

## **SARAH ALAIMO BOOK LAUNCH 2021 SWEEPSTAKES OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED.

SPONSOR: PEARLS AND PROBATION BOOK LAUNCH (“Sweepstakes”) is sponsored by Sarah Alaimo  
Redmond, WA, 98006-1553, UNITED STATES

ELIGIBILITY: The Sweepstakes is offered in and only open to individuals physically residing legally in the fifty (50) United States and the District of Columbia, age 18 or older (or the age of majority in entrant's state of residence if older) (“entrant”). Employees of Sponsor, Sponsor’s parent companies, their respective subsidiaries and affiliated companies, distributors, advertising/promotion agencies and individuals engaged in the development, production, or distribution of materials for, or implementation of the Promotion (collectively referred to herein as the “Promotion Entities”), and the immediate family members (spouse, siblings, children and parents including foster and step-relations) or those living in their same household (whether or not related) as any person in any of the preceding categories are not eligible to enter or win a prize.

AGREEMENT BY ENTRANTS: By entering the Sweepstakes, each Entrant fully and unconditionally agrees to be bound to and accepts these Official Rules, any Sweepstakes related communications from Sponsor including but not limited to any information provided on the Sweepstakes website(s) and/or any social media platform/mobile application as applicable (“APP”), and the decisions of the Sponsor, other Sweepstakes Entities (and their authorized representatives) which are final and binding with respect to all matters pertaining to this Sweepstakes and all elements thereof.

SWEEPSTAKES PERIOD: Pearls and Probation Book Launch Sweepstakes 2021 (“Sweepstakes”) is sponsored by SARAH ALAIMO (“Sponsor”) and starts 12:01 a.m. Pacific Time (“PT”) on AUGUST 17, 2021 and ends 11:59 p.m. PT on April 25, 2021 (“Sweepstakes Period”).

PROMOTION PERIOD: Starts on or about 12:01 a.m. Pacific Time (“PT”) on April 23, 2021 and ends 11:59 p.m. PT on April 23, 2021 (“Promotion Period”).

**HOW TO ENTER:**

There are two ways to enter:

1. Follow Sarah Alaimo on Instagram @SarahDianeAlaimo and tag 3 friends in the sweepstakes post.
2. Join the mailing list at <https://sarahalaimo.com/books>

**A total of 2 entries** per person are available during the Sweepstakes Period on Instagram. Limit two (2) entries per sweepstakes per person. Mechanically reproduced, illegible, incomplete, software-generated or other automatic entries will be void. Entries that otherwise subvert the entry process will be void. All entries become the property of Sponsor and will not be acknowledged or returned.

While you may forward or share with family, friends and direct known contacts, please do not engage in phishing or spamming. Apparent or suspected phishing or spamming, or the use of any unauthorized method or automated system to participate, or to acquire (unauthentic) entries, Likes or Follows, etc. is prohibited, as is posting content to irrelevant or inappropriate sites to obtain entry, and, if discovered at any time will void the applicable entry and entrant suspected of using/benefitting from such methods in Sponsor's sole and absolute discretion. Entrants' use of the respective social media platform used to facilitate entry must comply with and be in accordance with its respective Terms of Use, Terms of Service and Policies: <https://help.instagram.com/581066165581870>. This *Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram.*

RANDOM DRAWINGS/ODDS: One (1) potential Prize winners will be selected in a random drawing conducted by Sponsor (or its authorized agent) at the end of the Sweepstakes Period on Instagram from all eligible entries received during the Sweepstakes Entry Period on the channel and through the blog. Odds of winning a Prize depends on the number of eligible entries received for the Sweepstakes. Non-winning entries do not carry over and are not eligible for subsequent Sweepstakes/drawings.

ENTRY REQUIREMENTS/LICENSE GRANT: Without limitation, any entry deemed by Sponsor, in its absolute discretion to be or contain content that is or may be construed as indecent, obscene, offensive, hateful, cruel, tortious, defamatory or that violates or infringes another's rights, or disparages Sponsor (or its goods/services) or any other person or entity, or that does or appears to promote illegal, unlawful, dangerous, or harmful activities in any way will be disqualified. Sponsor reserves the right in its sole discretion to disqualify any entry/entrant at any time in the event it is determined that the entry is in any (other) way offensive, inappropriate, not in the spirit of the Sweepstakes or not in keeping with Sponsor's image, or will have a detrimental impact on Sponsor, this Sweepstakes, or any of

Sponsor's brands, products or services, or if it is determined that the Entrant has not otherwise complied with these Official Rules—these provisions are not exclusive, are drafted to be purposefully expansive, and will be construed broadly by Sponsor in its absolute discretion.

By submitting an entry, Entrants represent, warrant and covenant (and agree to release and indemnify Sweepstakes Entities from same) that their submitted entry (including but not limited to a caption and all content therein): (i) is the original creation of the entrant, has not been copied in whole or in part from any other work, and is the sole and exclusive property of the entrant (or entrants has all ownership rights thereto); (ii) is specifically created for the applicable Sweepstakes and has not been published (in whole or in part), received an award or honorable mention, nor been shown online, or submitted in any other Sweepstakes, competition, showing, or event previously; (iii) does not violate or infringe any copyright, trademark or other proprietary, publicity, privacy or any other rights of any person or entity; and (iv) any individuals who worked on or are mentioned in the entry in any manner have given entrant their express consent to submit the entry for the use contemplated (or if a minor, entrant has obtained consent of the minor's parent or legal guardian). Entrant may be asked by Sponsor to provide evidence of the above in writing. Nothing herein shall be deemed an obligation of confidentiality.

At the time you submit an entry, and whether or not selected as a winner, you grant to Sponsor a non-exclusive, fully paid and royalty-free, transferable, sub-licensable, worldwide license to use the entry, in whole and in part, and all the intellectual and property rights therein including the right to make derivative works, through-out the world, and further agree to execute all documents and perform all acts deemed necessary by Sponsor to protect Sponsor' license in the intellectual property. You understand and agree by granting this license your entry may be modified, edited, distorted, used in whole or in part, alone or in combination with other works, used in illusory or composite form, or in any other manner, as solely determined by Sponsor in any media and medium whatsoever now known or hereinafter developed (including without limitation print, broadcast, radio, digital, and on-line) without further compensation or review. You will not now nor in the future be paid for your entry or for granting Sponsor any of these rights.

While the entry must be in compliance with these Official Rules, its actual content will not be judged and will not impact your chances of winning. If Sponsor (or its authorized representative) is unable to determine for which Sweepstakes an entry was submitted, the entry will be placed into the random drawing for the next applicable Sweepstakes drawing from the perceived time of the entry's submission, as determined solely by Sponsor.

Entrants may not enter through a sweepstakes club (or similar method), with multiple accounts, devices, multiple or false identities, social media accounts, IP addresses, e-mail and/or phone numbers, nor shall entrants use any other

device or artifice to participate. Any suspected use of artifice, cheating, fraud, on-line sweepstakes clubs (or similar methods), exchange sites, robotic, automatic, macro, script, programmed or any other illegitimate methods or any method that attempts to subvert the Sweepstakes or any element thereof, as determined in Sponsor's sole and absolute discretion, will void all such entries by such methods, and disqualify any entrant suspected of using/benefitting from such methods. Without limiting the foregoing, Sponsor has the right to verify entrants' eligibility and compliance with these Official Rules and, on the basis of its investigation, to disqualify any entrant at any time during or after a Sweepstakes Entry Period and require immediate prize return if applicable. Sweepstakes Entities assume no responsibility for lost, late, incomplete, inaccurate, delayed, destroyed, damaged, or misdirected entries (e.g. misdirected as spam/junk), prize notifications, or any other information or communication (in whole or in part).

Proof that you submitted an entry does not constitute proof or evidence that it was received within the Entry Period or eligible for the Sweepstakes or any element thereof. Without limitation, entries must be complete, compliant, submitted using the activity and via the social media platform communicated, and received by Sponsor within the applicable Entry Period. Entries submitted via any other entry methods/platforms will not be accepted. Entries may only be submitted by a single registered social media account user; group or commercial submissions are not permissible. Normal internet access and device usage charges imposed by your mobile plan and/or on-line service may apply to entry via mobile device. For those entrants entering with a mobile device: Sweepstakes may not be available via all mobile carriers. Messaging & data rates apply to internet access via mobile devices. Other charges may apply; check your mobile plan for rates/details.

If you don't have a social media account, you can become a member without charge by simply following the social media member instructions and accepting the terms and conditions of use. By entering, entrants understand and agree that submitted eligible entries may be subject to public viewing, streaming (i.e. "digital transmission"), downloading (i.e. "digital distribution"), and public comments, including but not limited to being forwarded, re-grammed, re-tweeted, and otherwise posted throughout Sponsor's and third parties' digital and off-line social media, marketing and advertising properties. By submitting an Entry, entrants agree to be contacted by Sponsor and the information you provide will be used as stated herein, for purpose of a Sweepstakes, *and* as provided in Sponsor's privacy policy.

**PRIZES:** Two (2) total prizes will be awarded. 1 \$100 Airbnb gift card and 1 Phone Tripod with Wireless Remote and Universal Clip valued at \$15.99 will be offered during the Sweepstakes Period. Total ARV of all Prizes: \$115.99. Gift cards are subject to the terms and conditions of issuer. Gift cards will not be replaced by Sponsor once delivered, or if lost, stolen, damaged or destroyed. No assignment, substitution, cash redemption or transfer of a Prize is permitted,

except in the discretion of Sponsor, which reserves the right to substitute a Prize or Prize component of equal or greater value. The Prize consists only of the items expressly specified in these Official Rules; in no event will the Promotion Entities be responsible or liable to award more than the stated Prizes as described. Prizes, and any element thereof, including any products received as a prize, may not be sold, resold, auctioned, bartered, or placed into any other channels of distribution. Any prize pictured in advertising or Promotion materials is for illustrative purposes only and may not be the actual prize awarded. The use of the name of any prize manufacturer, name or trademark in connection with any of the prizes is solely for the purpose of describing such prize, and is not intended to suggest any affiliation or sponsorship.

**WINNER NOTIFICATION:** Winners will be notified on a weekly basis throughout the Sweepstakes Period. All potential winners will be notified with a request to private or direct message @SarahDianeAlaimo on or within the time specified. If a potential winner fails to appropriately respond within forty-eight (48) hours of the initial notification attempt, he or she may be disqualified and the Prize forfeited and awarded to an alternate potential winner for the applicable Sweepstakes/prize level. Prize awards are subject to compliance and verification of potential winners. The potential winners may, in Sponsor's discretion, be required to complete and return to Sponsor an Affidavit of Eligibility/Release of Liability, and, if legally permissible, a Publicity Release within the time specified by Sponsor or else prize will be forfeited. If a potential Prize winner for any Prize cannot be confirmed by the third separate attempt, the Prize will be forfeited and will not be awarded. There will NOT be a second chance drawing; all un-awarded, unclaimed, ignored, returned or otherwise undelivered prize notifications or prizes will be forfeited and will not be (re)awarded.

**TAXES:** All federal, state, local taxes on the value of the Prize, if applicable, are the responsibility of the winner. An IRS form 1099 will be issued in the winner's name if required by law.

**LIMITATIONS OF LIABILITY:** BY PARTICIPATING, ENTRANTS AGREE TO THE FULLEST EXTENT PERMITTED BY LAW TO RELEASE, DISCHARGE AND HOLD HARMLESS THE SPONSOR AND OTHER SWEEPSTAKES ENTITIES AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, INDEPENDENT CONTRACTORS, REPRESENTATIVES, ASSIGNS AND AGENTS, FACEBOOK, TWITTER AND INSTAGRAM ("RELEASED PARTIES") FROM AND AGAINST ANY AND ALL ALLEGED AND/OR ACTUAL CLAIMS, CAUSES OF ACTION, DEMANDS, LOSSES, SETTLEMENTS (WHETHER OR NOT LITIGATION OR OTHER LEGAL PROCEEDINGS ARE COMMENCED), LIABILITIES AND DAMAGES OF ANY KIND WHATSOEVER EXISTING NOW OR ARISING IN THE FUTURE (INCLUDING, WITHOUT LIMITATION, BODILY INJURY, PERSONAL INJURY, DEATH, DISABILITY AND PROPERTY DAMAGE, VIOLATION OF PROPRIETARY, PUBLICITY, PRIVACY OR ANY OTHER

RIGHT), COSTS AND EXPENSES (INCLUDING, WITHOUT LIMITATION, REASONABLE ATTORNEYS' FEES, COURT COSTS, SETTLEMENT AND DISBURSEMENTS) DIRECTLY OR INDIRECTLY ARISING OUT OF USE OF THE ENTRY IN WHOLE OR IN PART, THE ACCEPTANCE, POSSESSION, USE, MISDIRECTION, OR MISUSE OF A PRIZE OR ANY ELEMENT THEREOF, PARTICIPATION IN THE SWEEPSTAKES AND ANY ELEMENT THEREOF AND/OR PRIZE RELATED ACTIVITY, AND ACCESS/USE OF ALL WEBSITES/APPS, WHETHER OR NOT CAUSED BY THE NEGLIGENCE OF ONE OR MORE OF THE RELEASED PARTIES. To the fullest extent permitted by law, entrants covenant not to sue any Released Party or cause them to be sued regarding any matter released in these Official Rules, and further covenant not to disaffirm, limit or rescind these releases. A waiver by one or more of the Released Parties of any term in these Official Rules does not constitute a waiver of any other provision.

IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF THIS SWEEPSTAKES AND ANY ELEMENT THEREOF, PARTICIPATION IN THE SWEEPSTAKES AND/OR ANY PRIZE ACTIVITIES AND ANY ELEMENT THEREOF, THE ACCEPTANCE, POSSESSION, USE, MISDIRECTION OR MISUSE OF A PRIZE OR ANY ELEMENT THEREOF OR ANY RELATED ACTIVITIES, OR ACCESS TO AND USE OF ANY PARTICIPATING WEBSITE(S)/APPS OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID WEBSITE(S)/APPS. WITHOUT LIMITING THE FOREGOING, ALL PRIZES AND EVERYTHING ON THE WEBSITE/APP IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT.

PUBLICITY RELEASE: By entering the Sweepstakes, submitting any materials and/or accepting a prize (where legally permitted), entrants and winners hereby irrevocably consent, where lawful, to the use (but without obligation) by Sponsor (and their affiliated companies and their respective authorized representatives) of their name, image, photographs, videotape, likeness, hometown name, biographical information, voice as well as any statements made by winner regarding the Sweepstakes or Sponsor (provided they are true) for publicity, trade, advertising and Sweepstakes purposes in all media now known or hereafter developed worldwide, including but not limited to the Internet, mobile devices, and World Wide Web, without additional compensation, and without the right of review, notification or approval.

GENERAL CONDITIONS: Neither Sponsor nor any of the other Sweepstakes Entities are responsible for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website/APP, or other

connections availability, accessibility or traffic congestion, or miscommunications, or failed computer, network, telephone, satellite, cable hardware, software or lines, or technical failure, or jumbled, scrambled, delayed, or misdirected transmissions, or computer hardware or software malfunctions, failures or difficulties, incompatibility, failures or errors of any kind whether human, mechanical, electronic or network, or the incorrect or inaccurate capture of entry, winner or other information, nor for the failure to capture any such information. ANY ATTEMPT BY ANY PERSON TO TAMPER WITH, ABUSE OR DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES AGAINST AND FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention, technical failures or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole and absolute discretion to suspend, modify or terminate the Sweepstakes, or any element thereof, and select winners from eligible entries received prior to action taken, or as otherwise deemed fair and appropriate by Sponsor if at all. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account used to enter at the time of entry will be deemed to be the entrant and must comply with these rules. The authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses or phone numbers. If there still remains a dispute, Sponsor reserves the right to make eligibility determinations in its sole discretion. In the event of any discrepancy, ambiguity, inconsistency, printing or any other error or miscommunication in any advertising, Sweepstakes materials and/or any other information relating to this Sweepstakes (in any and all media and by any person/entity), these Official Rules shall govern.

FORCE MAJEURE: Sweepstakes Entities shall not be liable to entrants, winners or any other person or entity for failure to execute the Sweepstakes or supply a prize, or any part thereof, by reason of any act of God, any action(s), regulation(s) order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist act, cyber-attack, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or

illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any similar or dissimilar event beyond their reasonable control.

MISCELLANEOUS: The Sweepstakes is subject to applicable federal, state and municipal laws. The Sweepstakes and these Official Rules will be governed, construed and interpreted under the laws of the State of Washington. All disputes shall be resolved individually, and that neither Entrant nor Sponsor may not bring claims against each other as a class representative in a class action or as a class member. All disputes shall be resolved in the United States District Court for the Western District of Washington sitting in Seattle, Washington.

PRIVACY POLICY: For information about how the Sponsor uses personal information collected in connection with this Sweepstakes, please see Sponsor's privacy policy, located at [sarahalaimo.com](http://sarahalaimo.com)

WINNERS LIST: To obtain a list of winners of prizes over \$25, email your request to [hello@sarahalaimo.com](mailto:hello@sarahalaimo.com) by September 30, 2021

The use of the name of any prize manufacturer, name or trademark in connection with any of the prizes is solely for the purpose of describing such prize, and is not intended to suggest any affiliation or sponsorship.