

**OFFICIAL RULES**  
**2019 CORE® WATER “FIND YOUR BALANCE” SWEEPSTAKES**

**INTERNET AND E-MAIL ACCOUNT REQUIRED. NO PURCHASE NECESSARY. VOID OUTSIDE THE 50 UNITED STATES AND WHERE PROHIBITED. PURCHASE DOES NOT IMPROVE CHANCE OF WINNING. GOVERNED BY LAWS OF THE STATE OF TEXAS. ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY.**

**ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.**

**Promotion:** 2019 CORE® Water “Find Your Balance” Sweepstakes (the “**Promotion**”)  
**Sponsor:** Core Nutrition, LLC, 5301 Legacy Drive, Plano, TX 75024

**Administrator:** Trymark Consulting Group, L.L.C., 275 Route 10 E, Suite 220-166, Succasunna, NJ 07876

**Eligible States:** 50 United States and the District of Columbia  
**Minimum Age:** Must be at least 18 or older at time of participation

**DATES:**

**Start Date:** 12:00 AM Eastern Time (“**ET**”), November 4, 2019  
**End Date:** 11:59 PM ET, December 2, 2019  
**Entry Receipt Deadline:** Via Instagram: 11:59 PM ET, December 2, 2019  
Via Mail-in: December 9, 2019

**Promotion Period:** 12:00 AM ET on November 4, 2019 through 11:59 PM ET, December 2, 2019 (the “**Promotion Period**”)  
**Drawing Date:** December 13, 2019  
**Winners List Request Deadline:** March 16, 2020

**ADDRESSES:**

**Instagram Page:** <https://www.instagram.com/core/>  
**Winners List Address:** 2019 CORE® Water “Find Your Balance” Sweepstakes” - Winners, P.O. Box 295, Gainesville, VA 20156

**PRIZES:**

**(5) Grand Prizes** “A year of workouts” (defined at Sponsor’s sole discretion and awarded in the form of a \$600.00 pre-paid debit card) (certain terms & conditions as specified by issuer apply) (Approximate Retail Value “**ARV**” \$600.00 each).

Total ARV of all prizes combined is \$3,000.00. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period.

**HOW TO ENTER:** During the Promotion Period, you may enter the Promotion in one (1) of two (2) ways:

- i. **INSTAGRAM:** To enter the Promotion via Instagram, during the Promotion Period, use your Instagram account to post a photo of yourself engaging or participating in a fitness related activity, and include a brief description of the activity (maximum 100 characters), with the hashtags #PerfectlyBalanced and #Sweepstakes and tagging @Core in the caption of your post to receive one (1) entry (the post caption and photo are, collectively, an “**Entry**”). You must include the #PerfectlyBalanced and #Sweepstakes hashtags, and tag @Core in your post in order for your Entry to be eligible. **Please Note:** Entries will not be judged, and therefore the content of your Entry will not increase or decrease your chances of winning a prize. Entries must be in English and must be publicly posted and not submitted through direct messages. Sponsor will not receive Entries from users with “protected” or “private” accounts or posts. Private, protected or @Reply messages will not be valid. Entrants are prohibited from setting up multiple Instagram accounts for the purpose of obtaining multiple Entries in the Promotion. If you do not have an Instagram account, you may sign up for a free account at [www.instagram.com](http://www.instagram.com). By submitting your information and creating an Instagram account, you will be required to agree to the Instagram terms of service and privacy policy. If you do not agree to Instagram’s terms of service and privacy policy, you cannot create an Instagram

account and you must enter the Promotion via mail as described below. Data charges may apply if you are accessing Instagram from your mobile phone to enter this Promotion. Note: If you deactivate your Instagram account at any time prior to the end of the Promotion Period, your Entry/ies will be void. Entries via this method of entry must be received by 11:59 PM ET, December 2, 2019 to be eligible. The person who submits the Entry will be considered the Entrant. Submissions with erroneous or incomplete information will void the submitted Entry. By submitting an Entry, the Entrant consents to being contacted by direct message (“DM”) on Instagram if selected as a potential winner.

- ii. **MAIL-IN:** To enter the Promotion via mail (without posting a photo via Instagram), hand-print on a 3” x 5” card your first and last name, date of birth, street address, city, state, zip code, phone number (including area code), e-mail address (optional) and include a brief description of a fitness related activity you like to participate in (maximum 100 characters) and send in a stamped #10 envelope with proper postage affixed to: 2019 CORE® Water “Find Your Balance” Sweepstakes, P.O. Box 051, Ironia, NJ 07845. **Please Note:** Entries will not be judged, and therefore your description of a fitness related activity will not increase or decrease your chances of winning a prize. All mail-in entries must be postmarked by December 2, 2019 and received by December 9, 2019 to be eligible. Entries via mail must be sent in a separate outer mailing envelope. Entries via mail that are sent in business reply envelopes, that utilize address labels or stickers, that are photocopied, hand-stamped, computer-generated or otherwise mechanically reproduced, that are not mailed in separate outer mailing envelopes, or that otherwise fail to comply with these Official Rules will not be honored or acknowledged.

**ENTRY LIMITS:** Limit one (1) Entry per person (including multiple Instagram accounts), per household and per e-mail address for the duration of the Promotion Period, regardless of method of entry. You may not use more than one name or residential or e-mail address. You must complete your own Entry. If multiple Entries are received in excess of the stated limitation from any person or household or e-mail address, regardless of method of entry, only the first such Entry received from such person, household or e-mail address during the Promotion Period will be eligible for entry.

The Sponsor assumes no responsibility for lost, late, or incomplete Entries and your Entry may not contain any content that the Sponsor, in its sole discretion, determines to:

- a) be vulgar, offensive, sexually explicit, profane or pornographic;
- b) be derogatory of any race, ancestry, place of origin, color, ethnic origin, citizenship, religion, sex, sexual orientation, age, marital status, family status or disability; endorses any form of hate or hate group; defames, misrepresents or contains disparaging remarks about other people, products or companies;
- c) be violent or promotes the use of alcohol, illegal drugs, tobacco, weapons, or unsafe activities;
- d) promote any political agenda or message;
- e) contain copyrighted materials owned by others (including music, lyrics, or images published on or in websites, television, movies or other media) without permission; or contains trademarks, logos or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others without permission;
- f) contain third-party trademarks, logos, insignia, including brand names of any products;
- g) contain any personal identification, such as persons’ names, e-mail addresses, street addresses or license plate numbers;
- h) communicate messages or images inconsistent with the positive image of the Sponsor’s name and/or any of its brands;
- i) contain any material that violates or infringes another’s rights, including but not limited to material that violates privacy, publicity, or intellectual property rights, or that constitutes copyright infringement;
- j) violate any law; or
- k) include or refer to any third parties, including but not limited to minors, celebrities and friends or other persons, who have not expressly authorized such inclusion or reference.

The Sponsor reserves the right to reject and/or void any Entry which Sponsor determines, in its sole and absolute discretion, does not meet the above criteria or is otherwise offensive or is not in keeping with the Sponsor’s image and reputation. Sponsor reserves the right to remove any Entry without prior notice. By submitting an Entry, you warrant and represent that you consent to the submission and use of the Entry in the Promotion and to its use as otherwise set forth herein.

Promotion Parties (as defined below) are not liable for the use of any Entry by any third party. Entrant acknowledges and agrees that Promotion Parties have no, nor shall they have in the future, duty or liability, direct or indirect, vicarious, contributory or otherwise, with respect to the infringement or protection of any copyright in and to any Entry.

**DRAWING:** Five (5) potential Grand Prize winners will be selected by Administrator in a random drawing on or about December 13, 2019. Odds of winning a prize depend on the number of eligible Entries received during the Promotion Period.

**PRIZE LIMIT:** Limit one (1) prize per person, per household and per e-mail address for the duration of Promotion and limit one (1) prize (valued \$600.00 or more) per person/household per twelve (12) consecutive months from any promotion sponsored by Sponsor or any of its affiliates.

**NOTIFICATION:** Each potential winner will be notified via DM to his or her respective Instagram account with instructions on how to claim the prize or by phone or e-mail (if a potential winner entered via mail). In the event that any DM or e-mail to a potential winner is returned as undeliverable, any phone number provided by a potential winner is incorrect or no longer in service, a response to any given DM, e-mail or phone call/message is not received within three (3) business days of date of its issuance or potential winner is not in compliance with these Official Rules, the prize may be forfeited and, at Sponsor's discretion, an alternate winner may be selected for the prize at issue. Sponsor's decisions are final and binding on all matter relating to this Promotion.

**AFFIDAVIT/RELEASE:** Potential winners will be required to execute and return an affidavit of eligibility and a liability release and, where legal, a publicity release within five (5) days of date of issuance of those documents or prize may be forfeited and, at Sponsor's discretion, awarded to an alternate winner for the prize at issue. In the event a potential winner is not in compliance with these Official Rules or prize notification is returned as undeliverable, the prize may be forfeited and an alternate winner may be selected for the prize at issue.

## **THE FOLLOWING TERMS ARE PART OF THE FULL OFFICIAL RULES.**

**ELIGIBILITY:** To enter you must be a U.S. legal resident of the 50 United States and the District of Columbia, 18 years of age or older and who has reached the legal age of majority in your home state. You are not eligible if you or a member of your immediate family or household (whether or not related) is an (A) employee, officer or director of any Promotion Party, or (B) owner/operator or person responsible for purchasing or promotion decisions at retailers of Sponsor products.

**"Immediate family"** means spouses, parents, children, siblings and stepparents/children/siblings, whether or not living at the same residence.

**"Promotion Part(ies)"** means Sponsor, its bottlers or distributors, Administrator, their respective parents, subsidiaries and affiliates, their promotion partners, advertising or promotion agencies, promotion materials suppliers, website developers, judging organizations, auditing or legal firms and other parties engaged in the promotion, administration or execution of the Promotion, and all of their employees, officers, directors and agents.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram. By entering, you understand that you are providing your information to the Sponsor and not Instagram. The information you provide will only be used for participation in the Sweepstakes.

**GENERAL:** By participating, you agree to abide by the Official Rules and all decisions of Sponsor and its judges and Administrator, which are final and binding in all respects. Non-compliance may result in disqualification. **You are not a winner unless and until you have fully complied with the Official Rules and all award processes have been completed (including affidavits and any verifications required by Sponsor).** All entries must use your actual name and residential address (as on your driver's license or government ID) (no P.O. boxes). Entries become Sponsor's property and will not be returned. Winners may not substitute, transfer or redeem for cash all or any part of prize. If, for any reason, a prize cannot be awarded or winner is not capable of redeeming, Sponsor is not obligated to award it and reserves the right, in its sole discretion, whether or not to substitute the prize (or portion of prize) with a prize of comparable or greater value or cash value or select an alternate winner for forfeited prizes. If, for any reason, more prizes are available or claimed than the stated number, Sponsor reserves the right to randomly draw winners from eligible claimants. Sponsor reserves the right to not award all prizes if, in its sole discretion, it determines it has not received a sufficient number of qualified eligible Entries. Winners are solely responsible for all taxes, if any, on prizes and may be required to provide a W9 form to Sponsor or Administrator for any prizes valued at \$600.00 or more. Winners are responsible for any expense or item not specifically awarded in the Official Rules.

**USE OF NAME/LIKENESS:** By accepting a prize, you grant Sponsor (and its designees) the right to use your name and/or likeness for advertising purposes in any medium, without further compensation, except as prohibited by law.

**ACCOUNT HOLDER:** Should multiple users of the same e-mail or Instagram account enter the Promotion and a dispute thereafter arises regarding the identity of the Entrant, the authorized account subscriber or authorized account holder of said e-mail or Instagram account at the time of entry will be considered the Entrant and required to comply with these Official Rules and all requirements set forth herein. "Authorized account subscriber" is defined as the natural person who is assigned an e-mail address by an Internet access provider, the social media channel account by the social media channel provider, on-line service provider or other organization, responsible for assigning the account. Use of any automated system and use of any other devices to subvert the entry process to participate is prohibited and will result in disqualification (and all associated Entries will be void). Potential winners may be required to show proof of being the authorized account holder.

**LIMITATIONS:** Neither Sponsor nor any other Promotion Party is responsible for any:

- lost, late, damaged, incomplete, illegible, misdirected, undeliverable or postage due mail;
- e-mail, network, electronic, software, equipment, service, processing, accessibility or other errors, failures or issues;
- unauthorized access, tampering, hacking, theft or destruction; or
- other technical or human error related to the promotion, execution or administration of the Promotion.

**VIOLATIONS:** Sponsor may, in its sole determination, disqualify anyone it believes has not complied with the Official Rules, may be tampering or acting in a non-sportsmanlike, disruptive, abusive, harassing or threatening manner.

**CAUTION:** ATTEMPTS TO UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY VIOLATE CIVIL AND CRIMINAL LAWS AND SPONSOR MAY SEEK REMEDIES TO THE FULLEST EXTENT UNDER LAW.

**CHANGES:** Sponsor may, in its sole determination, cancel or modify any aspect of the Promotion or Official Rules for any reason which Sponsor, in its sole opinion, deems affects the promotion, execution or administration of the Promotion (whether tampering, technical or human error, application of new or existing laws/regulations, or other issues).

**LIABILITY RELEASE:** BY PARTICIPATING, YOU RELEASE AND AGREE THAT NEITHER SPONSOR, INSTAGRAM NOR ANY PROMOTION PARTY WILL BE RESPONSIBLE OR LIABLE FOR ANY CLAIMS, ACTIONS, DAMAGES, LOSSES, COSTS, EXPENSES AND LIABILITY OF ANY KIND (INCLUDING PROPERTY DAMAGE, PERSONAL INJURIES AND/OR DEATH, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, COUNSEL FEES AND COURT COSTS) ARISING FROM ANYTHING RELATING TO:

- PROMOTION, EXECUTION OR ADMINISTRATION OF THE PROMOTION (OR YOUR PARTICIPATION);
- CANCELLATION OR MODIFICATION OF ANY ASPECT OF THE PROMOTION;
- USE OF ANY WEB SITE RELATED TO THE PROMOTION OR MATERIALS ON THEM;
- ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF ANY PRIZE; OR
- PARTICIPATING IN OR TRAVELING TO ANY PROMOTION-RELATED ACTIVITY.

**INDEMNITY:** By participating, you further agree to indemnify and hold harmless the Promotion Parties, Instagram and their respective agents, representatives, officers, directors, shareholders and employees from and against any injuries, losses, damages, claims, actions and liability of any kind resulting from or in connection with the Promotion or the Prizes.

**NO WARRANTY:** ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

SOME JURISDICTIONS MAY NOT ALLOW EXCLUSIONS OF IMPLIED WARRANTIES OR INCIDENTAL OR CONSEQUENTIAL DAMAGES. CHECK YOUR LOCAL LAWS.

**DISPUTES:** IF NOT RESOLVED THROUGH DIRECT DISCUSSIONS, ANY DISPUTE OR CLAIM SHALL BE RESOLVED BY FINAL BINDING ARBITRATION WITH AN EXPERIENCED ARBITRATOR LICENSED TO PRACTICE LAW IN TEXAS. VENUE FOR ANY PROCEEDINGS WILL BE IN COLLIN COUNTY, TEXAS. REMEDIES SHALL BE SUBJECT TO ALL LIMITATIONS AND RELEASES IN THESE OFFICIAL RULES, BE LIMITED TO ACTUAL OUT OF POCKET DAMAGES, AND SHALL NOT, IN ANY EVENT, INCLUDE ANY PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL

DAMAGES, ATTORNEY'S FEES OR OTHER COSTS OR BRINGING A CLAIM, OR ANY INJUNCTIVE OR OTHER EQUITABLE RELIEF.

BY ENTERING THE PROMOTION, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND (B) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF.

**USE OF DATA:** All information submitted by you will be treated according to Sponsor's Privacy Policy. By participating in the Promotion and providing any applicable contact information, you hereby agree to Sponsor's collection and usage of your personal information and acknowledge that you have read and accepted Sponsor's Privacy Policy available at <https://hydratewithcore.com/pages/privacy-policy>.

**ADMINISTRATION:** Administrator is responsible for the processing of Entries and administration of the Promotion. Contact Administrator at its above address with any questions, comments or problems.

**For a WINNERS LIST:** Mail a self-addressed stamped #10 envelope to Winners List Address above by the Winners List Request Deadline. A list will be sent once all prizes have been awarded.