



ESSENCE BUILD YOUR LEGACY™ CONTEST

Enter from March 1, 2020 to April 15, 2020

Public Voting (Semi-finalists): June 1, 2020 to July 1, 2020

FINAL WINNER ANNOUNCED: July 4, 2020

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NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.
ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

PROMOTION DESCRIPTION: Enter the Build Your Legacy™ Contest (The “Promotion”) from March 1, 2020 to April 15, 2020. Participants are invited to submit a video up to 2 minutes in length (the “Video”) with the participant introducing yourself and your business, WHY you started your business, and what \$100K will mean for your business. Each Entry must clearly reflect the judging criteria, as defined below. Phase 1 of the Contest will include a round of judging, with three (3) Semi-Finalists selected according to the judging criteria below. These three (3) Semi-Finalists will film a video with Essence discussing their business, and the public will have an opportunity to vote for the winner from June 1 – July 1, 2020. The Semi-Finalists will be provided transportation to New Orleans, LA, where One (1) Contestant Prize winner (the “Contestant Prize Winner”) will be announced on the Essence Festival of Culture™ Center Stage, as further described herein.

By participating in the Promotion, each participant (“Entrant”) unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Essence Festivals Productions LLC and Pine Sol® (each a “Sponsor”, and collectively, the “Sponsors”), which shall be final and binding in all respects.

ELIGIBILITY: The Promotion is open to legal residents of the 48 contiguous United States, including the District of Columbia, who are age 21 or older at the time of entry, and who operate a registered, licensed or incorporated business. Void in Alaska, Hawaii, Puerto Rico, Guam, the U.S. Virgin Islands, outside the U.S., and wherever else prohibited by law. Employees of the Sponsors and their respective 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. Promotion is subject to all applicable federal, state and local laws and regulations.

TIMING: The entry period for the Promotion begins at 12:00:01 AM Eastern Time (“ET”) on March 1, 2020 and ends at 11:59:59 PM ET on April 15, 2020 (the “Entry Period”). The Sponsors’ computer is the official timekeeping device for this Promotion.

PRIZES/APPROXIMATE RETAIL VALUE (“ARV”):

Semi-Finalists: Based on their entries and video submissions, Three (3) semi-finalists will receive a Build Your Legacy™ Contest prize package that will include:

- Two (2) tickets to the 2020 ESSENCE Festival of Culture™ (“Festival”) to concerts in the Superdome for Three (3) nights
- Transportation and 3 nights lodging for the trip to New Orleans for each semi-finalist and their one (1) companion. Should any Semi-Finalist be under the legal age of majority in their state of residence, a parent or legal guardian will have to join them as their companion. Actual ARV will depend on the travel and lodging details for each person.

Grand Prize: One (1) Contestant Prize Winner will receive a Build Your Legacy™ Contest prize package that will include:

- An award of One Hundred Thousand Dollars (\$100,000.00) that can be used for business expenses.
- The total ARV is of the Contestant Prize is One Hundred Thousand Dollars (\$100,000.00)

HOW TO ENTER: During the Entry Period, participant must (i) complete the entry form; (ii) upload a two (2) minute video through www.essence.com/YourLegacy, introducing yourself and your business, WHY you started your business, and what \$100K will mean for your business; and (iii) submit a copy of your business license or registration (LLC, Inc., etc.), business plan, and investment plan for the \$100,000.00.

Limit: One (1) Contest Entry per person and per Email Account. Each Contest Entry must include an original Video. Contest Entries submitted with a Video that has already been submitted will be disqualified.

Please note: After a Contest Entry is submitted, it cannot be modified by an Entrant. Sponsors are not responsible for lost, late, incomplete, illegible, garbled, inaccurate, invalid, misdirected, undelivered, or delayed Entries. No altered or incomplete submissions will be accepted.

Entrants are subject to all notices posted online, including but not limited to the Sponsor’s Privacy Policy which can be found at <https://www.essence.com/privacy-policy/>.

ENTRY REQUIREMENTS & CONDITIONS: All Contest Entries must comply with the following minimum guidelines to be eligible:

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- Entrant should be the primary subject of the Video. No other individuals may appear in the Video.
- Videos are limited to 2 minutes in length.
- Entrant must supply copy of your business registration (LLC, Inc., etc.), business plan, and investment plan for the \$100,000.00.
- Entry and Video cannot contain content that is irrelevant to the purpose of the Contest.
- Once a Video has been submitted, it cannot be modified or deleted by Entrant.
- Each submitted Video must be original, on which no image editing software has been used. Only original music can be used in videos. Do not use anyone else's music or images.
- No duplicate Videos or substantially similar Videos, as determined by the Sponsors in their sole discretion, may be submitted.
- By submitting a Video taken by a third party, Entrant warrants and represents that he/she has secured all rights and clearances to the Video from the photographer and/or videographer.
- Entry and Video cannot be profane, pornographic, sexually explicit or suggestive or contain nudity.
- Entry and Video cannot be violent or promote firearms/weapons.
- Entry and Video cannot promote alcohol, illegal drugs or tobacco.
- Entry and Video cannot defame, misrepresent or contain disparaging remarks about people, brands, products or companies.
- Entry and Video cannot contain content that defaces or depicts any person, brand, product or company in a negative or inappropriate manner.
- Entry and Video 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.
- Entry and Video cannot reference or contain materials embodying copyrighted images, names, likenesses or other indicia identifying any brand, products, company or person, living or dead, without permission.
- Entry and Video cannot communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsors wish to associate.
- Entry and Video cannot depict illegal activity and cannot itself be in violation of any law.
- Entry and Video cannot in any way reference persons or organizations without written permission from any person or organization whose name or likeness is used.
- Entry and Video may not include images of a known celebrity, famous or well-known person or any image which violates the right of privacy or publicity of any person.
- Videos cannot have been submitted previously in a promotion of any kind or won any previous awards.
- Entries that do not comply with these Guidelines will be disqualified.

By submitting a Contest Entry, the Entrant understands and grants to the Sponsors an irrevocable, perpetual, non-exclusive worldwide license to use Entrant's Contest Entry, Photo, Video, name, hometown and likeness on the Sponsors' various websites and social media sites and in advertising and/or promotional activities worldwide without compensation, permission or notification. Each Entrant represents that any person appearing in a Video also grants these rights to the Sponsors and will confirm that upon request. The Sponsors reserve the right in their sole and absolute discretion to alter, change, edit or modify any Contest Entry and any submitted Video.

By submitting a Contest Entry, Entrant warrants and represents that: (a) Contest Entry, Photo and Video do 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 has obtained written permission from any person who may appear in the Video; (c) Entrant owns all rights to the Video, including without limitation, copyrights, and has received prior written permission from a third party if any Video was photographed/video recorded by someone other than the Entrant him/herself; and (d) Entrant will indemnify and hold harmless the Sponsors 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 Contest Entry, or Entrant's conduct in creating the Contest Entry, the acceptance or use of any prize or otherwise in connection with this Promotion.

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

JUDGING & WINNER DETERMINATION: On or around April 15, 2020, all eligible Entries received during the Entry Period will be judged by the Sponsors who shall use the criteria set forth below:

Criterion A: Meeting The Eligibility Criteria - Business Plan, Business Registration – 50%

Criterion B: Business WHY – 25%

Criterion C: Investment Plan for the \$100K – 25%

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The three (3) Contest Entries that receive the highest total scores based on the judging criteria will each be deemed Semi-Finalists and receive an invitation to take part in Phase 2 of the Contest, wherein we will enlist the public to vote for one (1) Semi-Finalist on the basis of the Criteria above. In the unlikely event of a tie, the tied Contest Entry with the highest Phase 1 score in Criterion A will be deemed the potential winner. 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 C, in sequence (to the extent needed) will determine the potential winner. In the event additional tiebreakers are needed, all tied Contest Entries will be judged by a separate panel of judges assigned by Sponsors using the judging criteria above.

The Phase 2 Online Voting Period will start at 9:00 a.m. EDT on June 1, 2020 and will end at 11:59 p.m. EDT on July 1, 2020. During the Online Voting Period, members of the public may view the Semi-Finalist videos and may vote for one Semi-Finalist according to the Judging Criteria above. One vote may be placed per IP address for the duration of the voting period. Any online votes placed, or suspected of being placed, by automated or fraudulent means will be voided.

SEMI-FINALIST WINNERS NOTIFICATION: The Sponsors will attempt to notify potential semi-finalists on or before April 25, 2020, via an email sent to the address provided with the contest entry. Potential semi-finalists must sign affidavits of eligibility and releases, along with a parent or legal guardian consent form (if winner is under the legal age of majority in their state of residence), a Liability Waiver, an IRS W-9 Form and where allowable, a Publicity Release (collectively, "the Releases") within 10 days of the email notification. Potential semi-finalists must be able to travel to New Orleans on the dates set by the Sponsors, as stated in the notice email. If a potential semi-finalist is not able to travel to New Orleans on the specified dates or is unable to travel or participate for any other reason, another potential semi-finalist will be selected from qualified entries, based on the next highest total score per the judging criteria.

The Semi-Finalists will have to provide their Social Security Number for the sole purpose of required tax reporting. Each parent or legal guardian accompanying a Semi-Finalist under the legal age of majority in the winner's state of residence will also be required to sign a Travel Companion Liability & Publicity Release. If any notification or prize is returned as undeliverable, or if potential Semi-Finalist is found to be ineligible or not in compliance with these Official Rules, or is not able to travel on the dates specified, the entrant will be disqualified, and another potential Semi-Finalist will be selected on the basis of the Judges' scoring of the Videos. The final Semi-Finalists will be determined after Sponsors have received the signed releases and other required information from the potential Semi-Finalists.

PRIZE CONDITIONS: SEMI-FINALISTS MUST BE ABLE TO TRAVEL ON THE DATES SPECIFIED BY SPONSORS. Prizes are not redeemable for cash. Prizes are not assignable nor transferable. No substitution is permitted except if prize is unavailable, in which case a prize of equal or greater value will be awarded. No cash in lieu of prizes and no exchange or substitution of prizes, except at the sole discretion of the Sponsors. Any other incidental expenses on prize not specified herein are the winner's sole responsibility.

TRAVEL PORTION OF PRIZES: The travel portion of the semi-finalists prizes covers round trip transportation to/from an airport in a major city closest to the Semi-Finalist's home, local transportation to the hotel in New Orleans, and lodging and meals during the trips. Any other expenses are the Semi-Finalist's sole responsibility.

Specifically: all other travel-related expenses, including ground transportation between home and airport, snacks, taxes, gratuities, incidentals, any insurance, service charges, luggage fees, food & beverage, and personal expenses such as telephone/Internet charges, and gift shop purchases are the sole responsibility of each Semi-Finalists. Semi-Finalists and parent/guardian companion of any Semi-Finalist under the legal age of majority his/her state of residence must travel on same itinerary. Semi-Finalists and travel companions must have valid photo ID and any other required travel documentation prior to departure. Travel is subject to availability and Sponsors' scheduling.

The Sponsors will, in their sole discretion, determine which airport is closest to the Semi-Finalist's home. In the event the Semi-finalist's residence is close enough to New Orleans, LA such that air transportation is deemed by the Sponsors in their sole discretion to be unnecessary, the Sponsors may substitute round-trip ground transportation to/from the Semi-Finalist's home in lieu of air transportation. Each Semi-Finalist is responsible for obtaining any travel insurance (and all other forms of insurance) that they may wish to obtain (at their own expense) and hereby acknowledge that the Sponsors have not and will not obtain or provide travel insurance or any other form of insurance.

In the event any Semi-Finalist or Winner engages in behavior that, as determined by the Sponsors in their sole discretion, is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to disqualify the Semi-Finalist or Winner with no further obligation. In the event a Semi-Finalist, Winner or travel companion engages in behavior during travel that (as determined by the Sponsors in their sole discretion)

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is illegal, tortious, or subjects any Semi-Finalist, Winner, or travel companion to arrest or detention, the Sponsors shall have no obligation to pay any damages, fees, fines, judgments or other costs or expenses of any kind whatsoever incurred by Semi-Finalist, Winner or travel companion as a result of such conduct. THE SPONSORS SHALL HAVE NO LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF ANY TRAVEL RELATED TO THE PRIZE OR ANY OTHER ASPECT OF ANY ENTRANT'S, SEMI-FINALIST'S, WINNER'S, OR TRAVEL COMPANION'S ACCEPTANCE OR USE OF THE PRIZE. Semi-Finalists and Winner(s) are responsible for all federal, state, local and income taxes associated with winning prize, as applicable. Contestant Prize winner will be required to furnish his or her Social Security Number for the sole purpose of preparation of tax forms as required by law.

Except where prohibited by law, entry and acceptance of prize constitute permission to use winner's name, prize won, hometown, likeness, video tape, photographs, and statements 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.

By accepting Contest Prize, each semi-finalist or other winner further agrees to release the Promotion Entities from any and all liability, loss or damage of any kind arising out of or in connection with your participation in this Promotion or with respect to the awarding, receipt, possession, use and/or misuse of any prize.

GENERAL: Participating Entrants agree to these Official Rules and the decisions of the Sponsors, and release and hold the Sponsors, and its parent, subsidiaries and affiliated companies, and all other businesses involved in this Promotion, as well as the employees, officers, directors and agents of each (the "Promotion Entities"), from all claims and liability relating to their participation in the Promotion, and the acceptance and use/misuse of the prize offered. Entrants waive all rights to claim punitive, incidental and consequential damages. Winners assume all liability for any injury or damage caused or claimed to be caused, by participation in this Promotion or use/misuse or redemption of a prize. The Sponsors are not responsible for any typographical or other error in the printing of the offer, administration of the Promotion or in the announcement of any prize.

No confidential relationship is established by any Entrant and the Sponsors as a result of participating in the Promotion. None of the information or materials submitted by the Entrant will be treated as trade secrets, confidential information or as protected data.

Although subsequent attempts to submit a Contest Entry may be received, only the first complete Contest Entry received from a particular Entrant will be eligible; subsequent attempts by the same person to Enter, including entries submitted with an alternate email address, Account, or identity will be disqualified. In the event of a dispute over the identity of an entrant, submission will be deemed submitted by the "Authorized Account Holder" of the email address submitted by the Entrant or the Account from which the entry is submitted. Authorized Account Holder means the natural person to whom the email address or Account is registered. Any entrant or potential winner may be required to show proof of being the authorized account holder to the Sponsors' 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 Promotion Entities, are 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 submission materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive submission information by the Sponsors 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 Promotion.

By participating in the Promotion, each entrant (i) agrees to be bound by these Official Rules, including all eligibility requirements, and (ii) agrees to be bound by the decisions of the Sponsor which are final and binding in all matters relating to the Promotion. Failure to comply with these Official Rules may result in disqualification from the Promotion. Sponsor reserves the right to: (i) permanently disqualify from any Promotion it sponsors any person it believes has intentionally violated these Official Rules; and (ii) withdraw any method of entry if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Promotion). If, for any reason, the Promotion is not capable of being conducted as planned, including but not limited to infection by computer viruses, bugs, tampering, unauthorized intervention, suspected fraud or tampering, technical failures or other causes whether or not beyond the control of Sponsor, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion and/or the nature of the Prizes. Sponsor is not responsible if the Promotion cannot be implemented or prizes cannot be awarded due to delays or interruptions due to acts of God, acts of war, strikes, governmental action, natural disasters, weather or acts of terrorism. Sponsor also reserves the right in its sole discretion to disqualify any individual found to be violating these Official Rules or suspected of attempting to disrupt or defraud the entry process or the operation of the Promotion. Sponsor reserves the right to disqualify any Entrant at any time during the Entry or other Promotion Period that may be found ineligible.

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In the event any participant engages or has engaged in behavior that (as determined by Sponsor in Sponsor's sole discretion) is obnoxious or threatening, illegal or that tends to annoy, abuse, threaten, disparage or harass any other person or company including the Sponsor or is otherwise inappropriate, the Sponsor reserves the right to disqualify the Entrant or winner and void any Contest Entries of said person.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE PROMOTION, 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.

GOVERNING LAW AND LIMITATION OF LIABILITY: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants, Sponsor or the Released Parties in connection with the Promotion will be governed by and construed in accordance with the internal laws of the State of New York, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other laws.

BY ENTERING THE PROMOTION, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (B) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (C) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (D) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

DISPUTES: The parties hereto each agree to finally settle all disputes only through arbitration; provided, however, the Released Parties shall be entitled to seek injunctive or equitable relief in the state and federal courts in Kings County, New York and any other court with jurisdiction over the parties. In arbitration, there is no judge or jury and review is limited. The arbitrator's decision and award are final and binding, with limited exceptions, and judgment on the award may be entered in any court with jurisdiction. The parties agree that, except as set forth above, any claim, suit, action or proceeding arising out of or relating to this Promotion shall be resolved solely by binding arbitration before a sole arbitrator under the streamlined Arbitration Rules Procedures of JAMS Inc. ("JAMS") or any successor to JAMS. In the event JAMS is unwilling or unable to set a hearing date within fourteen (14) days of the filing of a "Demand for Arbitration", then either party can elect to have the arbitration administered by the American Arbitration Association ("AAA") or any other mutually agreeable arbitration administration service. If an in-person hearing is required, then it will take place in Kings County, New York. The federal or state law that applies to these Official Rules will also apply during the arbitration. Disputes will be arbitrated only on an individual basis and will not be consolidated with any other proceedings that involve any claims or controversy of another party, including any class actions; provided, however, if for any reason any court or arbitrator holds that this restriction is unconscionable or unenforceable, then the agreement to arbitrate doesn't apply and the dispute must be brought in a court of competent jurisdiction in Kings County, New York. Sponsor agrees to pay the administrative and arbitrator's fees in order to conduct the arbitration (but specifically excluding any travel or other costs of entrant to attend the arbitration hearing). Either party may, notwithstanding this provision, bring qualifying claims in small claims court.

PRIVACY: Personal information collected from entrants are subject to the Sponsor's Privacy Policy, which can be found at <https://www.essence.com/privacy-policy/>.

WINNER CONFIRMATION REQUEST: For a written confirmation of the semi-finalists and winner, available after July 15, 2020, send a stamped, self-addressed envelope, no later than September 15, 2020, to: The ESSENCE Build Your Legacy™ Contest Winner Confirmation Request, at the Sponsor's Address below.

SPONSOR: Essence Festivals Productions, LLC., 34 35th Street, suite 5A Brooklyn, New York 11232.

Void outside the US, in Alaska, Hawaii, Puerto Rico, and wherever else prohibited by law.