchantability, and noninfringement, or any representations regarding the function or operation of the Prize.

By entering the Sweepstakes, you agree to release and hold Sponsor, CII, and their subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors (collectively, the "Releasees") harmless from any liability, illness, injury, death, loss, litigation, claim, or damage directly or indirectly relating to (i) the provision, hosting, sponsorship, administration, suspension, or

cancellation of the Sweepstakes, (ii) Sponsor's inability to fulfill any portion of the Prize(s) for reasons outside of its reasonable control including those arising from supplier or shipping issues, pandemic or epidemics, technical failures, third-party telecommunication outages, or other force majeure events, (iii) any determination of disqualification or other decision made by Sponsor in its sole discretion, (iv) a person's ability or inability to enter into or participate in the Sweepstakes, to win, claim, or use a Prize, or to otherwise participate in any activity relating to the Sweepstakes, (v) the Prize itself, or your use or misuse of a Prize, and/or (vi) electronic or human error, or events arising from the simple negligence of one or more Releasees.

You further agree to expressly and forever waive all rights under Section 1542 of the Civil Code of California ("Section 1542") (or any similar law applicable to your jurisdiction) which reads: A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY.

You acknowledge that you have had an opportunity to review these Official Rules, and Sponsor's privacy policy, and understand them. You acknowledge and agree that this is a complete RELEASE and DISCHARGE of all claims and rights against the Releasees, and that this release will be binding upon an entrant's and winner's heirs, executors, and administrators, and anyone claiming by or through an entrant or winner.

12. **Third Party Platforms:** If this Sweepstakes is hosted, administered, or operated on a third party platform, including without limitation social media platforms (e.g. Facebook or Instagram) (the "Third Party Platform"), then by participating in this Sweepstakes, you hereby release and hold harmless such Third Party Platform from all claims, responsibility, and liability relating to the Sweepstakes. Unless otherwise stated in these Official Rules, this Sweepstakes is not sponsored, endorsed, or administered by, or associated with, any Third Party Platform.
13. **Winner Publication:** The first name, last name, and state of residency for confirmed winner(s) will be available upon written request to the Sponsor at the address below, for two (2) years following the end of the Sweepstakes Period.
14. **Sponsor:** Group Nine Media, Inc., 568 Broadway, 10th Floor, New York, NY 10012.