

Carter's Dream Shower Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Carter's Dream Shower (the "Sweepstakes") is open only to legal residents of the fifty (50) United States, the District of Columbia, United States territories (including APO/FPO military addresses) and Puerto Rico who are at least eighteen (18) years old at the time of entry. Employees of The William Carter Company ("Carter's"), FlyteVu Agency, LLC ("FlyteVu"), Kimberly-Clark Global Sales, LLC ("K-C"), Sephora USA, Inc., ("Sephora"), Baby List, Merkle Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: The William Carter Company, 3438 Peachtree Rd NE Ste 1800 Atlanta, GA 30326.
Administrator: Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on March 8, 2021 at 12:00 a.m. Eastern Time ("ET"), ends on April 2, 2021 at 11:59 p.m. ET (the "Promotion Period") and consists of a grand prize entry period (the "Grand Prize Entry Period"), four (4) weekly entry periods (each a "Weekly Entry Period") and twenty-six (26) daily entry periods (the "Daily Entry Period").

The Grand Prize Entry Period coincides with the Promotion Period; each Daily Entry Period begins at 12:00 a.m. ET and ends at 11:59 p.m. ET and the Weekly Entry Periods are outlined below:

Weekly Entry Period	Start Date at 12:00 a.m. ET	End Date at 11:59 a.m. ET	Approximate Drawing Date
1	March 8, 2021	March 14, 2021	March 15, 2021
2	March 15, 2021	March 21, 2021	March 22, 2021
3	March 22, 2021	March 28, 2021	March 29, 2021
4	March 29, 2021	April 2, 2021	April 5, 2021

Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit www.CartersDreamShower.com and follow the links and instructions to complete and submit the registration form including a valid email address (first visit only). You automatically will receive one (1) Sweepstakes entry into the applicable Daily Entry Period drawing, one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing, and one (1) Sweepstakes entry into the Grand Prize drawing. On subsequent visits, follow the links and instructions to log in. You will receive one (1) Sweepstakes entry into the applicable Daily Entry Period drawing, one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing, and one (1) Sweepstakes entry into the Grand Prize drawing.

Limit: You may enter one (1) time per day during the Promotion Period. 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 may be disqualified. Use of any automated system to participate in this Sweepstakes is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be 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. Each potential winner may be required to show proof of being the authorized account holder.

5. Prize Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Daily Entry Period Sweepstakes winners from all eligible entries received during each applicable Daily Entry Period on or around the next business day following the conclusion of the Daily Entry Period; Administrator will randomly select the potential Weekly Entry Period Sweepstakes winners from all eligible entries received during each applicable Weekly Entry Period on or around the date outlined in the table in Section 3; and Administrator will randomly select the potential Grand Prize winner from all eligible entries received the Promotion Period on or around the date April 5, 2021. Non-winning Daily Entry Period entries will carry over to subsequent Daily Entry Periods; Non-winning Weekly Entry Period entries will carry over to subsequent Weekly Entry Periods. The potential winners will be notified by email, phone or mail. Each potential winner (or parent/legal guardian if winner is a minor in his/her state of residence) of a prize valued at or greater than \$600 will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator within five (5) business days of the date notice or attempted notice is sent, in order to claim the prize. In addition, the potential Grand Prize winner will also need to sign and return a Photography Release which must be received by Administrator within five (5) business days from the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner of a prize valued over \$25.00 is disqualified for any reason or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Up to three (3) alternate drawings will be held after which the prize will remain un-awarded. Unclaimed prizes valued at or less than \$25.00 will not be awarded.

6. Prizes:

ONE (1) GRAND PRIZE: Grand Prize includes a \$5,000 Babylist store gift card, a \$2,500 Sephora e-gift card, \$2,519 worth of products from Sephora Collection (products determined by Sponsor in its sole discretion), 2 year supply of Huggies Diapers & Wipes which will be fulfilled for one (1) child and will include Special Delivery diapers & wipes for two (2) years (ARV: \$1,750), a \$2,226 Carter's e-gift card, \$1,005 worth of Skip Hop must-have gear and products (based on MSRP; products determined by Sponsor in its sole discretion), and a \$5,000 Visa gift card. Approximate Retail Value ("ARV"): \$20,000.00.

ONE (1) WEEKLY ENTRY PERIOD 1 PRIZE: \$1,005 worth of Skip Hop must-have gear and products (based MSRP; products determined by Sponsor in its sole discretion) and a \$5,000 Visa gift card. ARV: \$6,005.00.

ONE (1) WEEKLY ENTRY PERIOD 2 PRIZE: 1 Year's Supply Huggies Diapers & Wipes for which will be fulfilled for one (1) child and will include Special Delivery diapers & wipes for one (1) year (ARV: \$1,150) and a \$400 Carter's e-gift card. ARV: \$1,550.00.

ONE (1) WEEKLY ENTRY PERIOD 3 PRIZE: A \$2,500 Sephora e-gift card and \$2,519 worth of products from Sephora Collection (products determined by Sponsor in its sole discretion). ARV: \$5,019.00.

ONE (1) WEEKLY ENTRY PERIOD 4 PRIZE: A \$5,000 Babylist store gift card. ARV: \$5,000.00.

ONE THOUSAND THREE HUNDRED (1,300) DAILY PRIZES (Fifty (50) awarded per Daily Entry Period): A \$20 Carter's e-gift card. Total ARV of all Daily Prizes: \$26,000.00

For Huggies Prizes: Privacy Policy: <https://www.kimberly-clark.com/en/privacy-policy-en-us>, Terms & Conditions: <https://www.kimberly-clark.com/en/terms-and-conditions-en-us>, Financial Incentives Offered: <https://www.kimberly-clark.com/en/privacy-policy-en-us#financialincentives>.

For All Prizes: Terms and conditions of gift cards apply. Prizes are awarded “as-is” with no warranty or guarantee either expressed or implied, cannot be redeemed for cash, are non-transferable and no substitution will be made except as provided herein at the Sponsor’s sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning the Grand Prize depend on the number of eligible entries received during the Promotion Period; odds of winning a Weekly Prize depend on the number of eligible entries received during the applicable Weekly Entry Period; odds of winning a Daily Prize depend on the number of eligible entries received during the applicable Daily Entry Period. **Limit:** one (1) Grand Prize or one (1) Weekly Prize and one (1) Daily Prize per person during the Promotion Period. Total ARV of all prizes: \$63,574.00.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, FlyteVu, Sephora, Baby List, K-C, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company’s officers, directors, employees and agents (collectively, the “Released Parties”) from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner’s consent to Sponsor’s and its agents’ use of winner’s name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes, or any event or cause beyond Sponsor’s control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant’s participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant’s entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant’s sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event

that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will 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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <https://www.carters.com/privacy/privacy-policy.html>.

13. Winner List: For a winner list, visit <https://bit.ly/2YXb7ia>. The winner list will be posted after winner confirmation is complete.

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