

## NOTICE TO ONLINE ENTRANTS

In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the "Authorized Account Holder" of the e-mail address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Any entrant may be required to show proof of being the authorized account holder to Sponsor's satisfaction. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Sponsor is not responsible for: (i) lost, late, misdirected, damaged or illegible entries; or (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (iii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Contest. Sponsor is not responsible for the incompatibility of entrant's hardware, software or browser technology. By participating in the Contest, you (i) agree to be bound by these Official Rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of Sponsor and the independent judging organization, which are final and binding in all matters relating to the Contest. Failure to comply with these Official Rules may result in disqualification from the Contest. Sponsor reserves the right to: (i) permanently disqualify from any Contest it sponsors any person it believes has intentionally violated these Official Rules; and (ii) withdraw the online method of entry if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Contest), and to select winners from among all eligible entries received prior to withdrawal.

**LEGAL WARNING:** ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE CONTEST, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

## OFFICIAL RULES

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

**1. Eligibility: Parents Laffy Taffy Dad Joke Contest** (the "Contest") is open to legal residents of the 50 United States and the District of Columbia, age 21 or older at the time of entry. Void in Puerto Rico and wherever else prohibited by law. Employees, shareholders, officers, directors and agents of Meredith Corporation (the "Sponsor"), Parents Magazine, Ferrara Candy Company ("Ferrara"), US Sweepstakes & Fulfillment Company (the "Administrator"), their respective parents, subsidiaries, affiliates, advertising and promotion agencies, and the immediate family members (spouses, parents, children, and siblings and their spouses) of,

and/or those living in the same household of each, are not eligible to enter. Contest is subject to all applicable federal, state and local laws and regulations.

**2. Timing:** The Contest begins at 12:00:01 AM Eastern Time (“ET”) on Friday, June 7, 2019 and ends at 11:59:59 PM ET on Friday, June 21, 2019 (the “Contest Period”). Administrator’s computer is the official time-keeping device for the Contest.

**3. Entry:** Visit

[https://www.parents.com/featured/LaffiTaffysDadJokesLaffiTaffys2019?sm\\_r=KIDTMZ](https://www.parents.com/featured/LaffiTaffysDadJokesLaffiTaffys2019?sm_r=KIDTMZ), follow all entry instructions to complete the entry form in its entirety, provide an original, family-appropriate Dad Joke up to 65 characters in length that is appropriate, as determined by Sponsor and Ferrara in their sole discretion, for inclusion on Laffy Taffy packaging (the “Joke”) and submit (the “Entry”). **Entries must be received during the Contest Period.** Entrants are subject to all notices posted online including but not limited to the Sponsor’s Privacy Policy. Sponsor reserves the right in its sole and absolute discretion to reject, disqualify and/or remove any Entry that violates these Official Rules without any notification or warning.

**Limit: One (1) Entry per person regardless of whether entrant has more than one email address.**

**4. CONTEST ENTRY REQUIREMENTS & CONDITIONS:** All Entries must comply with the following minimum guidelines to be eligible:

- Entry cannot contain content that is irrelevant to the purpose of the Contest.
- Once an Entry has been submitted, it cannot be modified or deleted by entrant.
- Each submitted Joke must be original.
- No duplicate Jokes or substantially similar Jokes, as determined by the Sponsor’s in its sole discretion, may be submitted.
- Joke must be family-friendly and appropriate for inclusion on Laffy Taffy packaging.
- Joke cannot be profane, pornographic, sexually explicit or suggestive.
- Joke cannot be violent or promote firearms/weapons.
- Joke cannot promote alcohol, illegal drugs or tobacco.
- Joke cannot defame, misrepresent or contain disparaging remarks about people, brands, products or companies.
- Joke cannot contain content that defaces or depicts any person, brand, product or company in a negative or inappropriate manner.
- Joke cannot be obscene or offensive, endorse any form of hate or hate group or be derogatory to any ethnic, racial, gender, religious, professional or age group.
- Joke cannot reference copyrighted images, names, likenesses or other indicia identifying any brand, products, company or person, living or dead, without permission.
- Joke cannot communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor or Instagram wish to associate.
- Joke cannot reference illegal activity and cannot itself be in violation of any law.
- Joke may not reference a known celebrity, famous or well-known person or anything which violates the right of privacy or publicity of any person.

By submitting an Entry, the Entrant understands and grants to the Sponsor and Ferrara an irrevocable, perpetual, non-exclusive worldwide license to use his/her Entry, Joke, name,

hometown and likeness on the Sponsor's various websites and social media sites and in advertising and/or promotional activities worldwide without compensation, permission or notification. Sponsor reserves the right in its sole and absolute discretion to alter, change or modify any Entry, which includes the Joke.

By submitting an Entry, entrant warrants and represents that: (a) Entry does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other legal or moral rights of any person or entity; (b) entrant owns all rights to the Entry, including without limitation, copyrights; and (c) entrant will indemnify and hold harmless the Sponsor, Administrator and related entities, agents and assigns from any claims and damages (including reasonable attorneys' fees) arising from or relating to the breach or alleged breach of your representations and warranties herein, the Entry, or entrant's conduct in creating the Entry, the acceptance or use of any prize or otherwise in connection with this Contest.

CONTEST ENTRIES ARE THE VIEWS/OPINIONS OF THE INDIVIDUAL CONTEST ENTRANT AND DO NOT REFLECT THE VIEWS OF SPONSOR IN ANY MANNER.

#### **5. Prizes/Approximate Retail Value ("ARV")/Odds:**

**Grand Prize:** There is one (1) Grand Prize available to be won of one (1) \$2,000 Amazon gift card. **The ARV of Grand Prize: \$2,000.**

**First Runner-Up Prizes:** There are two (2) First Runner-Up Prizes available to be won of one (1) \$1,000 Amazon gift card. **The ARV of the First Runner-Up Prize: \$1,000 each.**

**Second Runner-Up Prizes:** There are two (2) Second Runner-Up Prizes available to be won of one (1) \$500 Amazon gift card. **The ARV of the Second Runner-Up Prize: \$500 each.**

**The total ARV of all prizes available to be won: \$5,000.**

**6. JUDGING AND WINNER DETERMINATION:** All eligible Entries received during the Contest Period will be judged by a panel appointed by Ferrara, who shall use the criteria set forth below:

- A. Connection to Contest Theme (20%)
- B. Appropriateness of Joke for use by Laffy Taffy (40%)
- C. Originality (20%)
- D. Creativity (20%)

The Entry that receives the highest total score based on the judging criteria will be deemed the potential Grand Prize winner. The Entries that receive the second- and third-highest total score based on the judging criteria will each be deemed potential First Runner-Up Prize winners. The Entries that receive the fourth- and fifth-highest total score based on the judging criteria will each be deemed potential Second Runner-Up Prize winners. In the unlikely event of a tie, the tied Entry with the highest score in Criterion A, Connection to Contest Theme, will be deemed the potential finalist. If additional tie breakers are needed, the tie-breaking mechanism above will be used; however, instead of the highest score in Criterion A determining the potential winner from among the tied entries, the highest scores in each of

Criteria B through D, in sequence (to the extent needed) will determine the potential winner. In the event additional tiebreakers are needed, all tied Entries will be judged by a separate panel of judges using the judging criteria above.

**7. Winner Notification:** Potential winners will be notified via email and/or phone on or around **June 27, 2019**, and will be required to sign and return, within two (2) days of initial notification, an Affidavit of Eligibility, a Liability Waiver, a W-9 Form and where allowable, a Publicity Release (collectively, "the Releases"). Releases will require Grand and First Runner-Up Prize winners to furnish his/her Social Security Number for the sole purpose of tax reporting, as required by law.

Noncompliance will result in disqualification and an alternate winner may be selected.

If winner notification is returned as undeliverable or if the selected winner cannot accept or receive the prize for any reason, or he/she is not in compliance with these Official Rules, the prize will be forfeited and an alternate winner may be selected in a separate random drawing.

**8. Prize Conditions:** All expenses related to the acceptance or use of the prize are the sole responsibility of the winner.

Prize is not redeemable for cash, except at the sole discretion of the Sponsor. Prize is non-assignable or transferable, except to a surviving spouse. No substitution is permitted except if prize or prize component is unavailable, in which case a prize of equal or greater value will be awarded. Any other incidental expenses on prize not specified herein are the sole responsibility of winner. Once the prize has been delivered to the winner, the prize is considered awarded.

Winner is responsible for all federal, state and local taxes associated with winning a prize.

Except where prohibited by law, acceptance of prize constitute permission to use winner's name, prize won, hometown, Joke, likeness for purposes of advertising, promotion and publicity (including online posting) in any and all media now or hereafter known throughout the world in perpetuity, without additional compensation, notification or permission.

Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winner acknowledges that the Sponsor and all other businesses affiliated with this Contest and their agents do not make, nor are in any manner responsible for any warranty, representations, expressed or implied, in fact or in law, relative to the quality, conditions, fitness or merchantability of any aspect of the prize being offered, except that any merchandise prize shall be subject to its manufacturer's standard warranty (if any and if applicable).

Gift cards are not redeemable for cash and will not be replaced if lost or stolen. Gift card usage is subject to the issuing company's complete terms and conditions, including expiration dates.

**9. Release:** Participating entrants and winners agree to these Official Rules and the decisions of US Sweepstakes & Fulfillment Company and the Sponsor, and release the Sponsor, Administrator, Parents Magazine, Ferrara, and their respective parents, affiliates, subsidiaries,

and related entities, successors and assigns, units and sponsors, divisions and advertising and promotional agencies, prize suppliers and all other businesses involved in this Contest, and all entities involved in the production, sponsorship and/or promotion of the prize, or any part thereof, including, without limitation, the respective directors, employees, representatives and agents of each (collectively, the "Released Entities"), from all claims and liability relating to their participation in the Contest and the acceptance and use/misuse of the prize offered. Winner assumes all liability for any injury or damage caused or claimed to be caused by participation in this Contest or use/misuse or redemption of the prize. Sponsor is not responsible for any typographical or other error in the printing of the offer and/or administration of the Contest and/or in the announcement of the prize.

**10. Indemnity:** Winner shall indemnify, defend and hold harmless the Released Entities from and against any and all claims, damages, actions, liability, loss, injury or expense, including reasonable attorneys' fees and costs, arising out of or in connection with: (a) winner's participation in the Contest; (b) a breach or allegation which if true would constitute a breach, of any of winner's representations, warranties or obligations herein; and (c) acceptance, possession, grant, or use of any prize, including without limitation, personal injury, death and property damage arising therefrom.

**11. Disputes:** Except where prohibited, participating entrants agree that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the state of Iowa. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the state of Iowa without giving effect to any choice of law or conflict of law rules (whether of the State of Iowa or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state of Iowa. The remedy for any claim shall be limited to actual damages, and in no event shall any party be entitled to recover punitive, exemplary, consequential, or incidental damages, including attorney's fees or other such related costs of bringing a claim, or to rescind this agreement or seek injunctive or any other equitable relief.

ALL PARTICIPATING ENTRANTS AND PARTIES HEREBY WAIVE THEIR RIGHT TO JURY TRIAL WITH RESPECT TO ALL CLAIMS AND ISSUES ARISING OUT OF OR RELATING TO THIS CONTEST WHETHER SOUNDING IN CONTRACT OR TORT AND INCLUDING ANY CLAIM FOR FRAUDULENT INDUCEMENT THEREOF.

**12. Privacy:** By entering and providing the required entry information, entrants acknowledge that Sponsor or Ferrara may also send information, samples or special offers it believes may be of interest to entrant, or other information or goods offered by its marketing partners. Personal information collected from online entrants is subject to the Sponsor and Ferrara Privacy Policies, which can be found at <http://www.meredith.com/legal/privacy> and <https://www.laffytaffy.com/privacy-policy>, respectively.

**13. Official Rules:** To request a copy of the Official Rules, see <http://usspromos.com/5md>, or send a self-addressed, stamped envelope by Friday, June 21, 2019, to: **Parents Laffy Taffy Dad Joke Contest**, Rules Request, PO Box 25466, Rochester, NY 14625.

**14. Winner Confirmation:** For a written confirmation of the winners (available after Friday, June 21, 2019) send a self-addressed, stamped envelope (no later than Friday, July 19, 2019), to: **Parents Laffy Taffy Dad Joke Contest**, Winner Confirmation Request, PO Box 25466, Rochester, NY 14625.

**15. Sponsor:** Meredith Corporation, 1716 Locust Street, Des Moines, IA 50309.

**Void in Puerto Rico, Guam, the US Virgin Islands and wherever else prohibited by law.**