DailyCandy's "31 Days of Summer" Sweepstakes - Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED. VOID WHERE PROHIBITED BY LAW.

1. ELIGIBILITY: DailyCandy's "31 Days of Summer" Sweepstakes (the "Sweepstakes") is open only to legal residents of forty-nine (49) states of the United States and the District of Columbia (excluding Rhode Island, Puerto Rico, all U.S. Territories and Possessions and all Overseas Military Installations) who are eighteen (18) years of age or older as of August 1, 2012, with access to the Internet at all times during the Sweepstakes Period (as defined below) and subsequent Prize Award Period (as defined below). DailyCandy, LLC and its subsidiaries, all associated agencies and each of their respective parent corporations, subsidiaries, affiliates, sales representatives, distributors, licensees, vendors, contractors or agents (all of the foregoing, together with Sponsor, collectively referred to as "Sweepstakes Entities"), employees, officers, directors, and each of their immediate family members (spouse, parent, child, sibling and their respective spouses) and those living in the same household of each (whether legally related or not), are ineligible to enter or win the Sweepstakes. All applicable federal, state and local laws and regulations apply. Void where prohibited or restricted by law. Entry in the Sweepstakes constitutes your full and unconditional acceptance of these Official Rules and acknowledgement that this Sweepstakes is in no way sponsored, endorsed or administered by, or associated with www.pinterest.com ("Pinterest") or www.twitter.com ("Twitter").

2. SWEEPSTAKES PERIOD: The Sweepstakes entry period begins as of 4:00 a.m. Eastern Time ("ET") on August 1, 2012 and ends as of 11:59 p.m. ET on August 31, 2012 (the "Sweepstakes Period"). Winners will be selected from entries properly submitted pursuant to these Official Rules.

3. SWEEPSTAKES ENTRY INSTRUCTIONS: There are two (2) methods of entry for this Sweepstakes: either through an Online Entry (defined below in this section) or by E-mail Entry (defined below in Section 4). During the Sweepstakes Period, you may submit an entry online ("Online Entry") by going to www.pinterest.com and (1) if you already have a Pinterest account, log on using your Pinterest username and password, then become a follower of DailyCandy by searching for "DailyCandy," clicking on the "DailyCandy" icon and then clicking the "Follow boards" button; or (2) if you do not have a Pinterest account, create a free Pinterest account according to the instructions on the website and follow "DailyCandy" as indicated in (1) above. Please note that you must agree to comply with the Pinterest Terms of Service in order to create a Pinterest account. Once you are following DailyCandy's Pinterest boards, create your own new board entitled "31 Days of Summer" and either repin three (3) pins from DailyCandy's "31 Days of Summer" Board, or pin your own three (3) images of content associated with the "31 Days of Summer" promotion. Once you have created your own "31 Days of Summer" Pinterest board and pinned the content as noted above, go to www.twitter.com and (1) if you already have a Twitter account, log on using your Twitter username and password, then become a follower of "@dailycandy" by searching for "DailyCandy," clicking on the "@dailycandy" icon and then clicking the "Follow" button; or (2) if you do not already have a Twitter account, create a free Twitter account according to the instructions on the website and follow "@dailycandy" as indicated in (1) above. Please note that you must agree to comply with the Twitter Terms of Use in order to create a Twitter account. Once you become a follower of "@dailycandy," submit a "Tweet" of one hundred and forty (140) characters or less ("Statement"). Statement must include the following: (1) the hashtag "#31daysofsummer" (2) the @reply "@DailyCandy" and (3) the link to your "31 Days of Summer" Pinterest board (the "Entry"). **By submitting an Entry, you represent that you are the owner of any images (and the associated copyrights) submitted with your Entry (excluding any images repinned from a DailyCandy pinboard or pinned from www.dailycandy.com) or that you have all of the rights and authority necessary to submit the image with your Entry, including without limitation, the right to publish the images and to grant the rights granted thereunder. By entering, you (1) give Sweepstakes Entities the right to publish your Entry, including your name and/or Twitter and Pinterest usernames, on the Sponsor's Pinterest page,**

websites, Twitter page and/or other public websites, including Pinterest and Twitter; and (2) assign all ownership rights and usage rights to your Entry to the Sweepstakes Entities.

Entries must be received during the Sweepstakes Period to be eligible for the Sweepstakes. Limit one (1) entry per person per e-mail address, and per household during the Sweepstakes Period, regardless of method of entry. Multiple entries received from any person or email address beyond this limit will void all such additional entries. Any entrant found to be using multiple accounts to enter will be disqualified. Entries generated by a script, macro, or other automated means will be disqualified. Entries displaying or containing profanity or that are obscene or otherwise inappropriate (as determined by Sponsor) will be disqualified. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. In case of a dispute over the identity of an entrant, the authorized account holder of the Twitter account and associated email address used to enter will be deemed to be the entrant. "Authorized account holder" is defined as the person who is assigned to an email address by an Internet access provider, online service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address.

4. ALTERNATIVE MEANS OF ENTRY: You may also enter the Sweepstakes by sending an email with the subject line "31 Days of Summer Sweepstakes" to marketing@dailycandy.com which includes your name and e-mail address ("Email Entry[ies]"). Email Entries must be received during the Sweepstakes Period to be eligible for the Sweepstakes. Limit one (1) entry per person per e-mail address, and per household during the Sweepstakes Period, regardless of method of entry. Multiple entries received from any person or email address beyond this limit will void all such additional entries. Illegible, late, lost, incomplete, or garbled entries are not eligible. Email Entries will be deemed submitted by the authorized account holder of the e-mail address through which the entry was submitted.

5. PUBLICITY: As a condition of entry into the Sweepstakes, except where prohibited by law, each entrant by entering and each Winner (defined below) by accepting a Prize (defined below) grants to Sponsor and Sponsor's affiliates, legal representatives, assigns and licensees, all right, title and interest in and to publicize, broadcast, display and/or otherwise use the Sweepstakes entrant's name, city, state and biographical material (collectively, "**Licensed Rights**"), in any media now known or hereafter devised throughout the world in perpetuity for advertising and publicity purposes, without additional review, compensation, permission or approval.

6. SELECTION OF SWEEPSTAKES WINNER: Five (5) potential Winners will be selected in a random drawing to be held on or before September 4, 2012. The potential Winners will be selected from all eligible entries received Sweepstakes Period. Odds of winning will depend on the number of eligible entries received during the Sweepstakes Period. The potential Winners will be notified via direct message to the Twitter address or e-mail address submitted with his/her entry within twenty four (24) hours after the drawing ("Prize Award Period"). Sponsor is the judge of the Sweepstakes, whose decisions on all matters relating to the Sweepstakes shall be final and binding. Any return of prize notification as undeliverable will result in forfeiture of the Prize at the sole discretion of Sponsor, disqualification, forfeiture and the selection of an alternate Winner may result from any of the following: (1) a potential Winner's failure to respond to notification promptly after its transmission (2) the return of a notification as undeliverable after three (3) attempts; (3) a potential Winner's failure to timely provide Sponsor with satisfactory proof of age, identity and residency; (4) a potential Winner's failure to validly claim the prize by September 14, 2012 and (5) any other non-compliance with the Official Rules. In the event that a potential Winner is disqualified for any reason or in the event of prize forfeiture, Sponsor may, in Sponsor's sole discretion, award or not award the prize to an alternate potential Winner selected at random.

7. PRIZE: Five (5) prizes ("Prize[s]") will be awarded in this Sweepstakes, each of which will consist of: one (1) pair of Madewell sunglasses (Approximate Retail Value ["ARV"] $49.50 USD), one (1) bottle of Josie Maran Bohemian Waves Argan Hair Mist (ARV $22.00 USD), one (1) bottle each of Obsessive Compulsive Nail Polish in Phantasm and Chlorophyll (ARV $16.00 USD), two (2) Fandango movie tickets (ARV $27.00 USD), and one (1) set of Anthropologie printed fabric bobbies (ARV $15.00 USD). ARV of each Prize is one hundred twenty nine

dollars and fifty cents ($129.50 USD). Total ARV of all Prizes is six hundred forty seven dollars and fifty cents ($647.50 USD).

The Prize awarded will not be replaced if lost or stolen. No part of the Prize is redeemable for cash (except as required by law), cash equivalent or gift card and is not transferable, except to a surviving spouse residing in the same household. No substitutions are allowed except, at the sole discretion of Sponsor, an equal or greater valued item may be provided. The Prize will be awarded provided it is validly claimed by September 14, 2012 after which no alternate winners will be selected, nor unclaimed prizes awarded. All taxes on the Prize, if any, and other expenses related to accepting and/or using the Prize not listed in these Official Rules are the sole responsibility of each of the Winners, who will receive an IRS Form 1099 reflecting the final actual value of the Prize, if applicable. The Prize will be shipped only to an address in the United States.

THE SWEEPSTAKES ENTITIES (INCLUDING EACH OF THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, REPRESENTATIVES AND AFFILIATES) EXPRESSLY DISCLAIM ANY AND ALL RESPONSIBILITY AND LIABILITY ARISING FROM USE OR REDEMPTION OF THE PRIZE.

8. GENERAL RULES: By entering or participating in the Sweepstakes, participants agree to be bound by these Official Rules, the terms and conditions of the Sponsor's websites, and by the decisions of Sponsor, which are final and binding in all respects. By entering the Sweepstakes, entrants waive the right to claim any ambiguity or error in these Official Rules or in the Sweepstakes itself. Sponsor reserves the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes. Sweepstakes Entities are not responsible for: (1) any incorrect or inaccurate information or technical failures of any kind, (2) unauthorized human intervention in any part of the entry process or the Sweepstakes; or (3) any other computer, network, technical, human or other error, problem or malfunction that may occur in connection with the administration of the Sweepstakes, the processing of entries, or the selection or notification of winners. Further, if, for any reason, the Sweepstakes is not capable of running as planned for reasons outside the control of the Sponsor which, in the sole opinion of Sponsor, may corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes (or portion thereof), Sponsor reserves the right, at Sponsor's sole discretion, to cancel, terminate, modify or suspend the Sweepstakes (or portion thereof). In the event of such cancellation, termination, modification or suspension, Sponsor will select Winners from all eligible, non-suspect entries received prior to such action. Sponsor also reserves the right at Sponsor's sole discretion to disqualify the Entry of any individual found to be (a) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or any website operated by the Sweepstakes Entities; (b) using any robotic, macro, automatic, programmed or like entry methods, which will void all such entries; (c) violating these Official Rules or the terms of service, conditions of use, and/or general rules of any Sponsor property or service; or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person. Sweepstakes Entities are not responsible for claims, injuries, losses or damages of any kind resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any Prize; participation in this Sweepstakes or in any activity or travel related thereto or from any interaction with, or downloading of, computer Sweepstakes information.

Sweepstakes Entities make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize furnished in connection with this Sweepstakes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In any cause of action, the Sweepstakes Entities' liability will be limited to Two Hundred and Fifty Dollars ($250), and in no event shall the Sweepstakes Entities be liable for attorneys' fees and/or experts' fees and costs. By participating in the Sweepstakes, each entrant waives the right to claim any additional damages whatsoever, including, but not limited to, punitive, consequential, incidental or indirect damages.

9. PARTICIPANT OBLIGATIONS: By participating in the Sweepstakes entrants (including Winners) agree to be bound by these Official Rules and the decisions of Sponsor. By accepting a Prize, each Winner agrees to release and hold harmless the Sweepstakes Entities from and against any and all losses, damages, rights, claims, actions and liabilities of any kind in connection with the Sweepstakes or receipt or redemption of the Prize. Each Winner assumes all liability for any injury, death, or damage caused, or allegedly caused, by participating in the Sweepstakes or use or redemption of the Prize. Any disputes that may arise hereunder shall be governed in all respects by the laws of the State of New York without regard to the conflicts of laws principles of any jurisdiction. Exclusive venue with respect to any such disputes shall be had in the state and federal courts located in the State of New York.

10. PERSONAL INFORMATION: The personal information collected through the Sweepstakes is subject to DailyCandy's Privacy Policy, located at http://www.dailycandy.com/privacy.jsp. By entering the Sweepstakes, you agree to the use of your personal information as described in the above Privacy Policy.

11. RULES/WINNERS' LIST REQUESTS: To obtain a copy of these Official Rules or for notification of the Winners, send a self-addressed stamped envelope to: DailyCandy- "DailyCandy's 31 Days of Summer" Sweepstakes Official Rules/Winners' List Request, 584 Broadway, Ste. 201, New York, NY, 10012. Requests for notification of winners must be received no later than three months after the end of the Sweepstakes Period. VT residents may omit return postage.

12. SPONSOR: DailyCandy, LLC, 584 Broadway, Ste. 201, New York, NY, 10012.

13. Pinterest, Inc., Twitter, Inc. and their parents, affiliates and subsidiaries are not responsible for the promotion, administration or execution of this Sweepstakes.