

The WebMD Migraine Pampering Package Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: The WebMD Migraine Pampering Package Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of WebMD LLC, Amgen Inc. ("Amgen"), Novartis Pharmaceuticals Corporation ("Novartis"), HelloWorld, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: WebMD LLC, 395 Hudson St FL 3, New York, NY, 10014-3991. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on February 1, 2018 at 12:00 a.m. Eastern Time ("ET"), ends on September 30, 2018 at 11:59 p.m. ET (the "Promotion Period") and includes thirty-five (35) "Weekly Entry Periods" as set forth in the chart below and a Grand Prize Entry Period that spans the Promotion Period. Sponsor's servers are the official time-keeping device for the Sweepstakes.

Weekly Entry Period	Starts at 12:00 a.m. ET	Ends at 11:59 p.m. ET	Mail-in Receipt date	Approximate Drawing Date
1	February 1, 2018	February 7, 2018	February 14, 2018	February 16, 2018
2	February 8, 2018	February 14, 2018	February 21, 2018	February 23, 2018
3	February 15, 2018	February 21, 2018	February 28, 2018	March 2, 2018
4	February 22, 2018	February 28, 2018	March 7, 2018	March 9, 2018
5	March 1, 2018	March 7, 2018	March 14, 2018	March 16, 2018
6	March 8, 2018	March 14, 2018	March 21, 2018	March 23, 2018
7	March 15, 2018	March 21, 2018	March 28, 2018	March 30, 2018
8	March 22, 2018	March 28, 2018	April 4, 2018	April 6, 2018
9	March 29, 2018	April 4, 2018	April 11, 2018	April 13, 2018
10	April 5, 2018	April 11, 2018	April 18, 2018	April 20, 2018
11	April 12, 2018	April 18, 2018	April 25, 2018	April 27, 2018
12	April 19, 2018	April 25, 2018	May 2, 2018	May 4, 2018
13	April 26, 2018	May 2, 2018	May 9, 2018	May 11, 2018
14	May 3, 2018	May 9, 2018	May 16, 2018	May 18, 2018
15	May 10, 2018	May 16, 2018	May 23, 2018	May 25, 2018
16	May 17, 2018	May 23, 2018	May 30, 2018	June 1, 2018
17	May 24, 2018	May 30, 2018	June 6, 2018	June 8, 2018
18	May 31, 2018	June 6, 2018	June 13, 2018	June 15, 2018
19	June 7, 2018	June 13, 2018	June 20, 2018	June 22, 2018
20	June 14, 2018	June 20, 2018	June 27, 2018	June 29, 2018
21	June 21, 2018	June 27, 2018	July 4, 2018	July 6, 2018
22	June 28, 2018	July 4, 2018	July 11, 2018	July 13, 2018
23	July 5, 2018	July 11, 2018	July 18, 2018	July 20, 2018
24	July 12, 2018	July 18, 2018	July 25, 2018	July 27, 2018
25	July 19, 2018	July 25, 2018	August 1, 2018	August 3, 2018
26	July 26, 2018	August 1, 2018	August 8, 2018	August 10, 2018

27	August 2, 2018	August 8, 2018	August 15, 2018	August 17, 2018
28	August 9, 2018	August 15, 2018	August 22, 2018	August 24, 2018
29	August 16, 2018	August 22, 2018	August 29, 2018	August 31, 2018
30	August 23, 2018	August 29, 2018	September 5, 2018	September 7, 2018
31	August 30, 2018	September 5, 2018	September 12, 2018	September 14, 2018
32	September 6, 2018	September 12, 2018	September 19, 2018	September 21, 2018
33	September 13, 2018	September 19, 2018	September 26, 2018	September 28, 2018
34	September 20, 2018	September 26, 2018	October 3, 2018	October 5, 2018
35	September 27, 2018	September 30, 2018	October 8, 2018	October 10, 2018

4. How to Enter: There are two (2) methods to enter the Sweepstakes:

Enter Online: If you have completed a survey regarding migraines and are invited to participate in this Sweepstakes, you may enter by completing the registration form and agreeing to provide your personal information and answers to the migraine survey to Sponsor, Amgen and Novartis. You automatically will receive one (1) entry into all subsequent Weekly Entry Period drawings and the Grand Prize drawing.

Enter by Mail: Hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "The WebMD Migraine Pampering Package Sweepstakes," c/o HelloWorld, Inc., P.O. Box 5996, Department 834986, Kalamazoo, MI 49003-5996. You will receive one (1) entry into all subsequent Weekly Entry Period drawings and the Grand Prize drawing. Limit: One (1) entry per person. To be included in a drawing, mail-in entries must be handwritten and must be postmarked by the last calendar day of the applicable entry period and received by the date indicated in the timing chart in Section 3. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: You may enter one (1) time during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to enter more than one (1) time by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.

5. Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received through the end date of each Weekly Entry Period on or around dates listed in the chart above in Section 3. The Grand Prize drawing will take place on or around October 10, 2018. Once an entry has been received it will be included in all subsequent drawings. The potential winners will be notified by email. The potential Grand Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. All Weekly Entry Period winners will receive their prize sent to the email address used to register. If a potential winner of any prize cannot be contacted, the prize is returned as undeliverable, or a potential winner fails to sign and return the Declaration (applicable only to the Grand prize Winner), the

potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled within approximately 8-10 weeks after each winner is confirmed.

6. Prizes: ONE (1) GRAND PRIZE: A trip for two (2) to a spa located in Tucson, AZ, a \$3,000 Spa Finder gift card (terms and conditions apply) and a check for \$4,800 to assist with income tax liability. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Phoenix, AZ; two (2) nights' accommodations at a spa determined by Sponsor in its sole discretion (single room, double occupancy), including meals and activities; ground transportation to and from destination airport and hotel; \$1,700 credit for spa services; and travel agent services. Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes/Contest, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Approximate Retail Value ("ARV"): \$16,800. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

ONE HUNDRED FIVE (105) WEEKLY PRIZES (3 awarded each Weekly Entry Period): A \$500 Visa® Prepaid Reward. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Visa Prepaid may be used anywhere Visa debit cards are accepted in the United States and U.S. Territories. The card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the United States and U.S. Territories. Reward will be fulfilled digitally to the email address provided by entrant with additional terms and conditions of use. ARV: \$500.

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize (or a component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. The Grand Prize winner will receive an IRS Form 1099 with the value of the prize received. All winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received through the end of the applicable entry period. Limit: one (1) Weekly prize and one (1) Grand Prize per person.

Total ARV of all prizes offered: \$69,300.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Amgen, Novartis, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and

each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) 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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

12. Entrant's Personal Information: Information collected from online entrants are subject to Sponsor's Privacy Policy (<http://www.webmd.com/about-webmd-policies/about-privacy-policy>), Amgen's privacy policy (<http://www.amgen.com/privacy-statement/>), Novartis' privacy policy (<https://www.pharma.us.novartis.com/privacy-policy>), and to Administrator's Privacy Policy (<http://www.helloworld.com/privacy-policy>). Information collected through the mail in method will only be used by Administrator to select and notify winners.

13. Winner List: For a winner list, visit <http://bit.ly/2rSqOJG>. The winner list will be posted after winner confirmation is complete.

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