**OFFICIAL RULES**

**Clorox Honey & Lime Reach For Bleach Sweepstakes**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THE PROMOTION. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

All information contained in the Promotion Posting is incorporated herein by reference. In the event there is a discrepancy or inconsistency between the Promotion Posting and the Official Rules, the Official Rules shall prevail, govern and control.

**Promotion Entry Dates:** The Promotion begins at **12:00AM** Eastern Time (“ET”) on **10/1/2016** and ends at **10/31/2016** ET on **11:59PM** (“Promotion Period”).

**ELIGIBILITY:** The Promotion is open only to legal residents of the fifty (50) United States and the District of Columbia, who are at least eighteen (18) years of age at the time of entry (respectively, the “Entrant” or “Entrants”). This Promotion is void outside of the fifty (50) United States and the District of Columbia, and where prohibited, restricted or taxed by law and is subject to all applicable federal, state, and local laws and regulations. You are not authorized to participate in the Promotion if you are not located within the fifty (50) United States or District of Columbia. Employees of the Sponsor (Clorox), the participating influencer **Deanna Underwood** (“Influencer”), and their respective parent companies, subsidiaries, officers, directors, agents, representatives, advertising, promotion and publicity agencies, suppliers, distributors, prize suppliers, and/or any other entity or person involved with the production, design, execution, administration or distribution of the Promotion (collectively, “Promotion Parties ”), as well as the immediate family members (i.e., spouses, parents, siblings and children and their respective spouses, regardless of where they reside) and persons living in the same household of each, whether are not related, are not eligible to enter or win.

**TO ENTER:** To enter:

(i) **VIA FACEBOOK:** During the Promotion Period, access Facebook on your desktop, laptop or mobile device ("Device"), and share your original photo of yourself, a “selfie,” (“Response”) via Facebook reacting to the question “What face do you make when you find a mess in your bathroom that makes you want to reach for Clorox Bleach to clean it up?” on Influencer’s sponsored Clorox® post on **Honey & Lime’s** page **[https://www.facebook.com/honeyandlimeco/?fref=ts]** with the hashtags #sweepstakes and #ReachforBleach. In order to submit an entry, you must be an active holder of a Facebook account at the time of submission.

(ii) **VIA TWITTER:** During the Promotion Period, sign into your Twitter account and tweet your original photo of yourself, a “selfie,” via Twitter reacting to the question “What face do you make when you find a mess in your bathroom that makes you want to reach for Clorox Bleach to clean it up?”, along with the hashtags #sweepstakes and #ReachforBleach, to Influencer’s sponsored Clorox® post **[@HoneyandLimeCo]**. If you do not have an account visit www.twitter.com to create one. Twitter accounts are free. Entrant’s tweet Response must include the hashtags #sweepstakes and #ReachforBleach. You must make sure your tweets are set to “public” and not “private.”

All entry information and Responses shall be collectively referred to herein as the “Entries” or each as an “Entry.”

If you choose to enter via Facebook or Twitter using your mobile device, standard data fees may apply. You should consult your wireless service provider's pricing plan for details. You agree to incur any and all charges demanded by your wireless carrier. You should also check your device's features for capabilities and check the device manual for specific use instructions.

All terms and conditions of Facebook.com and Twitter.com apply. Multiple Entrants are not permitted to share the same Facebook or Twitter account. Any attempt by any Entrant to obtain more than the stated number of entries by using multiple/different Facebook or Twitter accounts, 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.

Limit: Entrant may only enter the Promotion one (1) time of the Promotion Period, regardless of method of entry.Entries received from any Entrant in excess of the stated limit will be void. Proof of submission of an Entry is not proof of delivery or receipt of such Entry by Promotion Parties. Entries generated by script, macro or other automated means, or otherwise intended to subvert or circumvent the Entry process are void. Entries become the property of Sponsor and will not be returned. In the event of a dispute as to any Entry or the identity of an Entrant, Entries will be declared to be made by the authorized account holder and natural person assigned by an Internet access provider to the Facebook or Twitter account associated with the Entry and he/she must comply with these Official Rules. Entrants may be required to show proof of being the authorized account holder. Use of a false email account will disqualify an Entry.

By entering, each Entrant warrants and represents the following with respect to his or her Entry: (a) Entrant is the sole and exclusive owner of the Entry; (b) the Entry will not infringe on any rights of any third parties; and (c) any third party whose person or property appears in the Entry has given Entrant appropriate written consent (which shall be provided to Sponsor upon request thereof) for such person or property to be photographed, filmed and used as permitted herein.

Entry may not contain, as determined by the Sponsor, in its sole discretion, any content that:

• is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;

• promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;

• is obscene or offensive; endorses any form of hate or hate group;

• appears to duplicate any other submitted Entries;

• defames, misrepresents or contains disparaging remarks about other people or companies;

• contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others, without permission, to the extent permission is necessary;

• contains any personal identification, such as license plate numbers, personal names (except of Entrant), e-mail addresses or street addresses;

• contains copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media), without permission, to the extent permission is necessary;

• contains materials embodying the names, likenesses, voices, or other indicia identifying , celebrities and/or other public figures, living or dead, without permission.

• communicates messages or images inconsistent with the positive images and/or good will to which Sponsor wishes to associate; and/or

• violates any law.

The Entry must be the original work of the Entrant and be in English and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity.

Each Entrant acknowledges that other Entrants may have used ideas and/or concepts in their Entry that may be similar in idea or concept to what is included in entrant’s Entry. Each Entrant understands and agrees that he/she shall not have any claim against any other Entrant, Sponsor or any PromotionParties arising out any such similarity or be entitled to any compensation because of any such similarity.

**DRAWINGS; WINNER SELECTION AND NOTIFICATION**: Influencerwill randomly select one (1) Grand Prize Winner from among all eligible Entries received during the Promotion Period on or about **11/7/2016**. Odds of winning depend on the number of eligible entries received for the drawing.

Potential winner will be notified on or about **11/11/2016** (i) **(via Twitter)** if potential winner entered via Twitter, a retweet or reply message to potential winner’s Entry or a direct message from Influencer through the Twitter account used to enter the Promotion (note: in order to receive such direct message, potential winner has to (a) be following Influencer **@HoneyandLimeCo** and (b) may have to have his/her Tweet Privacy settings “unchecked”) and such potential winner will be required to respond to the retweet, reply or message and provide full legal name and address within three (3) business days of receipt or prize will be forfeited); or (ii) **(via Facebook)** if potential winner entered via Facebook, potential winner will be notified by Influencer by a direct message and/or comment to potential winner’s Entry (note: in order to receive such direct message, potential winner has to be following **Honey and Lime**’s Facebook page and such potential winner will be required to respond to the comment or message and provide full legal name and address within three (3) business days of receipt or prize will be forfeited.  Potential winner must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. Potential winner may be required to execute and return an Affidavit or Declaration of Eligibility, Liability and, unless prohibited, Publicity Release within a time period specified by Sponsor. If potential winner is considered a minor in his/her jurisdiction of residence, Affidavit or Declaration of Eligibility, Liability and Publicity Release must be signed by his/her parent or legal guardian. To claim prize, potential winner may be required to sign and return a completed W-9 as instructed by the Sponsor within the time frame designated by Sponsor.  A Form 1099-MISC will be issued to the winner, the Internal Revenue Service and state taxing authorities as required by law.  In the event a potential winner cannot be contacted, is contacted and does not respond as directed within three (3) business days of attempted notification, does not timely return all required documentation, refuses the prize, or is ineligible to accept the prize, or fails to claim the prize as directed, or is otherwise not in compliance with these Official Rules, the prize may be forfeited and, at Sponsor’s discretion, awarded to an alternate winner for the Promotion at issue.

**PRIZE:**

One (1) Grand Prize winner will receive a Clorox prize package, which includes the following items: **Clorox® Bleach products**

* **$150 gift card**
* **2 Cotton bath towels**
* **3 acrylic storage canisters**
* **1 style station organizer**

Approximate retail value (“ARV”) of Grand Prize: $250. Gift card terms and conditions apply. Prize is awarded “as is” with no warranty or guarantee, either express or implied. Prizes may not be substituted, assigned or transferred or redeemed for cash, except Sponsor reserves the right to substitute a prize of equal or greater value. Winner is responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsor’s sole discretion. Limit one (1) prize per person and per household. Only the advertised number of prizes and those claimed in accordance with these Official Rules will be awarded. Winners may be required to provide a U.S. shipping address to claim prize and allow 4-6 weeks for delivery.

**ENTRANTS’ AND WINNERS’ AGREEMENT TO THESE OFFICIAL RULES, DECISIONS OF SPONSOR AND ITS AGENTS, AND LICENSE OF ENTRIES**: Participation in a Promotion and/or receipt of any prize constitutes Entrants’ and winner’s full and unconditional agreement to these Official Rules and the Promotion Parties’ decisions, which are final and binding in all matters relating to that Promotion. Winning a prize is contingent upon Entrant’s fulfilling all applicable requirements as set forth in these Official Rules.

By entering a Promotion, each Entrant hereby grants (i) to the Promotion Parties , an irrevocable, worldwide, perpetual, royalty-free, non-exclusive, transferable right and fully-paid up, fully-sub licensable license, under any and all such rights, to use, post, host, store, cache, index, archive, crawl, reproduce, duplicate, distribute, modify, edit, composite, remix, morph, scan, excerpt, adapt, alter, prepare derivative works of, publicly perform and/or publicly display (without any restrictions as to changes), to publish (or not publish), in whole or in part, or otherwise exploit in any manner, his/her Entry(ies), user or screen name(s) and hometown(s); name, voice and/or likeness and biographical information (except where prohibited by law), the Sponsor’s page on Facebook or Twitter, and/or other website(s) owned and/or controlled by the Promotion Parties (collectively, the “Site”), in and in connection with Promotion, publicity and advertising for this Promotion, or other promotion, publicity and advertising for Sponsor, its products and/or services or other commercial purposes, including without limitation, the right to publicly display, perform, reproduce and distribute the Entry(ies) in any media format or medium (whether now or hereafter known) and through any media channels and without any further attribution, notification or compensation to the Entrant, his/her successors or assigns, or any other person or entity; and (ii) to other users of the Site, a perpetual, worldwide, royalty-free, non-exclusive license to access, distribute and/or display his/her Entry(ies) through the Site and to rate, review, comment on, “Like” and/or tag the Entry(ies).

**GENERAL CONDITIONS; RELEASE OF CLAIMS; LIMITATIONS OF LIABILITY**: Promotion Parties, in their sole discretion, reserve the right to void any Entry and to disqualify any Entrant who tampers with, subverts, circumvents, or attempts to tamper with, the lawful operation of any Promotion, the Entry process, or is otherwise not in keeping with Sponsor’s image, or violates these Official Rules or any applicable online Terms of Use.

By participating, Entrants and winners agree to release and hold harmless Sponsor and the other Promotion Parties, Facebook and Twitter, their respective partners and promotion and advertising agencies and each of their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, the “Released Parties ”), from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever, including without limitation property damage, personal injury and/or death which may occur in connection with, preparation for, travel to or participation in Promotion, or possession, acceptance and/or use or misuse of or , delivery or mis-delivery of prize or participation in any Promotion-related activity and for any claims based on publicity rights, defamation, misappropriation, false association, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action and/or breach of contract. Released Parties are not in any way responsible or liable for (i) damages, loss or injury resulting from Entrants’ participation in any Promotion, any Promotion-related activity; (ii) the acceptance, possession, shipping and handling, loss, use or mis-use of any prizes awarded; (iii) the fraudulent activities of Entrants, or events requiring a cancellation or postponement of a Promotion; (iv) lost, late, intercepted, incomplete, incorrect, inaccurate, delayed, illegible, garbled, damaged, or misdirected Entries or Entries not otherwise received by Sponsor and/or its Agents; (v) technical, hardware or software malfunctions, failed or unavailable network connections, or delayed electronic or other communications, or other technical problems related to website entries; or (vi) other errors, difficulties or impediments of any kind, whether human, electrical or technical in nature, relating to or in connection with this Promotion, its administration, the processing of Entries, or announcement of the prizes or winners. Entrants assume sole liability and accept all risk of loss for injuries, including personal injuries and/or damage to property, caused or claimed to be caused by participating in the Promotion or the acceptance, possession, shipping and handling, loss, use or mis-use of any prize awarded. Released Parties accept no responsibility or liability for actions of Entrants, including those in violation of these Official Rules.

ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF A PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW. The Promotion Parties have the right to cancel, terminate or modify a Promotion, or any portion, if in Sponsor’s sole opinion, it has been compromised, corrupted, or cannot be completed as planned due to computer virus, bugs, tampering, unauthorized intervention, technical failures, or other conditions beyond the Promotion Parties control, including, without limitation, insufficient volume of eligible entries, and to select potential winner(s) for this Promotion from eligible, non-suspect entries for such Promotion received on or before the termination date. The Promotion is governed by the laws of the United States and all claims must be resolved in the United States.

**Disputes; Governing Law.** The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Promotion. Any controversy or claim arising out of or relating to these Official Rules and/or the Promotion shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of New York, City of New York. THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Promotion, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to the County of New York in the State of New York. The parties agree not to raise the defense of forum non conveniens.

**PERSONAL INFORMATION**: Except as otherwise stated in these Official Rules, personal information received from Entrants is subject to the Sponsor’s Privacy Policy accessible at https://www.thecloroxcompany.com/legal/privacy/en-us/. By participating in the Promotion, entrants hereby agree to Sponsor’s collection and usage of their personal information and acknowledge that they have read and accepted Sponsor’s privacy policy.

**WINNER LIST**: For the name of the winner within thirty (30) days of the conclusion of a Promotion, please send your request by mail to: ATTN: Winners List (please specify name of the Promotion and the dates during which the Promotion took place), 1221 Broadway, Oakland, California, 94612.

**SPONSOR**: The Clorox Company, 1221 Broadway, Oakland, California 94612.

**This Promotion is in no way sponsored, endorsed or administered by, or associated with Twitter or Facebook. By entering, you understand that you are providing your information to the Sponsor and not Twitter or Facebook.**

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**Short Rules:**

**NO PURCHASE NECESSARY.** Open to legal residents of the 50 U.S. /D.C., 18 and older. Starts **12:00AM** ET on **10/1/2016** and ends **11:59PM** ET on **10/31/2016**. Void where prohibited.  **[INCLUDE LINK TO OFFICIAL RULES – THAT IS THE MOST IMPORTANT DISCLOSURE].**