

ESCAPE WITH HAWAIIAN TROPIC®

NO PURCHASE NECESSARY. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND DISTRICT OF COLUMBIA, 18 OR OVER AS OF DATE OF ENTRY (19 OR OVER IF A RESIDENT OF ALABAMA OR NEBRASKA). INTERNET ACCESS REQUIRED.

This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. Facebook is not affiliated with the Sponsor in any way.

- Promotion Period/Overview:** The Escape with Hawaiian Tropic Contest and Sweepstakes (the “**Promotion**”) begins at 12:00 p.m. Eastern Time (“**ET**”) on May 5, 2014 and ends at 3:00 p.m. ET on July 25, 2014 (the “**Promotion Period**”). The Promotion consists of two (2) components: (a) a “**Contest**”; and (b) a “**Sweepstakes**”, each of which will have its own entry period (see Rules 3 and 6, below).
- Eligibility:** Open to legal residents of the 50 United States and the District of Columbia, 18 years of age or older as of date of entry (19 or older if a resident of AL or NE). Employees of Energizer Personal Care, LLC (“**Sponsor**”), Don Jagoda Associates, Inc. (“**Administrator**”), their affiliates, parent company, subsidiaries, divisions, suppliers, distributors and advertising, promotional and judging agencies (collectively “**Promotion Parties**”), and each of their respective employees, shareholders, directors, officers, members and agents, and members of the immediate families (spouse, biological, adoptive or step-parents, children, and siblings and each of their spouses, regardless of where they reside) and/or households (whether related or not) of any of the above are not eligible to participate in the Promotion or win a prize. Professional models and photographers (meaning at least 30% of their income is derived from modeling or photography) are not eligible to participate. Void outside the 50 United States and the District of Columbia and where prohibited by law. The Promotion is subject to all applicable federal, state and local laws. By participating in the Promotion, entrants agree to abide by and be bound by these Official Rules and the decisions of the Administrator.
- How To Enter the Contest:** During the Promotion Period, beginning 12:00 p.m. ET on May 5, 2014 and ending at 11:59 a.m. ET on May 30, 2014 (the “**Contest Period**”), you can enter the Contest through the contest application on the Escape with Hawaiian Tropic tab on facebook.com/hawaiiantropic (the “**Site**”). There will be four (4) separate entry periods (each, a “**Weekly Entry Period**”) during the Contest Period. Each Weekly Entry Period will correspond to a different theme (as described below). To enter, follow all prompts and instructions on the Site to register and upload a photo with title and description describing your dream escape corresponding to the applicable Weekly Entry Period’s theme, as outlined below (collectively, the “**Photograph**”). You must be the only person depicted in Photograph, if a person is featured at all (see complete list of prohibited content in Rule 4, below). Title must be 30 characters or less. Description must be 65 characters or less. Photograph, along with title/description and all entry content shall be referred to herein, collectively, as the “**Entry**” or “**Entry Materials**”, and the person uploading and submitting the Entry will be deemed the “**Entrant**”. All Entries received during each Weekly Entry Period will be judged to determine two (2) Finalists per Weekly Entry Period, as described in Rule 5, below. **There is no limit to the number of Entries an Entrant can submit into the Contest; however, each Entry must be unique (in the opinion of the Sponsor), and submitted separately.** By entering, you understand that your Entry, in whole or in part, may (in Sponsor’s sole discretion) be posted on Sponsor’s websites, the Site, other social media sites and/or other Sponsor-selected media. Entries must be received between the start and end dates/times noted below for each Weekly Entry Period in order to be included in the judging for that Weekly Entry Period. Normal Internet access and usage charges imposed by Entrants’ online service will apply. Automated, script, macro or robotic Entries submitted by individuals or organizations will be disqualified. **If you enter the Contest, you will automatically receive one (1) Entry into the Sweepstakes for each eligible Contest Entry submitted.**

Entry Period Theme	Start Date/Time	End Date/Time
Adventure in the Sun	5/5/14 at 12:00 p.m. ET	5/12/14 at 11:59 a.m.

ESCAPE WITH HAWAIIAN TROPIC®

Tropical Getaway	5/12/14 at 12:00 p.m. ET	5/19/14 at 11:59 a.m.
Relaxation Escape	5/19/14 at 12:00 p.m. ET	5/26/14 at 11:59 a.m.
Hometown Escape	5/26/14 at 12:00 p.m. ET	5/30/14 at 11:59 a.m.

4. **Contest Entry Requirements:** In order to be entered into the Contest, Entrants must comply with registration instructions when submitting their Entry, and with these Official Rules. Photograph may be uploaded from Instagram or Facebook albums during registration. If uploading from Instagram or Facebook albums, Photograph must meet all Entry requirements. The Photograph must be in one of the following formats: .jpg, or .gif, and no larger than 2 GB in file size. Entries must be in English. The Entry may not contain obscene, profane, lewd, defamatory or inappropriate images or text including but not limited to nudity, acts of violence or acts that appear to cause harm or are illegal/dangerous, as determined at Sponsor's sole discretion. Any Entry Material or portion thereof that, in the Sponsor's sole discretion, is obscene, profane, sexually explicit, lewd, defamatory, discriminatory, derogatory of any sexual orientation, ethnic, racial, gender, religious, professional or age group, portrays Sponsor's or any company's brand in a negative way, contains any content owned by third parties or otherwise violates or infringes (or may infringe) any copyright, trademark, logo or mark, that identifies a brand, or other proprietary right of any person living or deceased (including but not limited to rights of privacy or publicity or portrayal in a false light) or entity, contains personal information such as license plate numbers, names, email addresses or phone numbers, or is otherwise objectionable, will not be accepted and will disqualify the Entrant. The above list is not intended to be exhaustive. Sponsor may reject any Entry if in its sole discretion if it deems the Entry to be inappropriate for inclusion in the Contest. Consistent with the foregoing restrictions, clothing worn or props/items used in the Photograph should not contain any visible logos (other than a Hawaiian Tropic logo), drawings, cartoons, phrases, trademarks or other third-party materials. Entrants may not copy or otherwise plagiarize the Entry Material from any source. While postings regarding Hawaiian Tropic or Sponsor's products are permitted, they are not required as part of any Entry Material, and inclusion of such Entry Material WILL NOT benefit any Entrant in the Contest. Entrants posting Entry Material or other content referencing or relating to Sponsor or Hawaiian Tropic must clearly state that they are doing so as part of an Entry in an effort to win a prize in the Contest. Sponsor has the sole discretion to determine whether a Photograph qualifies as an Entry. All Entries must be the sole, original work of the Entrants, previously unpublished, and not previously submitted in any other contest or promotion (modifying, enhancing or altering a third party's preexisting work does not qualify as an Entrant's original work). By submitting an Entry, you hereby grant the Sponsor, its affiliates, subsidiaries, assigns, licensees, designees and legal representatives the irrevocable, perpetual, worldwide digital and other rights to use, reproduce, edit, market, store, distribute, have distributed, publicly and privately display, communicate, publicly and privately perform, transmit, have transmitted, create derivative works based upon, and promote the Entry (as such may be edited and modified by the Sponsor at its discretion) for editorial, commercial, promotional and all other purposes (including without limitation posting on Sponsor-affiliated websites, Social Media sites and/or other Sponsor-selected media). In addition, you hereby assign to the Sponsor all rights, title, and interest that you may be deemed to have in any reproduction, product, or derivative work using or incorporating the Entry. Entrant shall have no right to review or approve edits, alterations or modifications, and the Entrant waives the benefit of any provision of law known as "moral rights". By submitting a Contest Entry, you represent: (a) that the Entry is your own original work that has not previously been published or publicly shown or won a prize or award; and (b) any and all rights to the Entry belong to you and the Entry does not infringe, misappropriate or violate the rights of any third party. By entering the Contest, you agree that your Entry is gratuitous, unsolicited and without restriction, and will not place Sponsor under any obligations other than those contained in these Official Rules, and that Sponsor is free to disclose the ideas contained in the Entry on a non-confidential basis to anyone or otherwise use the ideas therein without any compensation to you. You further acknowledge that Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor, or developed by its employees, or obtained from sources other than you.

ESCAPE WITH HAWAIIAN TROPIC®

LIMITED LICENSE: THE HAWAIIAN TROPIC TRADEMARKS, TRADE DRESS AND LOGO (COLLECTIVELY, “SPONSOR’S MARKS”) MAY BE USED FOR PURPOSES OF THIS PROMOTION ONLY. NO OTHER RIGHTS IN OR TO SPONSOR’S MARKS ARE GRANTED UNDER THESE OFFICIAL RULES.

5. **Selection of Finalists and Finalist Notification:** All Contest Entries submitted during each Weekly Entry Period will be judged by qualified judges on or about June 3, 2014, by qualified, Sponsor-selected judges based on the following criteria: Creativity of Escape (20%), Relevance to Applicable Theme (30%), Quality of Photograph (30%) and Title/Description Relevance (20%) to determine two (2) Finalists per Weekly Entry Period, for a total of eight (8) Finalists (each, a “Finalist”). Tied Entries will be rejudged by the judges based 100% on the Creativity of Escape to determine the applicable Finalist. Judges’ decisions are final and binding with respect to all matters relating to the Contest. By participating, Entrants agree to be bound by the decisions of the Judges. Limit one (1) Finalist spot per person (i.e., no Entrant may be chosen as a Finalist in more than one Weekly Entry Period’s judging). Finalists will be notified via email/phone and will be required to execute and return via email, a liability/publicity release (where legal) and assignment of rights within 48 hours of notification attempt or an alternate Finalist may be determined, time permitting, on the basis of the original judging. All confirmed Finalists will move on to the voting round on the Site, as described in Rule 7, where one (1) Grand Prize winner will be determined.
6. **How to Enter the Sweepstakes:** During the Promotion Period, you can enter the Sweepstakes by: (a) submitting an Entry into the Contest as described above; (b) visiting the Site, and following all prompts and instructions to complete all required registration information to receive a Sweepstakes entry; or (c) submitting a vote for a Finalist during the Voting Period (see Rule 7, below) subject to the limitation noted in Rule 7. When you properly complete any of the above methods, you will be entered into the Weekly Sweepstakes Drawing that corresponds to the week during which you entered, as detailed below (the “Sweepstakes Entry”). You must enter each Weekly Sweepstakes Drawing separately; Entries will not be carried forward to subsequent Weekly Sweepstakes Drawings, if any. **There is no limit to the number of Sweepstakes Entries per week that a person may receive via entry method (a) and entry method (b); limit one (1) Sweepstakes Entry per individual Finalist vote per day via entry method (c).** For the purposes of this Promotion, a “week” is defined as beginning at 12:00 a.m. ET on Monday and ending at 11:59 p.m. ET on Sunday, with the exception of the last week of the Promotion, which begins at 12:00 a.m. ET on Monday, July 21, 2014 and ends at 3:00 p.m. ET on Friday, July 25, 2014. See Rule 8, below, for further details regarding the Weekly Sweepstakes Drawings.

Weekly Sweepstakes Period	Start Date/Time	End Date/Time
1	5/5/14 at 12:00 p.m. ET	5/11/14 at 11:59 p.m. ET
2	5/12/14 at 12:00 a.m. ET	5/18/14 at 11:59 p.m. ET
3	5/19/14 at 12:00 a.m. ET	5/25/14 at 11:59 p.m. ET
4	5/26/14 at 12:00 a.m. ET	6/1/14 at 11:59 p.m. ET
5	6/2/14 at 12:00 a.m. ET	6/8/14 at 11:59 p.m. ET
6	6/9/14 at 12:00 a.m. ET	6/15/14 at 11:59 p.m. ET
7	6/16/14 at 12:00 a.m. ET	6/22/14 at 11:59 p.m. ET
8	6/23/14 at 12:00 a.m. ET	6/29/14 at 11:59 p.m. ET
9	6/30/14 at 12:00 a.m. ET	7/6/14 at 11:59 p.m. ET
10	7/7/14 at 12:00 a.m. ET	7/13/14 at 11:59 p.m. ET
11	7/14/14 at 12:00 a.m. ET	7/20/14 at 11:59 p.m. ET
12	7/21/14 at 12:00 a.m. ET	7/25/14 at 3:00 p.m. ET

ESCAPE WITH HAWAIIAN TROPIC®

7. **Online Voting/Judging and Contest Grand Prize Winner Determination:** During the Voting Period, beginning at 12:00 p.m. ET on June 23, 2014 and ending at 3:00 p.m. ET on July 11, 2014 (the “**Voting Period**”), each Finalist’s Entry will be posted in the gallery, available at facebook.com/HawaiianTropic, for public voting. Consumers will have the opportunity to register and vote for their favorite Entry. **Voters must meet the eligibility criteria described in Rule 2, above.** Voters can vote for as many Finalists as they’d like, but there is a limit of one (1) vote per Entry per person per day during the entire Voting Period. Finalists are permitted to vote for their own Entries or any other Entries subject to the conditions and limitations stated herein. The Finalist who received the highest number of valid votes (as determined by Sponsor) during the Voting Period will be deemed the Grand Prize Winner (subject to verification of eligibility). In the event of a tie when determining the Grand Prize Winner, the Sponsor will make the final determination between all the tied Finalists based 100% on Creativity of Escape. The use of robotic or automatic devices for voting is prohibited and Sponsor reserves the right to nullify all such votes and to disqualify from voting the responsible individual. If a Finalist is determined to have acted in collusion with any such individual, the Finalist will be disqualified. NOTE: Any attempt to use multiple e-mail or social media accounts or other tactics to enter or vote more than the stated limit will result in disqualification and all associated votes will be void. Votes generated by script, macro, bot, commercial Contest subscription, vote-swapping sites, voting software, entry service sites or any other automated means and votes by any means that subvert the Voting process or do not conform to the spirit of these Official Rules will void the votes and may disqualify the Finalist. Other reasons for which votes may be declared void include but are not limited to the following:
- (i) multiple votes are received from the same voter for the same individual Entry in a single day, from different IP addresses or from different email addresses;
 - (ii) votes result from use of a redirect link, a disguised link, a fraudulent link, or similar impermissible method;
 - (iii) votes result from a technical malfunction of servers or internet connection; and/or
 - (iv) votes result from inappropriate action by a voter or Finalist in promoting such votes from others (e.g., through spam, harassment, etc.).
8. **Sweepstakes Random Drawings:** One (1) Sweepstakes Prize Winner will be selected for each week of the Promotion Period [twelve (12) Sweepstakes Winners total] in separate random drawings from among all eligible Sweepstakes Entries received each week. Each drawing will take place on or about the Monday immediately following the end of each week (as defined herein) and will include all eligible Sweepstakes Entries received during that week. The odds of winning a Sweepstakes Prize depend on the number of eligible Sweepstakes Entries received per week during the Promotion Period. The random drawings will be conducted by the Administrator, an independent judging organization. (See Rule 10, below, for a description of the Sweepstakes Prizes.)
9. **Contest Grand Prize:** Grand Prize (1): A Dream Escape, based on winner’s Photograph, awarded as a \$7,000 check made payable to the winner. If the Grand Prize is forfeited for any reason, it will be awarded (time permitting) to the Finalist who received the next-highest number of valid votes during the Voting Period (after the original winner). If the potential winner cannot accept the prize as stated, the prize will be forfeited and awarded (time permitting) to the Finalist who received the next-highest number of valid votes during the Voting Period. All other expenses in excess of \$7,000 are solely the winners’ responsibility.
10. **Sweepstakes Prizes and Approximate Retail Value (“ARV”):** A total of twelve (12) Sweepstakes Prizes will be awarded, each consisting of a gift basket containing Sponsor-selected Hawaiian Tropic products, sunglasses,

ESCAPE WITH HAWAIIAN TROPIC®

sarong, sun hat, tote bag, beach towel, and e-reader. ARV: \$575 per prize. **Limit one (1) Sweepstakes Prize per person/household.** Prize will be shipped to each winner at the address s/he submitted at the time of Sweepstakes Entry within approximately 6-8 weeks after the conclusion of the Promotion and the verification of winners' eligibility. As a condition of receiving a prize, each winner may be required to provide proof of eligibility in any form Sponsor deems appropriate. Total ARV of all Sweepstakes Prizes: \$6,900.

- 11. General Conditions:** Total ARV of all prizes in this Promotion: \$13,900. All federal, state and local income taxes on prizes are the sole responsibility of the winners. The Grand Prize winner will be issued an IRS Form 1099 for the actual value of the prize awarded. Sweepstakes Prizes may not be transferred, assigned, redeemed for cash or substituted, except as provided herein. Sponsor reserves the right to substitute any prize or any component of the prize with a prize or prize component of equal or greater value in the event the stated prize/component becomes unavailable. All prizes will be awarded provided they are properly claimed in accordance with these Official Rules, and a sufficient number of eligible Entries/Sweepstakes Entries are received. Potential Grand Prize Winner will be notified by phone/email/mail. Potential Grand Prize Winner will be required to sign and return an Affidavit of Eligibility, liability/publicity release (except where prohibited by law) and an assignment of rights within seven (7) days (including weekends) of initial notification attempt or the prize will be forfeited and the Grand Prize may be awarded to an alternate Grand Prize Winner (time permitting) to the Finalist who received the next –highest number of valid votes during the Voting Period. Return of prize notification or any prize as undeliverable may result in prize forfeiture and the selection of an alternate winner in the manner appropriate to the forfeited prize (per these Official Rules). Grand Prize Winner and all Entrants, as a condition of Entry into the Contest, agree to release Sponsor and its Administrator, judges, Facebook, Inc., each of their respective agencies, parent companies, subsidiaries, affiliated companies and the respective officers, directors, shareholders, members, employees, agents, assigns of each of the foregoing, and all others associated with the development and execution of this Promotion (collectively the “Released Parties”) from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with creation of or submission of an Entry/Sweepstakes Entry or otherwise participating in any aspect of the Promotion, the receipt, ownership or use of any prize awarded, or participation in prize-related activities, including but not limited to travel related thereto. Acceptance of a prize constitutes permission to use winner’s name, likeness, image, limited biographical information and Entry/Sweepstakes Entry for promotional purposes (including any possible public relations opportunities) in commerce and in all media worldwide, without further compensation or notice, except where prohibited by law. The Released Parties are not responsible for (a) electronic transmissions or Entries/Sweepstakes Entries/votes that are lost, late, stolen, incomplete, damaged, garbled, destroyed, misdirected or not received by Sponsor or its agents for any reason; (b) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of Entries/Sweepstakes Entries/votes, or for destruction of or unauthorized access to, or alteration of, Entries/Sweepstakes Entries/votes; (c) failed or unavailable hardware, network, software or telephone transmissions, damage to Entrants’ or any person’s computer and/or its contents, or causes beyond Sponsor’s reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Promotion; (d) incorrect or inaccurate entry information whether caused by Entrants or by any of the equipment or programming associated with or utilized in the Promotion; (e) any typographical or other error in any printing or advertising related to this Promotion, in the administration or execution of the Promotion, or in the announcement of the prize winners; or (f) cheating or fraud by any Entrant. All incomplete or non-conforming Entries/Sweepstakes Entries/votes will be disqualified. Each Contest Entrant acknowledges and agrees that the Released Parties are not responsible for any unauthorized use of his/her Entry by third parties. The Sponsor reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the Entry/Sweepstakes Entry/voting process or the operation of the Promotion; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to disqualify and seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of

ESCAPE WITH HAWAIIAN TROPIC®

these Official Rules shall not constitute a waiver of that provision. In the event of a dispute as to the identity of an Entrant, the authorized account holder of the email address used to enter will be deemed to be the Entrant. "Authorized account holder" of an email address is defined as the natural person who is assigned to an email address by an Internet Access provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. If, for any reason, the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, then the Sponsor reserves the right at its sole discretion to cancel the Promotion or either component thereof and determine the Finalists and the Grand Prize Winner in the Contest, and the Sweepstakes Prize winners, from among all eligible, non-suspect Entries/Sweepstakes Entries received prior to cancellation, based on the same criteria/selection process listed above. By entering, you represent and warrant that you have read these Official Rules and are fully familiar with the contents thereof. Entries/Sweepstakes Entries/votes generated by script or bot are not eligible. By entering, each Entrant/Sweepstakes entrant agrees and acknowledges as follows: (a) this Promotion, including the construction, validity, interpretation and enforceability of these Official Rules, shall be governed by the laws of the State of Connecticut without regard to choice of law or conflict of law principles (whether of the State of Connecticut or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Missouri; (b) any dispute, claims and causes of action arising out of or connected in any way with the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and brought exclusively in the appropriate federal or state court located in Connecticut and litigation and/or trials will be decided solely by a judge. ENTRANT WAIVES TRIAL BY JURY IN ANY SUCH ACTION(S); (c) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (d) under no circumstances will Entrant/Sweepstakes 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.

12. **Additional Conditions:** By entering, Entrants/Sweepstakes entrants agree to Sponsor's collection and use of their personal information in accordance with Sponsor's Privacy Policy, available at <http://www.energizerholdings.com/pages/privacypolicy.aspx>. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion-related materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.
13. **Winners List:** For the names of the winners, available after August 15, 2014, send a stamped, self-addressed envelope by September 15, 2014, to: The Hawaiian Tropic Escapes Promotion Winners, P.O Box 7999, Melville, NY 11775-7999.
14. **Sponsor:** This Promotion is sponsored solely by Energizer Personal Care, LLC, 6 Research Drive, Shelton, CT 06484.

Any questions, comments or complaints regarding this Promotion must be directed to the Sponsor only, and NOT to Facebook.