AXE® PLATINUM PASS INSTANT WIN AND SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

The Axe® Platinum Pass Instant Win and Sweepstakes ("Promotion") is sponsored by Conopco, Inc., d/b/a Unilever, 800 Sylvan Ave., Englewood Cliffs, NJ 07632 ("Sponsor") and administered by Prize Logic, LLC ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI 48033.

1. **PROMOTION PERIOD:** The Promotion begins at 12:00 PM Eastern Time ("ET") on September 29, 2016 and ends at 11:59:59 PM ET on December 30, 2016 ("Promotion Period"). The Promotion consists of an instant win game ("Game") and a sweepstakes ("Sweepstakes") each as described below. The Administrator's computer is the official Promotion official clock.

2. **ELIGIBILITY:** This Promotion is offered only to legal U.S. residents of the fifty (50) United States and the District of Columbia who are at least thirteen (13) years old at time of entry. Employees, directors, officers, and agents of Sponsor, Administrator, and each of their respective parent companies, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies and suppliers involved in the Promotion ("Promotion Entities"), as well as the members of each of their immediate families (spouse, parents, children, siblings, and in-laws) and persons residing in the same household as such individuals are not eligible to enter or win. Void where prohibited or restricted by law.

   Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Promotion.

3. **HOW TO PLAY THE GAME AND ENTER THE SWEEPSTAKES:**

   A. **Playing the Game:** During an Entry Period, an eligible entrant (an "Entrant") must visit AXEPlatinumPass.com (the "Website"), enter his/her date of birth and then enter his/her valid e-mail address or Facebook account. If it is the Entrant's first time visiting the Website, he/she must first register by entering the information requested on the registration page, including, but not limited to, complete first and last name (no initials), street address, city, state, ZIP Code, daytime telephone number, date of birth and agreement to these Official Rules. After completing registration, the Entrant will receive a notification on the Website screen stating whether or not he/she has a won an "Instant Prize" as defined in Section 5 of these Official Rules (a "Game Play"). Sponsor will also notify the potential winners via e-mail using the e-mail address provided by the entrant during registration. Each Entrant who receives a "win" message will be deemed a potential winner pending confirmation and verification of the entrant's eligibility and compliance with these Official Rules, as determined by Sponsor in its sole and absolute discretion. All potential winning Game Plays are subject to verification by Sponsor or Administrator, whose decisions are final and binding. An entrant is not a winner of any prize, even if the Game Play should so indicate, unless and until Entrant's eligibility and the potential winning Game Play have been verified and Entrant has been notified that verification is complete. Sponsor will not accept screen shots or other evidence of winning in lieu of its

validation process. Any Game Play that occurs after the system has failed for any reason is deemed a defective Game Play, is void, and will not be honored.

For purposes of the Promotion, an Entrant's e-mail address or Facebook account submitted at the time of entry. Entrants will not be allowed to change their e-mail address or Facebook account. Each Entrant may be required to furnish proof of identification and other proof of eligibility under these Official Rules. In the event of a dispute as to any registration or play, the authorized account holder of the e-mail address or Facebook account used to register will be deemed to be the Entrant or player. The "authorized account holder" is the natural person assigned an e-mail address or Facebook account by an Internet access provider, online service provider or Facebook responsible for assigning e-mail addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder. If it is discovered that an Entrant has registered or attempted to register more than once (or enter more than once per day) during the Promotion Period using multiple e-mail address, Facebook accounts or multiple identities, all of that Entrant's Promotion entries will be declared null and void and any prize he/she might have been entitled to will not be awarded.

Limit: One Game Play per Entrant per day during the Promotion Period. A "day" starts at 12:00 AM ET and ends at 11:59:59 PM ET each calendar day during the Promotion Period, except on September 29, 2016 when a day is deemed to start at 12:00 PM ET and end at 11:59:59 PM ET.

B. Entering the Sweepstakes:

i. Play the Game: Each valid Game Play will result in one (1) entry into the Sweepstakes (an "Entry").

ii. Upload a Receipt of a Qualifying Purchase. During the Sweepstakes Period, an Entrant may purchase any Axe® products as shown on Exhibit A (a "Qualifying Product") at a participating Walmart Store only (a "Qualifying Purchase"). An image of a receipt showing the Qualifying Purchase, including the date of the Qualifying Purchase, must be uploaded on the Website during the Promotion Period. The Entrant must follow the on-screen prompts to upload a photograph of the original register receipt showing the Qualifying Purchase. Each Entrant should circle the Qualifying Product on the Qualifying Purchase. The file must be in .JPEG, .JPG, or .GIF format (no PDFs will be accepted) and may not exceed 5 MB. Following this method of entry, an Entrant will receive ten (10) Entries into the Sweepstakes and is limited one (1) upload of a receipt per day.

iii. How to Receive Bonus Entries without Making a Qualifying Purchase: An Entrant may hand-write his/her complete name (no initials), valid e-mail address, street address (P.O. Boxes not accepted), city, state, ZIP code, telephone number, and date of birth (MM/DD/YYYY) on a 3½"x5" card ("Mail-In Entry") and mail it (without an outer mailing envelope) with sufficient postage to Axe® Platinum Pass Instant Win and Sweepstakes, PO Box 251328, West Bloomfield, MI 48325. Each Mail-In Entry is worth ten (10) Entries and there is a limit one (1) Mail-In Entry per day. If a winner is selected from a card without an Entry Period Prize stated on the Mail-In Entry, the Sponsor may provide the winner with a $100 Walmart gift card. All Mail-In Entries must be postmarked no later than the date of the Entry Period and be received as set forth in Section 1 of these Official Rules, in order to be eligible for the respective Entry Period Drawing. Mail-In Entries must be legibly hand-written. Mechanical reproductions, postage-due, Mail-In Entries sent in excess of the entry limits set

forth below will not be accepted. Mail-In Entries received without a verifiable and legible return address will be deemed incomplete and not valid entries. Mail-In Entries must be post marked by December 30, 2016 and received by January 6, 2017.

Note: Regardless of the method of entry used, Entrant will not receive more than ten (10) Entries per day using the Entry Methods set forth in Sections 2B (ii) and 2B (iii). For example, if an Entrant elects to use the Mail-In Entry on one day of the Promotion Period as set forth in Section 2B(ii), then on that same day, he/she may not upload a receipt as set forth in Section 2B(iii).

iv. Social Media Share: During the Promotion Period, using Facebook or Twitter, an Entrant may invite other people to participate in the Promotion by posting a unique link provided by Sponsor to his/her own Facebook wall or Twitter account ("Invitation Post"). An entrant will receive one (1) bonus Entry when another person clicks on the link in an entrant's Invitation Post and successfully registers for the Sweepstakes. Limit ten (10) bonus Entries into the Sweepstakes via a social medial share and subsequent successful registration by another eligible entrant.

If an Entrant wishes to share on Facebook, he/she must have a Facebook account. Entrants may create a Facebook account at no cost by logging on to http://facebook.com. Use of Facebook will be subject to that service provider's privacy policy and terms of use. The Facebook privacy policy and terms of use are available at: https://www.facebook.com/note.php?note_id=%20322194465300 and https://www.facebook.com/legal/terms/.

If an Entrant wishes to share on Twitter, he/she must have a Twitter account. Entrants may create a Twitter account at no cost by logging on to http://twitter.com. Use of Twitter will be subject to that service provider's privacy policy and terms of use. The Twitter privacy policy and terms of use are available at: https://twitter.com/privacy/ and https://twitter.com/tos/. Due to the way Twitter operates its services, all relevant Tweets must be public in order for entry to be eligible.

v. Opt-In to Axe® e-mails: During registration, an Entrant may opt-in to receive Axe® e-mails. An Entrant may do this once during the Promotion Period and receive one (1) bonus Entry into the Sweepstakes. In order to receive the additional entry, this opt-in must be done when the Entrant register for the Sweepstakes. Note that after receiving an Axe® e-mail, the Entrant may opt out of receiving further e-mails and will not lose his/her bonus Entry.

IMPORTANT: MESSAGE AND DATA RATES MAY APPLY IF AN ENTRANT ENTERS THIS PROMOTION ON HIS/HER MOBILE DEVICE. NOT ALL MOBILE TELEPHONE/WIRELESS PROVIDERS CARRY THE SERVICE NECESSARY TO PARTICIPATE IN THESE PROMOTION. ENTRANTS SHOULD CONSULT THEIR WIRELESS PROVIDER'S PRICING PLANS. MOBILE ENTRY IS NOT REQUIRED TO ENTER OR WIN A PRIZE IN THESE PROMOTION.

4. **RANDOM SWEEPSTAKES DRAWING:** On or about January 9, 2017, Administrator will randomly select one (1) potential "Grand Prize" (defined in Section 5 of these Official Rules) winner from all eligible Entries received the Promotion Period. The potential "Grand Prize" winner is considered a potential winner pending verification of his/her eligibility and

compliance with these Official Rules. The Sponsor, Administrator, and their representative's decisions are final and binding on all matters relating to this Promotion

5. PRIZES, APPROXIMATE RETAIL VALUES, AND ODDS OF WINNING:

A. Grand Prize (1): The "Grand Prize" is a three (3) day/two (2) night trip for up to four (4) people (the Grand Prize winner and three (3) guest of his/her choosing) to attend an Axe Platinum concert in the contiguous forty-eight (48) United States in 2017 (the "Grand Prize"). Sponsor and the Grand Prize winner will work together to select a concert. The Grand Prize includes round-trip coach class air transportation from a major commercial airport near the Grand Prize winner's residence (selected in Sponsor's sole discretion) to the location of the concert for the Grand Prize winner and up to three (3) guests, two (2) night stay at a hotel selected by the Sponsor in its sole and absolute discretion (two rooms/double occupancy), chauffeured car service to and from the hotel to the airport and to and from the hotel to the concert, reimbursement for meals fulfilled in the form of a check in the amount of Nine Hundred Dollars ($900) paid to the Grand Prize winner, premium seats to AXE Stage Pass concert for the Grand Prize winner and up to three (3) guests, a $150 Visa® pre-paid debit card for the Grand Prize winner and each guest to be used to purchase clothing for the concert and One Thousand Five Hundred Dollars ($1,500) in the form of a check made payable to the Grand Prize winner for travel stipend and spending money. The Grand Prize winner and his/her guest must compete the trip by December 31, 2017.

All guests must execute a Liability and Publicity release (unless prohibited by law) as provided by Sponsor or its agent. If Grand Prize winner is a minor, the guest must be the parent/guardian of such winner and must execute all documents required of winner on behalf of his/her child/ward. If a guest is a minor, he/she must be the minor child/ward of the Grand Prize winner. If the guest is a minor, then the Grand Prize winner as his/her parent/legal guardian must execute the Liability & Publicity Release (unless prohibited by law) on the minor's behalf. If a Grand Prize winner elects to participate with less than three (3) guests, no additional compensation will be awarded.

The Grand Prize winner and his/her guest are solely responsible for obtaining any desired or necessary travel documents (including without limitation a valid government-issued photographic identification). If a winner resides within 250 miles of the Houston metropolitan area (as determined by Sponsor in its sole discretion), Sponsor may substitute ground transportation in lieu of airfare and no additional compensation will be awarded to the winner.

Food, ground transportation, parking, meals, and any and all other costs and expenses, including airline baggage fees, not expressly set forth in these Official Rules are not included in the Grand Prize. The Grand Prize winner will be responsible for all gratuities, meals, ground transportation, and any other incidental costs or expenses not identified in these Official Rules. Travel must be taken on dates specified by Sponsor, which may be modified in Sponsor's sole discretion. The Grand Prize winner and guest must travel on the same itinerary. The Grand Prize winner and his/her guest hereby acknowledges that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the Grand Prize. The Grand Prize winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner.

Sponsor is not responsible if a concert is delayed, postponed, or canceled for any reason. Winner will not receive compensation from Sponsor for tickets that the winner is unable to use due to cancellation of the event. Each winner agrees that concert admission is awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated or otherwise conveyed. The concert organizers reserve the right to remove or to deny entry a winner and/or his/her guest(s) if either winner or his/her guest(s) violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person at the concert.

The Approximate Retail Value ("ARV") of the Grand Prize is Nine Thousand One Hundred Dollars ($9,100). The actual value of The Grand Prize may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of a Grand Prize will not be awarded. No more than one (1) Grand Prize will be awarded.

B. Instant Prizes:

INSTANT PRIZE DESCRIPTION	QUANTITY AVAILABLE	ARV OF EACH PRIZE	Total ARV
$200 Concert Ticket Vouchers	20	$200	$4,000
CD from an AXE Stage Pass Artist	200	$15	$3,000
$20 Worth of AXE Products in the form of a gift card	200	$20	$4,000
Digital Album Download	3,614	$15	$54,210
Total	4,034		$65,210

C. General Conditions on Prizes: Each voucher/gift card is subject to the terms and conditions set forth on the voucher/gift card or online. The use of a voucher/gift card constitutes the user's acceptance of the voucher/gift card's terms and conditions so each winner should read the terms and conditions on the voucher/gift card carefully. Each voucher/gift card will not be redeemed or exchanged for cash, except where required by law. Each voucher/gift card will not be replaced or replenished if it lost, stolen, damaged, destroyed or used without your permission and will be voided if altered or defaced. Limit one (1) Instant Prize and Grand Prize per household for the entire Promotion Period. Prizes are non-transferrable and non-substitutable, except by Sponsor in its sole discretion. Sponsor reserves the right to substitute a similar Prize of comparable or greater value. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of a Prize(s) are the sole responsibility of Winner(s). If a Prize is unclaimed within a reasonable time after notification from Sponsor, as determined by Sponsor in its sole discretion, it will be forfeited, and, time permitting, an alternate Winner may be selected from the remaining eligible entries at Sponsor's sole discretion.

D. **Total ARV:** The total ARV of all prizes available in this Promotion is Seventy-four Thousand Three Hundred Ten Dollars ($74,310).

E. **Odds of Winning:** The odds of winning an Instant Prize depend on the total number of eligible entries received during each Entry Period. The odds of winning the Grand Prize depend on the total number of eligible entries received during the entire Promotion Period.

6. **WINNER NOTIFICATION AND VERIFICATION:** Potential winners are subject to verification of eligibility and compliance with these Official Rules. On or about the dates indicated above, Administrator will notify the potential winners via e-mail or via private message on Facebook at the e-mail addresses or Facebooks accounts provided at the time of registration. The potential Grand Prize winner will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within five (5) calendar days from the date of attempted notification or the Prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor's sole and absolute discretion. If any potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept a prize, or in the event that a winner fails to return any required paperwork within the allotted timeframe (if applicable), the prize may be forfeited. If a prize is forfeited for any reason, it may be awarded to an alternate potential winner, at the Sponsor's sole and absolute discretion, selected at random from the remaining pool of eligible entries received during the Promotion Period, time permitting. If Sponsor is unable to confirm any winner after three (3) good faith attempts, the prize may not be awarded. Each potential winner may be required to furnish proof of identification and other proof of eligibility under these Official Rules. Administrator will e-mail digital codes to the winners within approximately 6 to 8 weeks from the end of the promotional period. Promotion Entities shall not be responsible or liable for entries that are entered by other than human means (such as by an automated computer program or other non-human mechanism, entity or device), in excess of the stated limit, or for entries that are late, forged, destroyed, lost, misplaced, stolen, misdirected, tampered with, incomplete, deleted, damaged, garbled, or otherwise not in compliance with the Official Rules, and all such entries will be disqualified. The right to receive a prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor who reserves the right to substitute a prize of equal or greater value in case of the unavailability of a prize or force majeure. Federal, state and local taxes, if any, are solely the responsibility of each winner. Sponsor will issue an IRS Form 1099-MISC for each winner whose Prize is valued at $600 or more. ARVs are as of the time the Official Rules were printed and the value of the prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. All other costs and expenses not expressly set forth herein shall be solely each winner's responsibility. The Promotion Entities shall not be held responsible for any delays in awarding a prize for any reason. Prizes will only be awarded to verified winners.

7. **LIMITATION OF LIABILITY:** Promotion Entities, Facebook, and Twitter are not responsible for illegible, lost, late, incomplete, stolen, misdirected, postage due, or undeliverable e-mail or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt or jumbled transmissions, service provider/Internet/web site/use net accessibility, availability, or traffic congestion, or any technical, mechanical, printing, or typographical or other error, or unauthorized human intervention, or the incorrect or inaccurate capture of registration information, or the failure to capture, or loss of, any such information. Promotion Entities are not responsible for any incorrect or inaccurate information, whether caused by any web site

users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Promotion and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any web site(s). Promotion Entities are not responsible for any injury, including death, or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Promotion and/or accepting a prize. If, for any reason, an entry is confirmed to have been erroneously deleted, lost or otherwise destroyed, corrupted or for any other reason not accepted as an entry into the Promotion, the entrant's sole remedy is to submit another entry. If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion in a manner it deems fair and reasonable including the selection of winners from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more prizes be awarded than are stated in these Official Rules. If for any reason, including, but not limited to, an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed than are intended to be awarded according to these Official Rules, the intended winners will be awarded in a random drawing from among all verified prize claims received for that prize. **PROMOTION ENTITIES MAKE NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON INFRINGEMENT AS REGARDS TO ANY PRIZE OR ANY COMPONENTS OF THE PRIZES. VOID WHERE PROHIBITED, AS SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OF EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES. AN ENTRANT MUST CHECK LOCAL LAWS TO LEARN IF ANY OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY.** Further, Promotion Entities are not responsible for, and shall be indemnified by winners against any claims, injuries, losses or damages of any kind resulting from acceptance, use, misuse, possession, or loss of a prize.

In addition, Promotion Entities are not responsible for and shall be defended, indemnified, held harmless and released by each entrant against any claims, liabilities, lawsuits, judgments, causes of action, proceedings, injuries, death, losses, costs, expenses or damages of any kind resulting from, in connection with, or arising from an entrant's participation in the Promotion or acceptance, receipt, delivery, use, nonuse, misuse, defect in, inability to use, possession, or loss of a prize. In particular, by entering the Promotion, each entrant agrees to waive all of his/her rights to bring any claim, action, or proceeding against Promotion Entities in connection with the Promotion; and to forever and irrevocably agree to release, defend, indemnify, and hold harmless Promotion Entities from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability costs and expenses (including, without limitation, reasonable outside attorneys' fees) for an injuries, losses or damages of any kind to persons, including, without limitation, death, or property resulting in whole or in part, directly or indirectly, from: (a) the Promotion, including but not limited to any Promotion-related activity or element thereof, and the entrant's entry, participation or inability to participate in the Promotion, (b) the violation of any third party privacy, personal, publicity or proprietary rights, (c) typographical or printing errors in these Official Rules or any Promotion materials, (d) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability, or due to reasons beyond Sponsor's control, including but not

limited to by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond any of Promotion Entities' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement, cancellation, or modification of the Promotion, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of the entry (including, without limitation, the information or any parts thereof), (i) any technical malfunctions or unavailability of the Website or any telephone network, computer system, computer online system, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of Promotion Entities or by an entrant, (j) interruption or inability to access the Promotion, the Website or any other Promotion -related web pages, or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to entrant's (or any third person's) computer and/or its contents related to or resulting from any part of the Promotion, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, illegible, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries, (n) any wrongful, negligent, or unauthorized act or omission on the part of Promotion Entities, (o) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof), (p) the collection, use and/or sharing of entrant's personally identifiable information by Sponsor or its designees or (q) the negligence or willful misconduct by entrant.

8. **DISPUTES: THE PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE COUNTY OF OAKLAND, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION IN ACCORDANCE WITH JAMS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR GIVEAWAY ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ENTRANTS AGREE THAT THE STATUTE OF LIMITATIONS FOR ASSERTING ANY CLAIMS SHALL BE A PERIOD OF ONE (1) YEAR FROM THE END DATE OF THE GIVEAWAY PERIOD.** Further, Entrants hereby waive all rights, to: (i) claim punitive, exemplary, special, incidental, indirect and consequential damages and any other damages (whether due to negligence or otherwise), other than for actual out-of pocket costs; and (ii) have damages multiplied or otherwise increased.

9. **PRIVACY POLICY:** Any personally identifiable information collected during an Entrant's participation in the Promotion will be collected by Sponsor or its designee and used by Sponsor, its affiliates, designees, agents and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and in Sponsor's privacy policy at http://www.unileverprivacypolicy.com/en_us/policy.aspx.

10. **PUBLICITY RIGHTS:** By participating in the Promotion and/or accepting a prize, each Entrant agrees to allow Sponsor and Sponsor's designee the perpetual right to use his/her name, biographical information, photos and likeness, voice recording, video images and all related footage, and statements for Promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered worldwide, including but not limited to on television (including live television), radio, the Internet, without notice, review or approval and without additional compensation except where prohibited by law.

11. **GENERAL:** This Promotion is subject to all federal, state and local laws and regulations. Winning a prize is contingent upon fulfilling all requirements set forth herein. Any attempted form of participation in this Promotion other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her prize. Sponsor reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Promotion, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Promotion. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Promotion will void any attempted participation effected by such methods and will result in the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE PROMOTION OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event Sponsor is prevented from continuing with the Promotion or the integrity and/or feasibility of the Promotion is severely undermined by a Force Majeure event, Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Promotion without any further obligation. If Sponsor, in its discretion, elects to alter this Promotion as a result of a Force Majeure event, a notice will be posted at the participating retail locations. In the event of cancellation, Sponsor will award the prizes in a random drawing from among all valid and eligible entries received up to the time of such cancellation, providing a sufficient number of entries are received. If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or any prize documents will not affect the validity or enforceability of any other provision. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and the Promotion details contained in any Promotion promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Promotion as set forth in these Official Rules shall prevail.

12. **WINNERS LIST:** To obtain a list of the names of the winners, mail a self-addressed, stamped business-sized envelope to: The Axe® Platinum Pass Instant Win and Sweepstakes - Winners List Request, P.O. Box 251328, West Bloomfield, MI 48325. Winners List requests must be received by March 15, 2017.

Sponsor: Conopco, Inc., d/b/a Unilever, 800 Sylvan Ave., Englewood Cliffs, NJ 07632.

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Facebook is a registered trademark of Facebook, Inc.

Twitter is a registered trademark of Twitter, Inc.

This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook or Twitter. Any questions, comments, or complaints regarding this Promotion shall be directed to Sponsor and not to Facebook or Twitter.

Exhibit A

List of Participating Products

AXE BODY SPRAY ESSENCE 4Z
AXE BODY SPRAY PHOENIX 4Z
AXE BODY SPRAY DARK TEMPTATION 4Z
AXE BODY SPRAY ANARCHY 4Z
AXE BODY SPRAY APOLLO 4Z
AXE BODY SPRAY HARMONY 4Z
AXE BODY SPRAY GOLD TEMPTATION 4Z
AXE BODY SPRAY KILO 4z
AXE BODY SPRAY EXCITE 4z
AXE BELOW ZERO BODY SPRAY 12X4OZ
AXE BODY SPRAY BLACK CHILL 4z
AXE BLACK BODY SPRAY 4Z
AXE BDSP FEM ANARCHY 4Z
AXE BODY SPRAY TWIN ESSENCE
AXE BODY SPRAY TWIN DARK TEMPTATION
AXE BODY SPRAY TWIN EXCITE
AXE BODY SPRAY TWN FEMALE ANARCHY
AXE BODY SPRAY TWIN PHOENIX
AXE BODY SPRAY TWIN ANARCHY
AXE INVISIBLE SOLID TWN EXCITE
AXE INVISIBLE SOLID TWN PHOENIX
AXE TWIN INVISIBLE SOLID ANARCHY
AXE TWIN INVISIBLE SOLID DARK TEMPTATION
AXE DEO TWIN PHOENIX
AXE DEO TWIN EXCITE
AXE INVISIBLE SOLID ESSENCE 2.7Z
AXE INVISIBLE SOLID PHOENIX 2.7Z
AXE INVISIBLE SOLID DARKTEMP 2.7Z
AXE INVISIBLE SOLID APOLLO 2.7Z
AXE INVISIBLE SOLID BLACK CHILL 2.7Z
AXE INVISIBLE SOLID BLACK 2.7 OZ
AXE WHITE LABEL ISLAND INVISIBLE SOLID 2.7 OZ
AXE WHITE LABEL FOREST INVISIBLE SOLID 2.7 OZ
AXE WHITE LABEL NIGHT INVISIBLE SOLID 2.7 OZ
AXE WHITE ADRENALINE INVISIBLE SOLID 2.7z
AXE WHITE URBAN INVISIBLE SOLID 2.7z
AXE DEO ANARCHY 3Z
AXE DEO APOLLO 3Z
AXE DEO BLACK CHILL 3Z
AXE REGIMEN BOX APOLLO
AXE REGIMEN BOX DARK TEMPTATION
AXE REGIMEN BOX PHOENIX
AXE REGIMEN-ANARCHY PACK
AXE WHITE NIGHT REGIMEN PACK
AXE WHITE FOREST REGIMEN PACK
AXE REGIMEN BOX BLACK
AXE FOR HER REGIMEN PACK

AXE ISLAND DRY SPRAY 3.8 OZ
AXE NIGHT DRY SPRAY 3.8 OZ
AXE ADRENALINE DRY SPRAY 3.8z
AXE PHOENIX COMBO PACK BODY SPRAY/INVISIBLE SOLID
AXE ESSENCE COMBO PACK
AXE APOLLO COMBO PACK
AXE DETAILER
AXE SPIRIT 16OZ BODY WASH
AXE PHOENIX 16OZ BODY WASH
AXE ANARCHY 1W 16OZ BODY WASH
AXE APOLLO 16OZ BODY WASH
AXE EXCITE 16OZ BODY WASH
AXE DARK TEMPTATION 16OZ BODY WASH
AXE JET 16OZ BODY WASH
AXE WHITE FOREST 16Z
AXE WHITE ISLAND 16Z
AXE WHITE NIGHT 16Z
AXE WHITE AIR 16Z SG
AXE BLACK 16FO SHOWER GELL
AXE KILO 16OZ BODY WASH
AXE BLACK CHILL 16OZ BODY WASH
AXE ANARCHY 16OZ BODY WASH
AXE PHOENIX PUMP
AXE EXCITE PUMP
AXE PHOENIX TWIN BODY WASH
AXE ANARCHY TWIN BODY WASH
AXE APOLLO TWIN BODY WASH
AXE SHAMPOO BLACK CHILL 12Z
AXE 2N1 ANARCHY 12
AXE 2N1 PHOENIX 12
AXE 2N1 DARK TEMPTATION 12
AXE 2N1 APOLLO 12
AXE 3N1 TOTAL FRSH 12
AXE SHAMPOO DEEP CLEAN 12
AXE SHAMPOO PEACE12Z
AXE 2N1 ANTI-DANDRUFF 12
AXE 2N1 GOLD TEMPTATION 12
AXE 2N1 MAX HYDRATION
AXE SHAMPOO JUST CLEAN 22
AXE 2N1 ANTI-DANDRUFF 22
AXE 2N1 DUAL 22
AXE 2N1 APOLLO 22Z
AXE SHAMPOO PEACE 22OZ
AXE SHAMPOO BLACK CHILL 22Z
AXE 2N1 GOLD TEMPTATION 22
AXE SH 3N1 TOTAL FRESH 22
AXE SHAMPOO JACKED UP 22Z
AXE SHAMPOO MAX HYDRATE 22Z
AXE HS SPIKED UP LOOK 6Z
AXE HS CLEAN CUT 6.1
AXE SA S&S LK 2.64

AXE SA UNDERSTATED 2.64
AXE CLEAN CUT SA 2.64
AXE SA MESSY LOOK 2.64
AXE SA SPIKED UP 2.64
AXE SA PEACE CLEAN CUT 2.64
AXE SA SPIKED UP 3.2
AXE ANTI-DANDRUFF SA 3.2
AXE SA MESSY LOOK 3.2
AXE SA MESSY LOOK6Z
AXE SA SPIKED UP 6OZ
AXE SHAMPOO FOREST
AXE SHAMPOO NIGHT
AXE CLING STY CREM