

**The Honest Company, Inc.**  
**“WHAT’S THE BUZZ? SUPERFOOD COFFEE RECIPES + GIVEAWAY: SUPERFOOD COFFEE CO.”**  
**Official Sweepstakes Rules**

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

Please read these rules before entering The Honest Company, Inc. **“WHAT’S THE BUZZ? SUPERFOOD COFFEE RECIPES + GIVEAWAY”** (the “Sweepstakes”). You agree that, by entering this Sweepstakes, you will be bound by these Official Sweepstakes Rules (the “Rules”) and you acknowledge that you satisfy all Sweepstakes eligibility requirements. By entering the Sweepstakes, you consent to being placed on an email mailing list for promotional and other marketing materials from The Honest Company and Superfood Coffee Co. You may opt out of these communications at any time. Information about how to opt out will be included in all promotional emails and can also be obtained by visiting [honest.com/privacy](http://honest.com/privacy).

**Eligibility.** This Sweepstakes is limited to legal residents of the fifty (50) United States of America, the District of Columbia, and Canada (Sweepstakes excludes residents of all other US territories, commonwealths and possessions, including but not limited to Puerto Rico). Entrants must be at least 18 years of age and cannot be employed by The Honest Company, Inc. or Superfood Coffee Co., nor can they be employed by any companies or agencies directly connected with the creation and administration of this Sweepstakes, or be a household member or immediate family member of the aforementioned employees. This Sweepstakes is subject to all applicable laws and regulations and is void where prohibited by law.

**Sponsors.** This Sweepstakes is sponsored by The Honest Company (the “Sponsor”) in partnership with Superfood Coffee Co. (collectively, the “Sponsors”). The Honest Company, Inc. is located at 2700 Pennsylvania Ave. Suite 1200, Santa Monica, CA 90404 U.S.A.

**Timing.** The Sweepstakes will run from 6:00am PST on February 5th, 2014 to 11:59pm PST on February 8th, 2014 (the “Sweepstakes Period”). The Honest Company’s computer is the official time keeping device for the Sweepstakes.

**How to Enter.** To enter, go to [blog.honest.com](http://blog.honest.com) and comment on the **WHAT’S THE BUZZ? SUPERFOOD COFFEE RECIPES + GIVEAWAY** blog post. Although not required, you may earn one (1) additional entry by subscribing to “Honestly...” The Honest Company Blog ([blog.honest.com](http://blog.honest.com)), and you can earn one (1) additional entry by following The Honest Company Pinterest page (<https://www.pinterest.com/HonestCompany/>).

Any attempt by any entrant to obtain more than the stated number of plays by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant’s plays

and that entrant may be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant.

**Prize.** Of the “WHAT’S THE BUZZ? SUPERFOOD COFFEE RECIPES + GIVEAWAY” submissions, one (1) random person will be chosen to receive one (1) Superfood Coffee Co. Signature Box (valued at \$32.99 USD).

Prizes cannot be transferred, assigned, or redeemed for their cash value. All prizes will be awarded “AS IS” and “WITHOUT WARRANTY OF ANY KIND,” express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose).

**Taxes.** The Prize Winner is responsible for all taxes and fees associated with prize receipt and/or use.

**Prize Drawing for Participants.** The Prize Winner will be selected at random and notified via the email address of their entry. If a potential winner does not respond within thirty (30) days of being contacted or refuses to sign and return the Affidavit of Eligibility and Liability/Publicity Release, the potential winner forfeits the prize. All prizes will be fulfilled approximately one month after the conclusion of the Sweepstakes. For more information on the specific drawing and randomization procedures, please send an express written request to: The Honest Company, Attn: Superfood Coffee Co. Giveaway, 2700 Pennsylvania Ave. Suite 1200, Santa Monica, CA 90404.

**Odds of Winning.** Odds of winning a prize depend on the number of eligible entries received at the end of the Sweepstakes Period.

**Winners’ List.** The Winners’ List will be compiled after the winners’ confirmation process is complete and will be made available upon express written request. Please send all requests for the Winners’ List to: The Honest Company, Attn: Superfood Coffee Co. Giveaway, 2700 Pennsylvania Ave. Suite 1200, Santa Monica, CA 90404.

**Publicity.** Except where prohibited, participation in the Sweepstakes constitutes each entrant’s consent to Sponsor’s use of entrant’s name for promotional purposes in any media, worldwide, without further payment or consideration.

**Release.** Sponsors assume no responsibility for: (1) technical delays or failures of any kind, (2) unauthorized human intervention during any part of the Sweepstakes, (3) technical or human error during the administration or processing of the Sweepstakes, or (4) any loss, injury, or damage caused, whether directly or indirectly, in whole or in part, from downloading data or otherwise participating in the Sweepstakes. By entering into this Sweepstakes, entrants agree to release and hold harmless the Sponsors, Facebook, Pinterest, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each company’s officers, directors, employees and agents from and against any claim or cause of action, including, but not limited to, damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

**Additional Terms.** The Honest Company reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond The Honest Company's reasonable control impairs the integrity or proper functioning of the Sweepstakes or, as determined by the Sponsor in their sole discretion. The Honest Company reserves the right in their 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 in an unsportsmanlike or disruptive manner. 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, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Rules shall not constitute a waiver of that provision.

**Applicable Laws and Jurisdiction.** This Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of California, without regard to any principles of conflict of laws. All disputes arising out of or connected with this Sweepstakes will be resolved individually, and without resort to class action, exclusively by a state or federal court located in Los Angeles, California. Should there be a conflict between the laws of the State of California and any other laws, the conflict will be resolved in favor of the laws of the State of California. To the extent permitted by applicable law, all judgments or awards shall be limited to actual out-of-pocket damages (excluding attorneys' fees) associated with participation in this Sweepstakes and shall not include any indirect, punitive, incidental and/or consequential damages.