

OFFICIAL RULES: SNIP-ITS & WILDBRAIN SWEEPSTAKES

CONSUMER DISCLOSURE: NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING.

DESCRIPTION: Sweepstakes entry begins at 12:01 a.m. CT, February 21, 2022, and ends at 11:59 p.m. CT on March 31, 2022 (“Entry Period”). At the end of the Entry Period, a random drawing will be conducted from among all eligible entries received during the Promotional Period to select one (1) grand prize winner. Snip-its is the sponsor of this Sweepstakes. Meta and Twitter are not a sponsor of this Sweepstakes and do not endorse or otherwise have anything to do with this Sweepstakes. The Sweepstakes will be subject to these Official Rules and by entering all participants agree to be bound by the terms and conditions herein.

ENTERING: No purchase necessary to enter to win. To enter, visit any Snip-its Facebook, Instagram, or Twitter business page, “like” the Sweepstakes post. Upon completion, participant will receive one (1) entry into the Sweepstakes. Participants must be a registered member of Facebook in order to participate in the Sweepstakes or win the Grand Prize. Membership on Facebook is free. Registration for Facebook can be obtained by going to www.facebook.com and entering the required information to register or by downloading the Facebook application on a mobile device. All Entries must comply with Facebook Terms available at www.facebook.com/legal/terms. Creating multiple Facebook or Twitter accounts in order to exceed the limits of Entries permitted by these Official Rules may result in the disqualification of all Entries from such accounts.

ELIGIBILITY: Open to legal residents of the 48 contiguous United States and D.C., age 18 or older or the age of majority in your state of legal residence, whichever is older. Void in Alaska, Hawaii and where prohibited by law. All Snip-its, Snip-its franchise salons and Shortcake IP Holdings LLC employees, directors and officers, as well as their immediate families (parents, siblings, children and spouse) and persons living in the same household (whether related or not), are not eligible to participate. Entries must be complete to be eligible. Limit one entry per person. The Sweepstakes is subject to all applicable federal, state, municipal, territorial and local laws and regulations. Submission of official entry or participation in these Sweepstakes constitutes full and unconditional agreement to these Official Rules. The decisions of Snip-its with regards to these Sweepstakes shall be final and binding.

PRIZES: The Grand Prize award winner will receive one (1) Strawberry Shortcake Prize Pack through Shortcake IP Holdings LLC and (1) Snip-its Gift Card, a value of \$100 to use at the Snip-its location of the winner’s choice. Total approximate value of Grand Prize is \$125. Two (2) Prize Winners will receive one (1) Strawberry Shortcake Prize Pack through Shortcake IP Holdings LLC and (1) Snip-its Gift Card, a value of \$25 to use at the Snip-its location of each winner’s choice. Total approximate value of each Prize Winner package is \$45. No prize award substitutions allowed, except at Snip-its’s discretion, a prize of equal or greater value. Prize awards are non-transferable and are not redeemable for cash. Snip-its gift cards awarded can be redeemed at any Snip-its salon of choice. All expenses associated with the use and/or redemption of the prizes award are the sole responsibility of winner.

WINNING: One (1) Grand Prize award winner and two (2) Prize Winners will be selected from all eligible entries received by random electronic drawing conducted by Snip-its on or about April 4, 2022, at Snip-its Corporate Office. Winner(s) need not be present to win. Official notice to winner will be sent by email or private message on or about April 5, 2022. The prize award must be claimed within thirty (30) days of notification. If the prize award is not claimed, it will be awarded in a subsequent random electronic drawing until a selected winner claims the prize. Winners are responsible for any income tax or tax withholdings resulting from prize award.

ODDS OF WINNING: The odds of winning a prize award depend upon the total number of eligible entries received. All prizes will be awarded provided a sufficient number of eligible entries are received and prizes are validly claimed by April 16, 2023, after which no alternate winners will be selected, nor unclaimed prizes awarded.

GENERAL RULES: Snip-its reserves the right at its sole discretion to modify, terminate or suspend all or a portion of this Sweepstakes should non-authorized human interference, fraud, printing errors, Internet viruses, hackers or other causes beyond the control of Snip-its corrupt or impair administration, security, fairness or proper operation of this Sweepstakes. Snip-its assumes no responsibility for lost, late or illegible entries. Snip-its, Snip-its franchise salons and Shortcake IP Holdings LLC are not liable for injury, loss or damage of any kind resulting from acceptance or use of a prize(s) or participation in this Sweepstakes. The name of the Grand Prize winner and other Prize Winners can be obtained after April 6, 2022, by mailing a self-addressed stamped envelope to: FS Snip-its Corporation, 211 River Ridge Circle S, #100, Burnsville, MN 55337.

By entering in these Sweepstakes, each entrant agrees to Snip-its contacting entrant for the purposes of administering the Sweepstakes and distributing prizes and awards. No personal information will be collected in connection with the Sweepstakes. All questions or disputes regarding eligibility for these Sweepstakes, as well as the Grand Prize or other Prize Winners award(s), or an entrant's compliance with these Official Rules will be resolved by Snip-its in its sole discretion.

LIMITATION OF LIABILITY: Snip-its is not responsible for incorrect or inaccurate transcription of information, for problems related to any of the equipment or programming associated with these Sweepstakes, for any human error, for any interruption, deletion, omission, defect, or line failure of any telephone network or electronic transmission, for problems relating to computer equipment, software, inability to access the website or online service, or for any other technical or non-technical error or malfunction. In the event of a printing error or irregular packaging, neither Snip-its, Shortcake IP Holdings LLC, any related companies, parents, subsidiaries, affiliates, and respective agents and their agencies, suppliers and other companies involved in the development or execution of the Sweepstakes or the production or distribution of Sweepstakes materials ("Releasees") shall have any liability. UNDER NO CIRCUMSTANCES, INCLUDING, BUT NOT LIMITED TO, NEGLIGENCE, SHALL ANY OF THE RELEASEES BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES ARISING OUT OF THESE SWEEPSTAKES OR MERCHANDISE OFFERED, EVEN IF ANY OR ALL OF THE FOREGOING OR ANY OF THEIR AUTHORIZED REPRESENTATIVES HAVE BEEN ADVISED OF THE

POSSIBILITY OF SUCH DAMAGES. IF SNIP-ITS OR WILDBRAIN IMPROPERLY DENIES A WINNER ANY PRIZE, LIABILITY WILL BE LIMITED TO THE EQUIVALENT AMOUNT OF APPROXIMATE RETAIL VALUE. BY PARTICIPATING IN THESE SWEEPSTAKES, AN ENTRANT WAIVES ANY AND ALL RIGHTS TO BRING ANY CLAIM OR ACTION RELATED TO SUCH MATTERS IN ANY FORUM BEYOND 1 YEAR AFTER THE FIRST OCCURRENCE OF THE KIND OF ACT, EVENT, CONDITION OR OMISSION UPON WHICH THE CLAIM OR ACTION IS BASED. TO THE FULLEST EXTENT ALLOWABLE BY LAW, THE RELEASEES SPECIFICALLY DISCLAIM ANY REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE PRODUCTS AND/OR SERVICES, INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE AND IMPLIED WARRANTIES ARISING FROM COURSE OF DEALING OR COURSE OF PERFORMANCE. Some jurisdictions do not allow limitations on how long an implied warranty lasts, so the above limitation may not apply to all. Sweepstakes winners agree to rely solely on the manufacturer's warranties, if any, for any prizes. As a condition of participating, each entrant agrees that: (a) any action at law or in equity arising out of or relating to these Official Rules or the website shall be filed, and that venue properly lies, only in state or federal courts located in Minneapolis, Minnesota, and entrants hereby consent and submit to the personal jurisdiction of such courts for the purposes of litigating any such action; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering these Sweepstakes, but in no event attorneys' fees; (c) any and all claims shall be resolved individually, without resort to any form of class action; and (d) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. These Official Rules and the Sweepstakes shall be governed by and construed in accordance with the laws of the State of Minnesota and the laws of the United States, without giving effect to any principals of conflicts of law. Releasees make no representation that the content on the website is appropriate or available for use in any location. Those who choose to access the website act on their own initiative and are responsible for compliance with all applicable laws including any applicable local laws. These Official Rules constitute the entire agreement pertaining to the subject matter hereof and supersedes all prior or other arrangements, understandings, negotiations and discussions, whether oral or written. No waiver of any of the provisions of these Official Rules shall be deemed or shall constitute a waiver of any other provisions hereof (whether or not similar), nor shall waiver constitute a continuing waiver unless otherwise expressly provided. If any provision of these Official Rules is found to be invalid or unenforceable by a court of competent jurisdiction, such provision shall be severed from the remainder of these Official Rules, which will otherwise remain in full force and effect.