

ENERGIZER® “YOU COULD WIN WHAT YOU BUY” SWEEPSTAKES
(up to \$500)
FULL OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. ELIGIBILITY: The *Energizer* “You Could Win What You Buy” (up to \$500) Sweepstakes (“Sweepstakes”) is open to legal residents of the 50 United States and the District of Columbia (“D.C.”), and U.S. Military personnel (and their families) with APO/FPO addresses, who are 18 years of age or older (19 or older in AL or NE, 21 or older in MS) at the time of entry. Employees, officers, directors and representatives of Energizer Brands, LLC (“Sponsor”), its parent company, affiliates, subsidiaries, advertising, fulfillment and marketing agencies, and members of the immediate families (spouse, parents, grandparents, children, grandchildren, siblings and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above. Void outside the 50 United States/D.C. (except for APO/FPO addresses) and where prohibited by law.

2. SWEEPSTAKES PERIOD: The Sweepstakes begins at 12:00:00 a.m. ET on October 1, 2017 and ends at 11:59:59 p.m. ET on April 30, 2018 (the “Sweepstakes Period”). The Sweepstakes is divided into thirty (30) weekly entry periods (each a “Weekly Entry Period”) as indicated in the chart below. Each Weekly Entry Period begins at 12:00:00 a.m. ET on a Sunday and ends at 11:59:59 p.m. ET on a Saturday, except for Week 30 where the Weekly Entry Period will end on a Monday (4/30/18) at 11:59:59 p.m. ET. Entries must be received by the dates listed below (as applicable) to be included in the corresponding Weekly Entry Period. The Sponsor’s computer is the official timekeeping device for determining the date of all online entries. Nonwinning entries from each Weekly Entry Period will not roll forward into the next Weekly Entry Period.

Week	Weekly Entry Period
1	10/1/17 – 10/7/17
2	10/8/17 – 10/14/17
3	10/15/17 – 10/21/17
4	10/22/17 – 10/28/17
5	10/29/17 – 11/4/17
6	11/5/17 – 11/11/17
7	11/12/17 – 11/18/17
8	11/19/17 – 11/25/17
9	11/26/17 – 12/2/17
10	12/3/17 – 12/9/17
11	12/10/17 – 12/16/17
12	12/17/17 – 12/23/17
13	12/24/17 – 12/30/17
14	12/31/17 – 1/6/18
15	1/7/18 – 1/13/18

Week	Weekly Entry Period
16	1/14/18 – 1/20/18
17	1/21/18 – 1/27/18
18	1/28/18 – 2/3/18
19	2/4/18 – 2/10/18
20	2/11/18 – 2/17/18
21	2/18/18 – 2/24/18
22	2/25/18 – 3/3/18
23	3/4/18 – 3/10/18
24	3/11/18 – 3/17/18
25	3/18/18 – 3/24/18
26	3/25/18 – 3/31/18
27	4/1/18 – 4/7/18
28	4/8/18 – 4/14/18
29	4/15/18 – 4/21/18
30	4/22/18 – 4/30/18*

*Mail-in entries in Week 30 must be postmarked by 4/30/18 and received by **5/5/18** to be included in the final drawing.

3. TO ENTER: There are two (2) ways to enter the Sweepstakes:

- (i) **Purchase Method:** You can enter the Sweepstakes by participating in the *Energizer*® Brand Battery \$5 Reward Offer (“Offer”) by purchasing at least \$15 (before tax and after any coupon savings) worth of *Energizer*® Brand battery products in a single transaction between October 1, 2017 – March 31, 2018 and submitting your receipt to receive a \$5 Reward. **Purchases made at Lowe’s® will not qualify for this Sweepstakes entry method; Lowe’s® customers may enter the Sweepstakes using the Mail-In Entry Method described below.** Follow the Offer Terms and Conditions at www.holiday5.energizer.com for specific instructions. Upon completing your registration and validation of your receipt, you will receive one (1) entry into the weekly Sweepstakes drawing corresponding to the Weekly Entry Period during which the receipt is validated. Please allow up to 24 hours for receipt validation.
- (ii) **Mail-In Entry Method (No Purchase Required):** To enter by mail without making a purchase, hand-print your name, address (no P.O. Boxes), city, state, zip code, e-mail address, age and daytime phone number on a 3” x 5” card and mail it in an envelope to: You Could Win What You Buy Sweepstakes, P.O. Box 3005, Rogers, MN 55374-3005. A mail-in entry will be included in the weekly Sweepstakes drawing corresponding to the Weekly Entry Period during which it was received. Mail-in entries must be handwritten; no mass or mechanically reproduced entries will be accepted. Mail-in entries will not be acknowledged or returned. Limit one (1) entry per postmarked outer envelope.

4. ENTRY LIMITATIONS: Maximum of four (4) entries per person, e-mail and postal address throughout the Sweepstakes Period, regardless of the method of entry. Entries for any given weekly Sweepstakes drawing must be received by the date and time stated in the chart above for the applicable Weekly Entry Period. Any entries received after 11:59:59 p.m. ET on April 30, 2018 will be disqualified, except that mail-in entries may be postmarked by April 30, 2018 and received by May 5, 2018. Each person may only use one (1) e-mail address to participate in the Sweepstakes, and such e-mail address may only be used by one (1) person, regardless of whether the e-mail address is shared by two or more people. Any person who uses more than one (1) e-mail address to participate in the Sweepstakes may be disqualified and any prize won may be forfeited, subject to Sponsor’s sole discretion. If a dispute arises regarding who submitted an entry, the entry will be deemed to be submitted by the Authorized Account Holder of the e-mail address used at the time of registration. The “Authorized Account Holder” is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor is not responsible for lost, late, stolen, illegible, misdirected or altered entries or entries with incomplete information. No correspondence about entries will be entered into. All entries become the property of Sponsor and will not be returned. By participating in this Sweepstakes, entrants accept and agree to be bound by these full Official Rules and the decisions of the judges, which shall be final, binding and conclusive on all matters.

5. DRAWINGS: Potential winners will be selected in random drawings to be held approximately five (5) days following the close of each applicable Weekly Entry Period. All drawings will be conducted by an independent judging agency whose decisions are final and binding. Sponsor will attempt to notify potential winners by e-mail at the e-mail address provided at the time of entry. If, after two (2) attempts, contact has not been made, prize will be forfeited and an alternate potential winner may be randomly selected, if feasible. You are not a winner of any prize unless and until your eligibility and compliance with these full Official Rules is verified and confirmed. As a condition of receiving a prize, potential winners will be required to complete and return an Address Confirmation Form, except where prohibited by law. Failure to return any documents by the date specified by Sponsor's agent will result in a potential winner's forfeiture of the prize in its entirety and another potential winner may be selected, if feasible. Return of any prize or prize notification as undeliverable will result in disqualification and, if feasible, an alternate potential winner may be selected. Sponsor reserves the right to award fewer than the stated number of prizes for each week of the Sweepstakes in the event there is an insufficient number of eligible entries received for any given Weekly Entry Period to award that week's prize.

6. PRIZES: There will be up to thirty (30) prizes awarded (one (1) prize per each week of the Sweepstakes). Each winner will receive a monetary payout equal to the total amount of their verified receipt up to a maximum of \$500. Winners who entered by mail will receive the maximum prize amount of \$500. Each prize will be awarded in the form of the winner's choice of either a gift card or as a deposit to winner's Pay Pal™ account. **Approximate Retail Value ("ARV") of each Weekly Prize: up to \$500.** Limit one (1) prize per person/household/e-mail address throughout the Sweepstakes Period. **TOTAL ARV OF ALL PRIZES: up to \$15,000.** All prizes will be awarded provided the number of eligible entries received for the applicable Weekly Entry Period is equal to or greater than one (1).

7. ODDS: Odds of winning a prize depend on the number of eligible entries received for the applicable Weekly Entry Period.

8. PRIZE CONDITIONS: All prizes are awarded "AS IS" with no warranty or guarantee of any kind, either express or implied by Sponsor. Gift cards are subject to all the terms, conditions and policies imposed by the issuer, as well as federal and state laws. Sponsor is not responsible for complaints or issues regarding gift cards (i.e., issues with respect to activation, redemption, etc.) and winner should address any such concerns with the gift card issuer. Paypal® deposits are subject to all the terms, conditions and policies imposed by Paypal®. Paypal® account holders must provide all information required to transfer prize to their account and must have a U.S. Paypal® account in good standing at the time of transfer in order to receive the prize amount into their account. Locked or restricted Paypal® accounts will not be eligible to receive a prize. No substitution, assignment or transfer of prize will be permitted, except at the sole discretion of Sponsor, who reserves the right to substitute a prize with cash or another prize of comparable or greater value. All taxes are solely the responsibility of the winners. If applicable, Sponsor may issue a 1099 Miscellaneous Income Tax Form to winners of prizes valued at \$600 or more. By entering this Sweepstakes and accepting a prize, winner consents to use of his/her name, photograph, voice recording and likeness for publicity purposes without additional compensation

or permission, where permitted by law. Sponsor is not responsible for any inability of a winner to accept a prize in accordance with these full Official Rules. Please allow 6 to 8 weeks following winner verification for delivery of prize.

9. RELEASE OF LIABILITY: Except where prohibited, by participating in this Sweepstakes each entrant agrees to release and hold harmless the Sponsor, Snipp Interactive, Inc., Paypal® Inc., and their respective parent(s), subsidiaries and affiliated companies and officers, directors, employees, agents, licensees and assigns from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical or programming errors, transmission defaults or interruptions related to computers, software, servers, or telephone or network lines or human errors; (c) computer server failure and/or delayed, garbled or corrupted data transmitted by entrants; (d) printing or typographical errors; (e) errors or problems in connection with the administration of the Sweepstakes including the processing of entries; (f) late, lost or undeliverable mail, e-mail or shipments; or (g) injury or damage to persons (including death) or property that may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes, or receipt or use of a prize.

10. GENERAL: If for any reason this Sweepstakes is not capable of running as planned; or if this Sweepstakes becomes corrupted or does not allow the proper administration of the Sweepstakes and/or processing of entries in accordance with these full Official Rules for any reason; or if tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in the sole opinion of Sponsor, corrupts or affects the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right, in its sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify or suspend the Sweepstakes, or any portion thereof, without obligation. In the event Sponsor terminates the Sweepstakes prematurely, it will conduct a drawing from all eligible entries received prior to the effective date of termination. Any entry will be automatically void if it is determined to be a mass entry or mechanically reproduced, altered or tampered with in any way. Under no circumstances will more prizes than those set forth in these full Official Rules be awarded. If a technical, programming, printing, seeding, prize notification or human error or the like occurs that results in more potential winners than available prizes, Sponsor may elect to hold a random drawing from all eligible claims received to award the indicated number of prizes set forth in these full Official Rules. Any attempts by an individual to access the Sweepstakes via a bot script or other brute-force attack will result in entrant becoming ineligible and such individual and their entries may be disqualified. Any attempt by an entrant or any other individual to deliberately damage, interfere with, or undermine the legitimate operation of this Sweepstakes is a violation of criminal and/or civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages (including reasonable attorneys' fees) and other remedies from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these full Official Rules shall not constitute a waiver of that provision.

11. DISPUTES: Entrants agree that all causes of action arising out of or connected with this Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any form of class action; and any and all claims, judgments and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs. Entrants agree that all issues and

questions concerning the construction, validity, interpretation and enforceability of these full Official Rules, participants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, will be governed by, and construed in accordance with, the laws of the State of Missouri, without giving effect to any choice of law or conflict of law rules. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts located in St. Louis, Missouri.

12. WINNERS' LIST: For the names of the winners, send a self-addressed, stamped envelope by April 30, 2018, to: *Energizer You Could Win What You Buy Sweepstakes-Winners List*, P.O. Box 3010, Rogers, MN 55374-3010.

13. PRIVACY: By participating in this Sweepstakes, each entrant agrees to Sponsor's use of entrant's personal information as described in the Sponsor's Privacy Policy, located at <http://www.energizerholdings.com/en/pages/privacypolicy.aspx>.

14. SPONSOR: Energizer Brands, LLC, St. Louis, MO 63141

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