

PLANNED PARENTHOOD FEDERATION OF AMERICA

OBVIOUS CHILD CONTEST: OFFICIAL RULES

1. NO PURCHASE OR DONATION NECESSARY TO ENTER OR WIN. PURCHASE OR DONATION WILL NOT IMPROVE CHANCE OF WINNING. Void where prohibited by law. Subject to all federal, state and local laws.

2. ELIGIBILITY TO PARTICIPATE. Open to all individuals who legally reside within the 50 United States, District of Columbia, Puerto Rico, and U.S. Virgin Islands who are eighteen (18) years of age or older as of the date of entry. Employees, officers, directors, contractors and agents of Planned Parenthood Federation of America, Inc. ("PPFA" or "Sponsor"), its subsidiaries, related and affiliated organizations, and the producer, advertising and promotion agencies of Obvious Child, the movie (herein referred to as "Obvious Child"), and the immediate family members (parent, child, sibling, spouse or domestic partner) are not eligible to enter.

3. HOW DO I ENTER? The contest begins at 3:00 p.m. EST on June 27, 2014 and ends at 11:59 p.m. EST on July 2, 2014 (the "Contest Period"). You can enter during the Contest Period by tweeting any words, photos, or videos showing why you love Obvious Child, how you support it, or what its message means to you at @PPact, with the hashtags #ObviousChild and #ContestEntry.

4. ENTRIES. One entry per person, regardless of method of entry. Any participant found to use multiple accounts to participate in this Contest will be ineligible. Entry shall be made through the Twitter contest platform and will be subject to these Official Rules, as well as Twitter's Rules which are incorporated herein by this reference and which can be found at <https://support.twitter.com/articles/18311-the-twitter-rules>. Entries that are incomplete or non-compliant with these Official Rules will be void. Responsibility for receipt of each entry rests solely with the entrant. Neither Twitter nor Sponsor are responsible for incorrect, inaccurate or incomplete entry of information or for lost, delayed, misdirected or damaged entries. Information contained in entrant's entry and Sponsor's records is subject to verification by Sponsor, in such frequency and manner as Sponsor in its sole discretion deems appropriate. Entries that are incomplete, forged or otherwise defective or made outside authorized channels, including those that have failed due to human processing error or otherwise, shall be void. Participants who disregard these Official Rules or abuse, threaten or harass Sponsor or Sponsor's representatives in connection with this Contest may be declared ineligible and have their access to this or other promotions sponsored by PPFA or its affiliates blocked at the sole discretion of PPFA. All entries become the property of PPFA and will be neither acknowledged nor returned. Sponsor will not accept correspondence or telephone inquiries regarding the status of entries or the administration of the Contest.

5. REPRESENTATIONS REGARDING ENTRY. By entering the Contest, each participant represents and warrants that its Contest entry, including any photos or other materials contained therein, (a) is an original work, (b) is owned solely and exclusively by the participant, (c) does not infringe on any rights of any third parties and (d) does not contain any images, names or personal information that the participant is not authorized to use or to grant Planned Parenthood the right to use as set forth in these Official Rules. By entering, each participant agrees to indemnify, defend and hold Planned Parenthood harmless from any claims of trademark or copyright infringement connected to the entry supplied by participant. By entering, each participant grants permission to Sponsor to use his or her contest entry, with or without participant's name in connection therewith, on Sponsor's website and social media properties and other media for promotional purposes in furtherance of Planned Parenthood's mission, without additional compensation, prior notification or approval, in perpetuity.

6. WHAT CAN I WIN? Prizes consist of 5 Obvious Child tank tops, 10 Obvious Child posters, and 5 Obvious Child “one-night stand kits” containing a condom, aspirin, hair tie, lip balm and gum in a decorated bag. There will be 20 winners, each of whom will receive one of the foregoing prizes. Sponsor reserves the right to substitute a prize with another prize of greater or equal value if the designated prize should become unavailable for any reason. No cash substitutions for prizes. Winners are solely responsible for all applicable taxes (including, without limitation, sales tax and income tax), and any other costs incurred in claiming, or using the prize. Prizes cannot be assigned or transferred to a third party, exchanged or redeemed for cash except as stated herein or as determined by Sponsor in its sole discretion.

7. HOW DO I WIN? All Prize winners will be selected in a random drawing to be held on or about July 3, 2014 from among all entries received. Drawing will be conducted by the Sponsor, whose decisions in all matters related to this Contest shall be final, binding, and non-appealable. Winners will be notified by tweet or private message on the Twitter platform or through other means by Sponsor within thirty days of the drawing. If a potential winner declines to accept the prize, if prize notification is returned without a forwarding address or in the event that prize notification cannot be accomplished within three days from the first notification attempt, the potential winner may be disqualified and Sponsor will select an alternate winner. Winners may be required to sign an Affidavit of Eligibility, Liability and Publicity Release that must be returned to Sponsor within the time designated by Sponsor or prize will be forfeited and an alternate winner will be selected. If a potential winner is 18 or older, but a minor in his or her state of residence, the prize may be awarded to the minor's parent or legal guardian, and if applicable, the potential winner's parent or legal guardian must agree to these Official Rules, consent to the award of the prize and sign all required affidavits, consents and releases.

8. ODDS OF WINNING. The number of entries received will determine odds of winning. All entries have an equal chance of winning. To learn the winners' identities (available after 9/1/14), send a self-addressed, stamped business size envelope to: Winners' List, Planned Parenthood Federation of America, 434 W. 33rd Street, New York, NY 10001, Attention: Obvious Child Contest Digital Media Team. All requests for the winners' identities must be received by 10/1/14.

9. LIMITATION OF LIABILITY. No responsibility or liability is assumed by the Sponsor for unauthorized human or non-human intervention in the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of a participant's entries in the Contest. Sponsor is not responsible for any personal injury or property damage or losses of any kind that may be sustained to participants or any other persons resulting from participation in the Contest. Sponsor makes no representations or warranties of any kind concerning the appearance, safety or performance of any prizes. Sponsor is not responsible for any typographical errors in the advertising of any prize included in the Contest or the Official Rules or other promotional materials. Winner bears all risk of loss or damage to prize after delivery/acceptance. **Winner acknowledges that neither Sponsor has not made nor is Sponsor in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to the prizes described herein, including, but not limited to, quality, merchantability, or fitness for use. All warranties are hereby disclaimed by Sponsor, and the winners will accept the prizes "as is." By entering the Contest, each participant, on behalf of such participant and such participant's successors and assigns, releases Sponsor, its subsidiaries, related and affiliate organizations, and their respective officers, directors, employees, contractors and agents, from any and all liability, damages, claims or causes of actions of any kind whatsoever (however named or described) for injuries, damages, or losses to person or property which may be sustained in connection with the Contest, or the receipt, enjoyment or use of a prize.** Under no circumstances will Sponsor be liable for punitive, incidental, consequential or any other damages.

10. CONTEST CANCELLATION. Sponsor reserves the right, in its sole discretion, to cancel, suspend and / or terminate this Contest in whole or in part at any time during the Contest Period for any reason whatsoever, including without limitation, in the event that the Contest is not capable of running as planned or as intended by these Official Rules due to causes beyond the Sponsor's control which corrupt the administration, security, fairness, integrity or proper operation of the Contest. In the event of cancellation/suspension, Sponsor reserves the right to conduct the Contest and determine the winners in a manner determined by Sponsor in its sole discretion to be fair, appropriate and consistent with the spirit of these Official Rules. Notice of any such action shall be posted on PPFA's Twitter account. In the event of the Contest's cancellation, all entries will be deemed expired and void and will be ineligible for the Contest.

11. CONDITIONS OF PARTICIPATION. By entering this Contest each participant agrees to be bound by these Official Rules and the decisions of Sponsor, whose decisions in all aspects of this Contest shall be final and binding. Sponsor reserves the right to restrict an individual from participating in the Contest if Sponsor deems or suspects that such person has engaged in any inappropriate, uncooperative, disruptive, fraudulent, potentially fraudulent, or unusual behavior or activity or any activity deemed in Sponsor's sole discretion, to be in violation of these Official Rules, generally inconsistent with the intended operation of the Contest, or disparaging to Planned Parenthood, Obvious Child or that otherwise does not support PPFA's values and mission.

12. DISPUTE RESOLUTION. Each participant agrees that: (1) any and all disputes, claims, and causes of action arising out of or in connection with this Contest, or any prize awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within New York City, New York; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event shall such damages include attorneys' fees; and (3) under no circumstances will a participant be permitted to obtain awards for, and each participant hereby waives all rights to punitive, incidental, or consequential damages, or any other damages other than actual out-of-pocket expenses. Participant shall not claim or receive any damages subject to being multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participants and Sponsor in connection with the Contest, shall be governed by and construed in accordance with the 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 the laws of any jurisdiction other than the State of New York.

13. DATA PRIVACY. Information participants provide to PPFA and/or Twitter will be used to communicate with participants regarding this Contest and otherwise as set forth herein and in PPFA's privacy policy located at <http://www.plannedparenthood.org/privacy-policy> as well as the Twitter Privacy Policy.

14. SPONSOR. This sweepstakes is sponsored by Planned Parenthood Federation of America, Inc., 434 W. 33rd Street, New York, NY 10001.