

SMARTSTYLE HOLIDAY 2018 CONTEST AND INSTANT WIN GAME

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.

OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES, THE DISTRICT OF COLUMBIA, PUERTO RICO, AND CANADA (EXCLUDING QUEBEC) WHO ARE AT LEAST EIGHTEEN (18) YEARS OF AGE (AND AT LEAST THE AGE OF MAJORITY FOR CANADIAN RESIDENTS) AT THE TIME OF ENTRY.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

The SmartStyle Holiday 2018 Contest and Instant Win Game ("Promotion") is sponsored by Regis Corporation, 7201 Metro Boulevard, Minneapolis, MN 55439 ("Sponsor") and is administered by Prize Logic, LLC, 25200 Telegraph Road, Suite 405, Southfield, MI 48033 ("Administrator"). The Promotion includes a contest ("Contest") and an instant win game ("Instant Win Game").

- 1. PROMOTION PERIOD:** The Promotion begins November 1, 2018 at 12:00:00 PM Eastern Time ("ET") and ends December 31, 2018 at 11:59:59 PM ET ("Promotion Period"). Administrator's computer is the official clock of the Promotion.
- 2. ELIGIBILITY:** The Promotion is offered only to legal residents of the fifty (50) United States, the District of Columbia, Puerto Rico, and Canada (excluding Quebec) who are at least eighteen (18) years of age (and at least the age of majority for Canadian residents) at the time of entry. Employees, officers, directors, representatives, and agents of Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, and advertising, promotion and web design agencies (collectively, "Promotion Entities") and members of the immediate family (mother, father, brothers, sisters, sons, daughters and spouse, regardless of where they reside) and household members of each such employee, officer, director, representative or agent whether or not related, are not eligible to enter or win. Void in Quebec, all other United States Territories and Possessions and overseas military installations, and where prohibited or restricted by law. All federal, state, provincial, territorial, and local laws apply.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. Entrants and potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. If it is discovered or suspected that an entrant has registered or attempted to enter the Promotion using multiple e-mail addresses or multiple identities, all of that entrant's entries will be declared null and void and any prize that entrant might have been entitled to receive or win will not be awarded. Use of any automated system or any like methods to participate in the Promotion is prohibited and will result in disqualification of any entrant attempting such use. If an entrant participates via a mobile device, message and data rates may apply. Not all cellular telephone providers carry the service necessary to participate in the Promotion through a mobile device. Entrants should check their mobile devices' capabilities and wireless service pricing plans.

- 3. HOW TO ENTER THE CONTEST:** During the Promotion Period, an entrant must visit smartstyle.com/holidays (“Website”) and submit his/her valid e-mail address. The entrant must then follow the instructions to register by entering all information requested on the registration form including, but not limited to, his/her complete first and last name (no initials), complete residential address (P.O. Boxes are not accepted), city, state/province, ZIP/Postal Code, date of birth, phone number, and confirmation that entrant has read and agrees to be bound by these Official Rules. An entrant must also follow the directions to select his/her preferred salon. Upon successful registration, the entrant will receive one (1) entry into the Contest.

Following registration and the receipt of entrant’s first entry, an entrant may receive additional entries as follows:

- A. Qualifying Purchase:** During the Promotion Period, an entrant may purchase any item or service from a SmartStyle Salon (“Qualifying Purchase”) and follow the instructions at the Website to provide the following Qualifying Purchase information: Salon Number, Ticket Number, and Date of Service. Upon submission of all required information, an entrant will receive one (1) entry into the Contest (subject to verification of the Qualifying Purchase information). The information for a single Qualifying Purchase may only be used once and, regardless of how many items or services are included in the Qualifying Purchase, will only be valid for one (1) entry. An entrant should keep all original receipts, as Sponsor may request entrant provide an original receipt for verification. Limit one (1) entry via Qualifying Purchase per purchase period (each, a “Purchase Period”), as described in the following table:

Purchase Period	Start Date (at 12 AM ET except for Purchase Period 1)	End Date (at 11:59:59 PM ET)
1	11/1/18 at 12 PM ET	11/3/18
2	11/4/18	11/10/18
3	11/11/18	11/17/18
4	11/18/18	11/24/18
5	11/25/18	12/1/18
6	12/2/18	12/8/18
7	12/9/18	12/15/18
8	12/16/18	12/22/18
9	12/23/18	12/29/18
10	12/30/18	12/31/18

Limit ten (10) total entries via Qualifying Purchase. Purchase Period will be determined by the date of the Qualifying Purchase.

- B. Check-in for an Appointment:** During the Promotion Period, an entrant may follow the instructions at the Website to check-in for a SmartStyle appointment using his/her SmartStyle account online or using the SmartStyle App (note: if an entrant does not have a SmartStyle account, he/she can create an account, at no cost, by visiting <https://www.smartstyle.com/en-us/my-account/register.html> or by downloading the SmartStyle App). An entrant will earn one (1) entry into the Contest for checking in online or using the App and completing the appointment. An entrant must complete the appointment during the Promotion Period and must use the same phone number for his/her SmartStyle account that he/she provided

at registration in order to receive an entry. Limit one (1) entry per Purchase Period and ten (10) total entries via this method.

- C. Mail-In Entry: To enter via mail, an entrant may hand-write his/her complete name (no initials), valid e-mail address, street address (P.O. Boxes not accepted), city, state/province, ZIP/Postal code, telephone number, and date of birth (MM/DD/YYYY) on a 3½"x5" card ("Mail-In Entry") and mail it with sufficient postage to: SmartStyle Holiday 2018 Contest and Instant Win Game, PO Box 251328, West Bloomfield, MI 48325. An Entrant will receive one (1) entry into the Contest for a valid Mail-In Entry. All Mail-In Entries must be postmarked no later than December 31, 2018 and received on or before January 10, 2019 in order to be eligible. Mail-In Entries must be legibly hand-written. Mechanical reproductions, postage-due, Mail-In Entries mailed in an envelope or sent in excess of the entry limits set forth below will not be accepted. Mail-In Entries received without a verifiable and legible return address will be deemed incomplete and not valid entries. Limit two (2) entries per Purchase Period (based on the postmark date) and twenty (20) total entries via Mail-In Entry.

Entry Limit: Regardless of the method of entry and in addition to the entry limits for each method of entry described above, limit two (2) Contest entries each Purchase Period (not including initial entry for registration) and twenty-one (21) total Contest entries per entrant. Entries received in excess of the stated entry limits will be void. Entrants attempting to receive more entries than the stated limits may be disqualified, subject to Sponsor's discretion. Note: subject to the entry requirements and limits, an entrant may use the same SmartStyle service to receive an entry via Qualifying Purchase and checking in for an appointment, as described in Sections 3A and 3B above.

4. **HOW TO PLAY THE INSTANT WIN GAME:** During the Promotion Period, after an entrant has completed registration, an entrant may click the Instant Win Game button at the Website to receive one Instant Win Game play ("Game Play"). After the Game Play, the entrant will receive a notification on the Website screen as to whether he/she is a potential winner of an Instant Win Game prize ("Notification"). An entrant who receives a winning Notification will be deemed a potential winner, subject to verification of the entrant's eligibility and compliance with these Official Rules, as determined by Sponsor in its sole discretion (a Canadian resident will be required to correctly answer a timed mathematical skill-testing question without assistance, as further described in Section 7 of these Official Rules, before being declared a potential winner). An entrant is not a winner of any prize, even if the Notification should so indicate, unless and until entrant's eligibility and the potential winning Game Play have been verified and entrant has been notified that verification is complete. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any Game Play that occurs after the system has failed for any reason is deemed a defective play, is void, and will not be honored.

Game Play Limit: Limit one (1) Game Play per entrant per calendar day during the Promotion Period. Game Plays in excess of the stated limits will be void. Entrants attempting to receive more Game Plays than the state limits may be disqualified, subject to Sponsor's discretion.

5. **CONTEST RANDOM DRAWING:** On or about January 11, 2019, Administrator will randomly select five (5) potential Contest prize winners from among all eligible Contest entries received during the Promotion Period. Each winner is deemed to be a potential winner pending verification of his/her eligibility and compliance with these Official Rules, as determined by

Sponsor, at Sponsor's sole discretion. A Canadian resident will be required to correctly answer a timed mathematical skill-testing question without assistance, as further described in Section 7 of these Official Rules, before being declared a potential winner.

6. PRIZES, ODDS OF WINNING, AND APPROXIMATE RETAIL VALUE (“ARV”):

A. Instant Win Game Prizes: The following prizes are available in the Instant Win Game (each, an “Instant Win Game Prize”):

Instant Win Game Prize	Quantity Available	ARV (each)	ARV (total)
Matrix Biolage 13.5oz Colorlast Shampoo & Wet Brush	12	30.99 USD/40.28 CAD	371.88 USD/483.44 CAD
Matrix Biolage 16.9oz Geelee Styling Gel & Wet Brush	12	29.99 USD/38.99 CAD	359.88 USD/467.844 CAD
Designline 2oz Silk Drops Repair & Shine Serum & Wet Brush	12	25.98 USD/33.77 CAD	311.76 USD/405.29 CAD
Designline 4oz Curl Lock Cream & Wet Brush	12	27.98 USD/36.37 CAD	335.76 USD/436.49 CAD
Designline 6.5oz Hot Stop Style Primer & Wet Brush	12	27.98 USD/36.37 CAD	335.76 USD/436.49 CAD
It's a 10 4oz Miracle Leave-In Spray & Wet Brush	12	31.51 USD/40.96 CAD	378.12 USD/491.56 CAD
Paul Mitchell 10.14oz Tea Tree Special Shampoo & Wet Brush	12	26.99 USD/35.09 CAD	323.88 USD/421.04 CAD
Paul Mitchell 5.1oz Super Skinny Serum & Wet Brush	12	33.99 USD/44.19 CAD	407.88 USD/530.24 CAD
Kenra 10oz Perfect Medium Spray 13 & Wet Brush	12	29.99 USD/38.99 CAD	359.88 USD/467.844 CAD
Kenra 10oz Volume Spray 25 & Wet Brush	12	30.99 USD/40.28 CAD	371.88 USD/483.44 CAD
Redken 10.58oz Guts 10 Volume Spray & Wet Brush	12	32.49 USD/42.24 CAD	389.88 USD/506.84 CAD
Redken 8.1oz Extreme Anti-Snap Leave-In Treatment & Wet Brush	12	31.99 USD/41.59 CAD	383.88 USD/499.04 CAD
Redken 9.8oz Quick Dry 18 Finishing Spray & Wet Brush	12	31.99 USD/41.59 CAD	383.88 USD/499.04 CAD
Sebastian 10.6oz Shaper Plus+ Hairspray & Wet Brush	12	31.94 USD/41.52 CAD	383.28 USD/498.26 CAD
Sexy Hair 10oz Big Sexy Hair Spray & Play Harder Hairspray & Wet Brush	12	31.94 USD/41.52 CAD	383.28 USD/498.26 CAD
Sexy Hair 10oz Big Sexy Hair Spray & Play Hairspray & Wet Brush	12	31.94 USD/41.52 CAD	383.28 USD/498.26 CAD
Sexy Hair 5.1oz Hard Up Styling Gel & Wet Brush	12	30.94 USD/40.22 CAD	371.28 USD/482.66 CAD
Designline 4.5oz Texture Touse Flexible Finisher & Wet Brush	12	27.98 USD/36.37 CAD	335.76 USD/436.49 CAD
Designline 10.1oz Tea Tree Shampoo & Wet Brush	12	24.48 USD/31.82 CAD	293.76 USD/381.89 CAD
Designline 10.1oz Ultimate Radiance Shampoo & Wet Brush	12	26.48 USD/34.42 CAD	317.76 USD/413.09 CAD
Designline 10.1oz Enchanted Midnight Shampoo & Wet Brush	12	26.48 USD/34.42 CAD	317.76 USD/413.09 CAD
Designline 10.1oz Olive Oil Shampoo & Wet Brush	12	26.48 USD/34.42 CAD	317.76 USD/413.09 CAD
Paul Mitchell 8.5oz Freeze and Shine Super Spray & Wet Brush	12	24.49 USD/31.84 CAD	293.88 USD/382.04 CAD
Matrix Biolage 16.9oz Finishing Spritz & Wet Brush	12	30.49 USD/39.64 CAD	365.88 USD/475.64 CAD

10 USD/13 CAD SmartStyle Gift Card & Wet Brush	12	22.99 USD/29.89 CAD	275.88 USD/358.64 CAD
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The numbers of Instant Win Game Prizes available in the Promotion will not exceed the quantities listed above. The total ARV of all available Instant Win Game Prizes is 8,753.88 USD/11,380.04 CAD.

B. Contest Prizes (5): Each Contest prize winner will receive a 1,000 USD/1,300 CAD Walmart Gift Card and a 250 USD/325 CAD SmartStyle Gift Card (each, a “Contest Prize”). Five (5) Contest Prizes will be available in the Promotion. The ARV of each Contest Prize is 1,250 USD/1,625 CAD. The total ARV of all available Contest Prizes is 6,250 USD/8,125 CAD.

C. Total ARV: The total ARV of all available prizes (each, a “Prize”) in the Promotion is 15,003.88 USD/19,505.04 CAD.

D. Odds of Winning: To be an Instant Win Game Prize winner, an entrant’s Game Play must have occurred at the exact randomly predetermined winning time as determined by Sponsor and/or Administrator or, if a Game Play does not occur at the exact randomly predetermined winning time, entrant’s Game Play must be the first Game Play following the predetermined winning time. The number of Instant Win Game prizes available to be won will decrease during the Promotion Period as Instant Win Game prizes are awarded and claimed. The odds of winning a Contest Prize depend on the number of eligible entries received during the Promotion Period.

E. General Prize conditions: All currency conversions are based on the listed exchange rate on September 13, 2018. All gift cards awarded are subject to the terms and conditions set forth by the issuer and will be awarded in the currency of winner’s country of residence. Prizes cannot be transferred and resale is prohibited. No Prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a Prize or force majeure. Limit one (1) Contest Prize and one (1) Instant Win Game Prize per person/household.

7. HOW TO CLAIM A PRIZE: Each potential winner is subject to verification of eligibility and compliance with the Official Rules. After the random drawing, Sponsor’s designee will notify each potential Contest Prize winner via e-mail at the e-mail address he/she used to register for the Promotion with instructions on how to claim a Contest Prize. If a potential winner is a Canadian resident, before being declared a winner, he/she will be required to correctly answer a timed mathematical skill-testing question without assistance, which will be provided with the e-mail notification or the Prize will be forfeited. Each potential Contest Prize winner will be required to sign and return an Affidavit or Declaration of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within five (5) calendar days from the date of attempted notification or the Contest Prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor’s sole and absolute discretion. Failure to provide all required information (and correctly answer the skill-testing question, for a Canadian resident) within the timeframe communicated in the winner notification may result in forfeiture of a winner’s right to claim a Prize, and may result in the Prize being awarded to an alternate winner selected at random, if time permits. Prizes will be mailed to winners at the residential addresses provided at registration approximately six (6) to eight (8) weeks after winners are verified. If a Prize is forfeited for any reason, an alternate potential winner may be randomly selected from all remaining non-winning entries received during the Promotion Period, in Sponsor’s sole discretion. If, after a good-faith attempt, Sponsor is unable to award

or deliver a Prize, the Prize will not be re-awarded. Each winner shall be solely responsible for payment of any and all applicable federal, state, provincial, territorial, and local taxes for any Prize won. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. The Promotion Entities shall not be held responsible for any delays in awarding a Prize for any reason. Each Prize will only be awarded to a verified winner. EACH UNITED STATES CONTEST PRIZE WINNER WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES AND MUST SUBMIT HIS/HER SOCIAL SECURITY NUMBER OR TAXPAYER ID NUMBER, AS REQUIRED BY LAW.

- 8. LIMITATION OF LIABILITY:** By participating in this Promotion, entrants agree the Promotion Entities and their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents ("Released Parties") are not responsible for lost, late, incomplete, stolen, misdirected, postage due, or undeliverable e-mail notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/Website/UseNet accessibility, availability or traffic congestion; or any technical, mechanical, printing, or typographical or other error; or unauthorized human intervention; or inaccurate capture of registration information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any Website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Promotion and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Website or any Promotion-related website(s). Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Promotion and/or accepting a Prize. Released Parties shall not be responsible or liable for entries/Game Plays entered by any automated computer, program, mechanism or device; for any entries in excess of the stated limit; or for entries/Game Plays that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such entries/Game Plays will, at Sponsor's sole discretion, be disqualified.

If, for any reason, an entry/Game Play is confirmed to have been erroneously deleted, lost or otherwise destroyed, corrupted or for any other reason not accepted as an entry/Game Play in the Promotion, entrant's sole remedy is to enter the Promotion again to receive another entry/Game Plays. If for any reason, Sponsor believes the Promotion is not capable of running as planned, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of winners in a manner it deems fair and reasonable. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winners. If for any reason, including, but not limited to, an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than are intended to be awarded for any prize according to these Official Rules, the intended Prize will be awarded in a random drawing from among all verified prize claims received for that prize. This Promotion is subject to all federal, state, provincial, and local laws and regulations.

By entering the Promotion, each entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and Administrator, which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Promotion; and (iv) to forever and irrevocably agree to release, defend, indemnify and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Promotion, including, but not limited to, any Promotion-related activity or element thereof, and the entrant's entries/Game Plays, participation or inability to participate in the Promotion; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) typographical or printing errors in these Official Rules or any Promotion materials; (d) acceptance, receipt, delivery of, possession, defects in, use, nonuse, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof); (e) change in the prizing (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including, but not limited to, acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, 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 slowdown, civil disturbance, insurrection, riot or other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules; (f) any interruptions in or postponement, cancellation or modification of the Promotion; (g) human error; (h) incorrect or inaccurate transcription, receipt or transmission entry (including, without limitation, registration information or any parts thereof); (i) any technical malfunctions or unavailability of the Website or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant; and (j) interruption or inability to access the Promotion, the Website or any other Promotion-related websites or any online service via the Internet due to hardware or software compatibility problems.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS PROMOTION, INCLUDING THE WEBSITE AND PRIZE COMPONENTS, ARE 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 OR NON-INFRINGEMENT. IN NO EVENT SHALL RELEASED PARTIES BE LIABLE FOR PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, AND ENTRANT MAY NOT RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSIONS OF IMPLIED WARRANTIES, THEREFORE SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

- 9. DISPUTES: EXCEPT WHERE PROHIBITED BY LAW, THE PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE COUNTY OF OAKLAND, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT**

OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION ACCRUED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

10. **PRIVACY POLICY:** Sponsor’s Privacy Policy is available at <https://www.smartstyle.com/en-us/about-smartstyle/privacy-policy.html>.
11. **PUBLICITY RIGHTS:** By participating in the Promotion and/or accepting a Prize, each entrant agrees to allow Sponsor and/or Sponsor’s designee the perpetual right to use his/her name, biographical information, photos and/or likeness, and statements for Promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including live television, worldwide, including, but not limited to, on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.
12. **GENERAL:** Any attempted form of participation in this Promotion other than as described herein is void. If it is discovered or suspected at Sponsor’s sole discretion that an entrant has registered or attempted to register more than once using multiple e-mail addresses, multiple identities, proxy servers or like methods, all of that entrant’s entries/Game Plays will be declared null and void, and that entrant may be ineligible to win a Prize. Also, if it is discovered that any entrant attempts to receive additional entries/Game Plays in excess of the stated limitation, that entrant will, at Sponsor’s sole discretion, be disqualified from the Promotion. In the event of a dispute as to the identity of a winner, the winning entry/Game Play will be declared made by the authorized account holder of the e-mail address account used to submit such entry/Game Play. “Authorized account holder” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor and Administrator reserve the right to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Promotion, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of a Promotion. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Promotion may void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE PROMOTION OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** Any changes to the Official Rules by the Promotion Entities will be reasonably made with the intention of not materially affecting the terms and conditions of the Promotio or adversely affecting any entrant’s rights under the Official Rules. In the event of any conflict with any Promotion details contained in these Official Rules, and Promotion contained in any Promotion promotional materials (including, but not limited to, point of sale, television and print

advertising, promotional packaging and other promotional media), the details of the Promotion as set forth in these Official Rules shall prevail.

13. WINNER LIST: To obtain the names of the winners, mail a self-addressed, stamped business-sized envelope to: SmartStyle Holiday 2018 Contest and Instant Win Game - Winner List Request, P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received by March 4, 2019.

Sponsored by Regis Corporation, 7201 Metro Boulevard, Minneapolis, MN 55439.

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