

SOUTH BEACH DIET, INC. OFFICIAL KITCHEN COMPLEMENTS GIVEAWAY RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. THIS GIVEAWAY IS OPEN TO LEGAL U.S. RESIDENTS ONLY, WHO MEET THE ELIGIBILITY REQUIREMENTS (AS DEFINED IN THE RULES BELOW). VOID WHERE PROHIBITED BY LAW.

ELIGIBILITY: The South Beach Diet Kitchen Complements Giveaway (the "**Giveaway**") is open only to legal residents of the United States who are eighteen (18) years of age or older at the time of entry. Employees of South Beach Diet or any other company involved in the Giveaway, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. People who have been remunerated by South Beach Diet in excess of \$500, including winners of previous South Beach Diet contests are ineligible. The Giveaway is subject to federal, state, and local laws and regulations.

SPONSOR: The Giveaway is sponsored by SBD Enterprises, LLC, 600 Office Center Drive, Fort Washington, PA 19034 (the "Sponsor"). This Giveaway is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Sponsor and its affiliates and not to Facebook. Please refer to <https://www.southbeachdiet.com/privacy/index.jsp> privacy policy.

AGREEMENT TO OFFICIAL RULES: Participation in the Giveaway constitutes your full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding.

TIMING: The five (5) one-day Giveaways take place from 9:00 a.m. Eastern Time ("ET") until 11:59 p.m. ET on Monday May 14, 2018, Monday May 21, 2018, Monday May 28, 2018, Monday June 4, 2018 and Monday June 11, 2018 (each a separate Giveaway Period, and collectively "Giveaway Periods"). All entries submitted electronically at www.Facebook.com/SouthBeachDiet must be in the Sponsor's possession by 11:59 p.m. ET on the day of the Giveaway. Mail-in entries are not eligible. All online entries must be received before the end of the Giveaway Period to be eligible to enter drawing. No exceptions.

The Giveaway: This Giveaway consists of one-day Challenges during the Giveaway Periods that must be completed at www.Facebook.com/SouthBeachDiet to enter the Giveaway and be randomly selected to win a prize. Entry and prize details for both are provided below.

HOW TO ENTER THE CHALLENGE: You must complete the following steps in order to enter.

ONLINE ENTRY INSTRUCTIONS: To enter the Giveaway drawing, all entrants who complete the Challenge at www.Facebook.com/SouthBeachDiet as described below will be entered into a drawing to win the prize.

Week	Begins at 9:00:00 AM ET on:	Kitchen Complements Giveaway	Prize	Closes at 11:59:59 PM ET on:
1	5/14/18	Share The Palm story, <i>5 Life-Changing Low Carb Swaps</i> , for your chance to win an at-home gym gift basket.	Spiralizer 5- Blade Vegetable Slicer	5/14/18
2	5/21/18	Share The Palm story, <i>5 Fixes to Your Most Common Smoothie Problems</i> , for your chance to win a blender.	Nutri Ninja Auto iQ Blender	5/21/18
3	5/28/18	Share The Palm story, <i>7 Full Body Moves You Can Do At Home</i> , for your chance to win a Crock Pot.	Yoga mat, yoga ball, foam roller, free weights	5/28/18
4	6/4/18	Share The Palm story, <i>The South Beach Diet Grocery Guide</i> , for your chance to win a \$100 Visa gift card.	\$100 Visa gift card	6/4/18
5	6/11/18	Share The Palm story, <i>20 Fresh Recipes to Satisfy Your Salad Fix</i> , for your chance to win a salad spinner and dressing shaker.	OXO Good Grips Salad Spinner and Salad Dressing Shaker	6/11/18

SPONSOR'S RIGHTS TO SUBMISSIONS: By submitting your entry, you grant to the Sponsor and its agents the irrevocable right in perpetuity to reproduce, publish, and use your entry, name, biographical information, and opinions in any way, in any and all media, without limitation and without further compensation. By submitting an entry, you warrant that you have the ability to grant the aforementioned rights to the Sponsor and its agents. You further agree not to instigate, support,

maintain or authorize any action, claim or lawsuit against Facebook or the Sponsor, or its agents, on the grounds that any use of the entry, or any of derivative works, infringes your rights. You further agree to release and hold Facebook and the Sponsor harmless in the event that any third party instigates such an action against the Sponsor. Nothing herein shall constitute an employment, joint venture, or partnership relationship between you and the Sponsor or you and Facebook.

PRIZES:

Grand Prize Drawing: Upon conclusion of the Giveaway Periods, one (1) Grand Prize Winner for each Giveaway Period (5 winners total) will be randomly selected to win one of the following prizes. (Retail value varies). The Grand Prize Winners for each Giveaway Period will be notified on or after June 30, 2018. Participants may not be awarded more than one prize throughout the Giveaway Periods.

- Spiralizer 5-Blade Vegetable Slicer (\$25.99)
- Nutri Ninja Auto iQ Blender (\$96.99)
- Variety of prizes including: yoga mat, yoga ball, foam roller, 5 lb. free weights and 8 lb. free weights (\$100.00)
- \$100 Visa gift card (\$100.00)
- OXO Good Grips Salad Spinner and Salad Dressing Shaker (\$44.90)

Entry Restrictions:

- Participants may submit one entry per Giveaway Period.

FOR ALL PRIZES: Prizes are not transferable or refundable and must be accepted as awarded. Total approximate retail value (ARV) of all prizes is \$367.88. Odds of winning are contingent upon number of entrants.

WINNER SELECTION: The potential winners for each Giveaway Period will be randomly selected by South Beach Diet. Potential winners will be notified by Facebook direct message and may be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within four (4) days of date of receipt. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, or such potential winner is not in compliance with these rules, prize will be forfeited and, at Sponsor's discretion, an alternate winner selected. Only the

above prize (and quantity) will be awarded. Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winner may not substitute, assign or transfer a prize, but Sponsor reserves the right, at its sole discretion, to substitute a prize (or portion thereof) with one of comparable or greater value, at its sole discretion. Winner is responsible for all applicable federal, state, local and luxury taxes, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided, such as ground transportation, meals, and other incidentals. All prize details are at Sponsor's sole discretion. The winner may appear on our websites and other media channels.

GENERAL CONDITIONS: In the event that the operation, security, or administration of the Giveaway is impaired in any way for any reason, the Sponsor may, in its sole discretion, suspend the Giveaway to address the impairment and then resume the Giveaway in a manner that best conforms to the spirit of these Official Rules. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the operation of the Giveaway or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Giveaway may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

RELEASE AND LIMITATIONS OF LIABILITY: By participating in the Giveaway, participants agree to release and hold harmless Facebook, the Sponsor, their related companies, and their respective officers, directors, employees, and agents (the "Released Parties") from and against any claim or cause of action arising out of participation in the Giveaway or receipt or use of any prize, including,

but not limited to: (a) unauthorized human intervention in the Giveaway; (b) printing errors; (c) lost, late, postage-due, misdirected, or undeliverable mail; (d) errors in the administration of the Giveaway or the processing of entries; or (e) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participant's use of a South Beach Diet® program, participation in the Giveaway, or use of any prize. Participant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Giveaway, and in no event shall the Released Parties be liable for attorney's fees. Participant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

DISPUTES: Except where prohibited, participant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Giveaway or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located

in Pennsylvania. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Giveaway, shall be governed by, and construed in accordance with, the laws of Pennsylvania, without giving effect to any choice of law or conflict of law rules (whether of Pennsylvania or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Pennsylvania.

WINNERS LIST: To obtain the winner's name, send a hand-printed, self-addressed, stamped envelope to "South Beach Diet Kitchen Complements Giveaway," ATTN: South Beach Diet Social Media Team, SBD Enterprises, LLC., 600 Office Center Drive, Fort Washington, PA 19034. Requests must be received by June 30, 2018.

THANK YOU

Thank you for entering the "South Beach Diet Kitchen Complements Giveaway" Best wishes, The South Beach Diet Social Media Team