

The Honest Company, Inc.
“Honestly Awesome Back 2 School Giveaway”
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. **“Honestly Awesome Back 2 School 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.

Eligibility. This Sweepstakes is limited to legal residents of the fifty (50) United States of America and the District of Columbia (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., 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.

Sponsor. This Sweepstakes is sponsored by The Honest Company (the “Sponsor”). 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 12:00pm PST on August 22, 2013 to 11:59pm PST on August 25, 2013 (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 and comment on the Honestly Awesome Back 2 School Giveaway blog post. Although not required, you may earn one (1) additional entry by subscribing to “Honestly...” The Honest Company Blog (blog.honest.com), and you can earn one (1) additional entry by liking The Honest Company Facebook page (<http://www.facebook.com/TheHonestCompany>).

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 Sweepstakes submissions, one (1) person will be chosen to receive Honest Hand Sanitizer Spray - 2 pack, valued at \$5.95; Honest Wipes - 4 Travel Packs, valued at \$3.95; Honest Kid's Multi Chewables, valued at \$19.95; ErinCondren.com Lunchbox Delux Set, valued at \$48.00; Topo Daypack, valued at \$139-\$149 depending on bag availability; Stellar Baby Deco Fan Sky Tote, valued at \$25; Oilily Gift Card, valued at \$100; Hudson+Bleecker Navy Avion Case and Pouch, valued at \$74; and the Hudson+Bleecker Isabelline Nouveau Tote, valued at \$38.

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 post, social media channels, or e-mail provided at entry. If a potential winner does not respond within fourteen (14) 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, subject to availability of the Prizes fulfilled by Sponsor's Sweepstakes partners. For more information on the specific drawing and randomization procedures, please send an express written request to: The Honest Company, Attn: Back 2 School 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: Back 2 School 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, Facebook name and state of residence for promotional purposes in any media, worldwide, without further payment or consideration.

Release. Sponsor assumes 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 Sponsor, Facebook, 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 Sponsor in its sole discretion. The Honest Company reserves the right in its 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, 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.