

Moroccoanoil® #ArganEveryday Sweepstakes Official Rules

(the “Official Rules”)

No Purchase Necessary to Participate or Win.

1. Eligibility:

Moroccoanoil® #ArganEveryday Sweepstakes (the “Sweepstakes”) is open to legal residents of the fifty (50) U.S. states, who are at least eighteen (18) years old. Sweepstakes is void in Puerto Rico, Guam, and the Armed Forces. Sweepstakes is also void where prohibited by law. Employees of MOROCCANOIL, INC. or any of its respective affiliates, subsidiaries, advertising agencies, or any other company or individual involved with the design, production, execution or distribution of the Sweepstakes and their immediate family and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state and local laws and regulations. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s (as defined below) decisions, which are final and binding in all matters related to the Sweepstakes. Winning the prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor:

Moroccoanoil, Inc., 135 East 57th Street, 10th Floor, New York, NY 10022.

3. Sweepstakes Submission Period

The Sweepstakes submission period is from November 23, 2015 at 12:00:00 p.m. Eastern Time (“ET”) to December 18, 2015 at 11:59:59 p.m. ET (the “Sweepstakes Submission Period”). Sponsor is the official timekeeper for this Sweepstakes.

4. How to Enter:

Limit one (1) entry per person.

To enter, access the Sweepstakes via any Niche Media Holdings LLC title’s website and opt into Moroccoanoil’s mailing list by providing your full name and email address in order to successfully enter a submission. Submissions will be allowed from the U.S. only.

If more than one (1) entry is received from the same person, only the first entry submitted by that person will qualify for entry in the sweepstakes; subsequent entries submitted by that person shall be disqualified. No automated entry devices and/or programs permitted. All entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Proof of submission will not be deemed to be proof of receipt by Sponsor.

Sponsor, in its sole direction, reserves the right to disqualify any entry that does not meet these requirements.

5. Random Drawing:

The winner will be selected in a random drawing on or around December 22, 2015 from all eligible entries received during the Sweepstakes Submission Period. Odds of winning depend on the number of eligible entries received. By entering Sweepstakes, entrants fully and unconditionally agree to be bound by these Official Rules and the decisions of the Sponsor, which will be final and binding in all matters relating to the

Sweepstakes. The winner will be notified by email. Winning is subject to verification of eligibility. Sponsor will make two (2) attempts to notify the potential winner at the email address submitted at the time of entry. To claim prize, winner will be required to sign and return, where legal, an affidavit of eligibility and liability/publicity release, which will be provided to winner in due time. If winner cannot be contacted in first two (2) attempts, if any prize notification is returned as undeliverable, if winner rejects his/her prize or in the event of noncompliance with these Official Rules and requirements, such prize will be forfeited and an alternate winner may be selected from all remaining eligible entries. Upon any prize forfeiture, no compensation will be given.

THE POTENTIAL SWEEPSTAKES WINNER IS SUBJECT TO VERIFICATION BY SPONSOR WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES.

6. Verification of Potential Winner

The potential prizewinner must continue to comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements. The potential prize winner will be required to sign and return to Sponsor, within five (5) days of the date notice is sent, an affidavit of eligibility, and liability/publicity release (except where prohibited) in order to claim his/her prize if applicable. If a potential winner cannot be contacted, fails to sign and return the affidavit of eligibility and liability/publicity release within the required time period (if applicable), or if the prize or prize notification is returned as undeliverable, potential winner forfeits prize. In the event that a potential winner of a Sweepstakes prize is disqualified for any reason, Sponsor may award the applicable prize to an alternate winner by determining which entry next had the highest score.

7. Prize

Winner will receive a one-year supply of MoroccanOil products, with a total approximate retail value of \$1,169USD.

- 4 MoroccanOil Treatment 100ml - \$176 (each \$44)
- 10 Hydrating Shampoos 250ml - \$230 (each \$23)
- 10 Hydrating Conditioners 250ml - \$240 (each \$24)
- 5 Intense Hydrating Masks 250ml - \$175 (each \$35)
- 6 Hydrating Styling Cream 300ml \$204 (each \$34)
- 6 Luminous Hairspray Medium 330ml \$144 (each \$24)

No cash equivalent for the prize. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the listed prize for one of equal or greater value for any reason. Winner is responsible for all fees associated with prize receipt and/or use. Taxes on prize, if any, are solely the responsibility of the winner. Winners of a prize valued at \$600 or more will receive a Federal Tax Form 1099. We recommend that you consult with your tax advisor if you have further questions.

The odds of winning the prize is determined by the total number of eligible entries received. The prize is awarded "as is" with no guarantee, either express or implied. The prize will be shipped to the winner within 4-6 weeks and at the expense of the Sponsor.

8. Entry Conditions and Release

By entering, each entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Sponsor which are binding and final in all matters relating to this Sweepstakes; (b) release and hold harmless Sponsor, Facebook, Niche Media, and their respective parent, subsidiary, and affiliated companies, the prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Sweepstakes, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and

against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Sweepstakes, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Sponsor from and against any and all claims, expenses, and liabilities (including reasonable attorney fees) arising out of or relating to an entrant's participation in the Sweepstakes and/or entrant's acceptance, use or misuse of prize. You may also receive periodic communications from Moroccanoil or Niche Media Holdings LLC as a condition of entry.

9. Publicity

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

10. General Conditions

Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. 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 these Official Rules 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.

11. Limitations of Liability

The Released Parties are not responsible for: (a) 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; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Sweepstakes; (d) technical or human error which may occur in the administration of the Sweepstakes or the processing of Entries; or (e) 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. No more than the stated number of prizes will be awarded.

12. Disputes

Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prize awarded, other than those concerning the administration of the Sweepstakes or the determination of winner, shall be resolved individually, without resort to any form of class action; (b) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prize awarded, shall be resolved exclusively by the United States District Court or the appropriate New York State Court located in the New York County, New York; (c) 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 (d) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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 New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

13. Entrant's Personal Information

Information collected from entrants is subject to the Sponsor's privacy policy, which is available at http://www.moroccanoil.com/usa/h_us_en/privacy-policy.

14. Sweepstakes Results

For Sweepstakes results see online or on our Facebook page or send a hand-printed, self-addressed, stamped envelope to Winners List – Social Media c/o Moroccanoil, Inc., 135 East 57th Street, 10th Floor, New York, NY 10022. Requests for the winner list must be received by January 18, 2016.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook or Niche Media. All questions, comments or complaints regarding the promotion should be directed to the Sponsor.