

2018 BUZZKEEPERS SWEEPSTAKES

Official Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID IN RHODE ISLAND AND WHERE PROHIBITED BY LAW.

This Sweepstakes may only be entered and originated in or from the United States (excluding Rhode Island), and the District of Columbia; entries originating from any other jurisdiction are not eligible and such entries will be excluded. You are not authorized to participate in the Sweepstakes if you do not reside in a state of the United States (excluding Rhode Island) or the District of Columbia.

1. SWEEPSTAKES ENTRY START/END DATES: The Sweepstakes begins at 12:00:00 am (midnight) Eastern Time on January 1, 2018 and ends at 11:59:59 pm Eastern Time on December 31, 2018 (“Sweepstakes Period”).

2. RESIDENT ELIGIBILITY: The Sweepstakes is open solely to legal residents of the United States (excluding Rhode Island) and the District of Columbia, who are not less than eighteen (18) years of age on the date of entry. Entrants must have either a valid Social Security identification number or a valid Individual Taxpayer Identification Number to participate. Employees, officers and directors of BuzzFeed, Inc. (“Sponsor”) and its respective parent companies, subsidiaries, affiliates, partners, advertising and promotion agencies, manufacturers or distributors of promotion materials, contracted parties, and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees, officers and directors are not eligible to enter. The Sweepstakes is subject to all applicable federal, state, and local laws.

3. PARTICIPATION ELIGIBILITY:

a. Details of the Sweepstakes are located at <https://buzzkeepers.buzzfeed.com>. Entrants are required to become eligible to participate in certain random no-cost surveys as no-cost members of the ‘BuzzKeepers Panel,’ as explained at <https://buzzkeepers.buzzfeed.com>. BuzzKeepers Panel members each will be asked to participate in surveys but each entrant is eligible in the Sweepstakes no matter the level of the entrant’s survey participation, assuming such other eligibility compliance as set forth in these Official Rules. Each entrant is eligible to participate in a monthly random drawing not exceeding twelve (12) months (each monthly drawing is referred to as the “Monthly Sweepstakes Period”), with the random selected entrant eligible for a Prize during such Monthly Sweepstakes Period as further explained in these Official Rules. To participate, visit the Sponsor’s page, located at <https://buzzkeepers.buzzfeed.com>, complete the eligibility form (including entering your email address) and click the “submit” button. You must have a valid email address to enter via this method. An email address is free and survey participation upon each request is not required.

b. Eligible entrants may also participate free of charge in the Sweepstakes by mail as follows: On a plain 3” x 5” card, legibly handprint or type your first name, last name, date of birth, complete address (including city, state, and zip code), home phone number (including area code), and email address (if any) and mail your completed 3” x 5” card to BuzzFeed Sweepstakes, Attention: 2018 BuzzKeepers Sweepstakes Entry, 111 East 18th St., New York, NY 10003. To be considered eligible in the Sweepstakes and for each Monthly Sweepstakes Period, your entry must be postmarked no later than the last business day of the sweepstakes period. Each card timely received will be considered as one entry for that entrant and each card will be eligible for each Monthly Sweepstakes Period. No call-in entries will be accepted.

By participating in the Sweepstakes, you acknowledge and agree to be bound by these Official Rules, BuzzFeed's Privacy Policy at <http://www.buzzfeed.com/about/privacy>, and any other relevant rules, policies, or regulations.

Limit one (1) entry per person/per email address, regardless of method of entry. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant will 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 email address, the authorized account holder of the email address used to enter the Sweepstakes will be deemed 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. The potential winner may be required to show proof of being the authorized account holder. If you choose to enter using your mobile phone, standard data fees may apply. You should consult your wireless service provider's pricing plan for details. The Sponsor is not responsible for any online or Internet charges required by a wireless carrier or Internet service provider ("ISP"). You should also check your device's features for capabilities and check the device manual for specific use instructions.

Entries will not be acknowledged or returned. Only fully completed entries are eligible. Proof of submission will not be deemed proof of receipt by Sponsor. All entries become the property of the Sponsor.

4. ENTRY REQUIREMENTS: By entering the Sweepstakes, each entrant warrants and represents that the entry: (a) does not contain any material or elements that are not owned by the entrant, or which are subject to the rights of third parties; (b) is not a duplicate of any other submitted entry; (c) will not violate any law, rule or regulation or infringe on any rights of any third parties; and (d), complies with BuzzFeed's Terms of Use (located at <http://www.BuzzFeed.com/terms-and-conditions>), which the entrant warrants has been reviewed and understood by submitting the entry. By submitting an entry, entrant agrees that Sponsor, in its sole discretion, may remove any entry and disqualify an entrant from the Sweepstakes if it believes, in its sole discretion, the entrant's entry fails to conform to the foregoing or these Official Rules.

By entering the Sweepstakes, entrant agrees that Sponsor's decisions are final and binding in all matters relating to this Sweepstakes, including, but not limited to, interpretation and application of these Official Rules. By entering the Sweepstakes, entrants fully and unconditionally agree to be bound by these Official Rules and the decisions of Sponsor, which will be final and binding in all matters relating to the Sweepstakes.

By submitting an entry, entrant hereby grants permission for the entry to be posted without compensation, reward, or payment to the entrant on www.BuzzFeed.com and other websites, applications, or social media platforms (including those of Sponsor) at the discretion of the Sponsor. Entrant agrees that Released Parties (as defined below) are not responsible for any unauthorized use of entries by third parties. Released Parties do not guarantee the posting of any entry.

5. PRIZE SELECTION/ODDS: A winning entry for the Prize will be chosen in a random drawing from all eligible entries (online and via U.S. mail) during the Monthly Sweepstakes Period on or about five (5) days after the end of each month of the Sweepstakes Period. Odds of the entry being randomly selected for a Prize depend upon the number of eligible entries received for the drawing. Subject to verification of eligibility and compliance with these Official Rules, the winning entry chosen as determined by the Sponsor will be deemed the potential Prizewinner. No winner is eligible in any other Monthly Sweepstakes Period drawing.

6. PRIZE(S): One (1) Prize per month for the duration of the Sweepstakes Period, for a total of twelve (12) Prizes: USD \$100 to be awarded in accordance with the fulfillment options provided by Prize Provider

(which may include direct secure online bank deposit, virtual VISA card, and/or other fulfillment options, and are subject to changes in availability).

Prize is subject to applicable terms and conditions, and an expiration date may apply.

The approximate retail value of each Prize is \$100. The Prize is non-transferable. No substitutions or cash redemptions. In the case of unavailability of the Prize, Sponsor reserves the right to substitute the Prize with a Prize of equal or greater value. Unclaimed Prizes may or may not be awarded to alternate winners. All unspecified expenses are the responsibility of winner. Limit one (1) Prize per person or household.

The Prize is awarded "as is" with no warranty or guarantee, either express or implied. The 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. Where applicable, taxes may be withheld by Sponsor and Sponsor shall have no obligation to adjust the Prize or otherwise compensate the winner for any taxes withheld. The winner agrees to furnish Sponsor with and/or execute any additional document requested by Sponsor in connection with the awarding of the Prize.

7. WINNER NOTIFICATION: Within fifteen (15) days of the draw date each month of the Sweepstakes Period, the potential Sweepstakes winner will be notified by Sponsor's third-party Prize Provider. If an email address has been provided by a potential winner, that potential winner will be notified via email at the email address provided by the potential winner. If no email address has been provided by the potential winner, that potential winner will be notified by telephone at the telephone number provided by such potential winner in the mail-in entry. A potential winner must respond to Sponsor's notification within seven (7) business days after the date of notification. A potential winner's failure to respond to the Prize notification within the specified seven (7) business days will be considered such potential winner's forfeiture of the Prize, and an alternate winner may be selected from the pool of eligible entries for the Monthly Sweepstakes Period. If an entrant is found to be ineligible, an alternate winner may also be selected from the pool of remaining eligible entries for that Monthly Sweepstakes Period. After initial contact has been made, subsequent communication may take place via e-mail or telephone.

As an express condition of eligibility to win a Prize, a potential winner may be required to sign and return a web-based Winner Notification Form/Survey as exclusively prepared by Sponsor or its Third-Party Sponsor within seven (7) calendar days of receipt. By completing, and returning the web-based Winner Notification Survey, the Entrant: (i) confirms compliance with these Contest Rules and Regulations; (ii) releases and forever discharges Sponsor, its affiliates and subsidiaries, its advertising and promotional agencies and partners from all claims, demands, damages, actions and causes of action arising or to arise by reason of the acceptance or use of the Prize; and (iii) consents to Sponsor providing the selected winner's name, email address and province/state details to Prize Provider for the Prize Provider to contact the selected Entrant to fulfill the prize; gives permission to Sponsor, at its option, to publish or otherwise use the Entrant's name, address, photograph, voice and comment; (iv) acknowledges that to fulfill the prize, the selected Entrant may be required to set up a password-protected account with Prize Provider and provide the following information: date of birth, gender, mailing address and certain banking information (if Entrant elects to redeem the Prize by bank deposit; options for redemption may include virtual VISA card, cheque or other options offered by Prize Provider) and agree to Prize Provider's Terms & Conditions. If the potential winner declines to execute without change the Winner Notification Form/Survey, such potential winner will be declared ineligible and forfeit any Prize eligibility and Sponsor may then select randomly an alternative potential winner for such Monthly Sweepstakes Period. Upon Prize forfeiture, no compensation will be given. In the event of a dispute as to the identity of any potential winner, Sponsor reserves the right in its sole discretion to select another winner and the unidentifiable potential winner will forfeit all rights to a Prize.

8. GENERAL CONDITIONS: By participating, each entrant agrees: (a) to abide by these Official Rules and decisions of Sponsor, which shall be final and binding in all respects relating to this Sweepstakes;

and (b) to the use of his/her name, voice, performance, photograph/video, image and/or likeness for editorial, administrative, programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without acknowledgement, permission, consent, compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so. By participating, entrant also agrees not to release any publicity or other materials on their own or through someone else regarding their participation in the Sweepstakes or their winning of a Prize without the prior consent of the Sponsor, which it may withhold in its sole discretion. Winner may not publicize, promote, or publish the Sweepstakes, the Sponsor, or anything concerning BuzzFeed or the Sweepstakes on his/her own through social media, advertising, promotion, commercial or business means, or by any other way.

9. LIABILITY: BY PARTICIPATING, ENTRANTS AND THE WINNER AGREE TO RELEASE AND HOLD HARMLESS SPONSOR AND ITS ADVERTISING AND PROMOTIONS AGENCIES AND ITS RESPECTIVE PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, PARTNERS, REPRESENTATIVES, AGENTS, SUCCESSORS, ASSIGNS, EMPLOYEES, SHAREHOLDERS, OFFICERS AND DIRECTORS (COLLECTIVELY, "RELEASED PARTIES"), FROM ANY AND ALL LIABILITY, FOR LOSS, HARM, DAMAGE, INJURY, COST OR EXPENSE WHATSOEVER INCLUDING WITHOUT LIMITATION, PROPERTY DAMAGE, PERSONAL INJURY, UNINTENDED ATTENTION, PUBLICITY OR PUBLICATION, EMBARRASSMENT, DAMAGE, OR INJURY TO NAME, REPUTATION, APPEARANCE, OR STANDING, AND/OR DEATH WHICH MAY OCCUR IN CONNECTION WITH, PREPARATION FOR, TRAVEL TO, OR PARTICIPATION IN THE SWEEPSTAKES, OR POSSESSION, ACCEPTANCE AND/OR USE OR MISUSE OF PRIZE OR PARTICIPATION IN ANY SWEEPSTAKES-RELATED ACTIVITY AND FOR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, INVASION OF PRIVACY, COPYRIGHT INFRINGEMENT, TRADEMARK INFRINGEMENT OR ANY OTHER INTELLECTUAL PROPERTY-RELATED CAUSE OF ACTION. By entering the Sweepstakes, entrant explicitly releases, discharges and holds harmless the Released Parties from any and all liability, actions, causes of action, damages, actual, incidental or consequential claims and demands whatsoever in law or equity, including attorneys' fees and/or experts fees and costs, which he/she now has or may acquire, by reason of any personal injury, death, loss of or damage to property, unwanted attention or damage caused to reputation, standing, or appearance, or any reason, occurring during or arising out of his/her participation in the Sweepstakes and the acceptance and use or misuse of the Prize. The foregoing liabilities are to the maximum extent permitted by applicable law.

10. MISCELLANEOUS: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, illegible, stolen, delayed, misdirected, undelivered, or garbled entries; or for lost, interrupted or unavailable network, server, ISP, website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the drawing for the Prize, the announcement of the Prize, or the incorrect uploading of any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information or privacy invasion including identity theft, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes or servers of the Sponsor or its affiliates or contracted parties. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Sweepstakes or the applications or websites of any Released Party, or who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified, and all associated entries will be void. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention 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 discretion to suspend, modify or terminate the Sweepstakes and, if terminated, at its discretion, select the potential winner from all eligible, non-suspect entries received prior to action. Notwithstanding the foregoing, Sponsor may seek equitable relief in any court of competent jurisdiction. If any provision of these Official Rules is held to be illegal or unenforceable, such provision shall be limited or eliminated to the minimum extent necessary so that these rules otherwise remain in full force and effect and enforceable. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE SPONSOR'S WEBSITES OR APPLICATIONS OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

11. ARBITRATION/GOVERNING LAW: EXCEPT WHERE PROHIBITED BY LAW, AS A CONDITION OF PARTICIPATING IN THIS PROMOTION, ENTRANT AGREES THAT (A) ANY AND ALL DISPUTES AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS PROMOTION, OR ANY PRIZES AWARDED, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND EXCLUSIVELY BY FINAL AND BINDING ARBITRATION UNDER THE RULES OF THE AMERICAN ARBITRATION ASSOCIATION AND HELD AT THE AAA REGIONAL OFFICE NEAREST THE SPONSOR; (B) THE FEDERAL ARBITRATION ACT SHALL GOVERN THE INTERPRETATION, ENFORCEMENT AND ALL PROCEEDINGS AT SUCH ARBITRATION; AND (C) JUDGMENT UPON SUCH ARBITRATION AWARD MAY BE ENTERED IN ANY COURT HAVING JURISDICTION. UNDER NO CIRCUMSTANCES WILL ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES, OR ANY OTHER DAMAGES, INCLUDING ATTORNEYS' FEES, OTHER THAN ENTRANT'S ACTUAL OUT-OF-POCKET EXPENSES (I.E., COSTS ASSOCIATED WITH PARTICIPATING IN THIS PROMOTION), AND ENTRANT FURTHER WAIVES ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR INCREASED. 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 Sweepstakes, 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*.

12. USE OF DATA: Sponsor will be collecting personal data about entrants in accordance with its privacy policy. Please review Sponsor's privacy policy at <http://www.buzzfeed.com/about/privacy>. By participating in the Sweepstakes, 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.

13. REQUESTS FOR WINNERS: For the names of the winners, , send a self-addressed, stamped envelope to: 2017 BuzzKeepers Sweepstakes, BuzzFeed, Inc., 111 East 18th St., New York, NY 10003. Vermont residents may omit return postage.

14. Sponsor: BuzzFeed, Inc.