

Official Rules
“12 Days of Charms Sweepstakes”
Sponsored by Pandora Jewelry, LLC (“Pandora”)

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID IN RHODE ISLAND, FLORIDA AND NEW YORK AND OUTSIDE THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA, AND WHERE PROHIBITED OR RESTRICTED BY LAW.

1. **Entry Period:** The “12 Days of Charms” (the “Sweepstakes”) commences at **9 AM** Eastern Time (ET) on **Thursday, December 13th 2018** and ends at **11:59 PM ET** on **Monday, December 24th 2018** (the “Sweepstakes Period”). Sponsor’s computer is the official time-keeping device for this Sweepstakes. All entries must be received **by 11:59 PM ET** each day to be eligible for the prize on that designated day, with the final chance to win being prior to **11:59pm ET** on **Monday, December 24th 2018**. The odds of winning depend on the total number of Eligible Entries (hereinafter defined) received for the Sweepstakes.

2. **Eligibility:** The Sweepstakes is open to individuals who are legal residents of one (1) of the fifty (50) United States except residents of RHODE ISLAND, FLORIDA AND OUTSIDE THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA, and who are at least **eighteen years of age** or older at the time of entry. Entrants must have a public Twitter® and/or public Facebook® account in order to enter. Employees, officers, directors, and members and their immediate families (*i.e.*, parents, spouse, children, siblings, grandparents, step parents, step children and step siblings) and members of their household (whether related or not) – of Pandora, Twitter Inc. (“Twitter”), Facebook (“Facebook”) and each of their respective affiliated parents, related companies, sponsors, subsidiaries, advertising, promotion, and public relations agencies, and third-party fulfillment agencies (collectively, the “Sweepstakes Entities”) are not eligible to enter this Sweepstakes. Individuals may only win (1) one time during the sweepstakes period.

3. **To Enter:** During the Sweepstakes Period, go to your Facebook and/or Twitter account, follow @PANDORAJewelryUSA [Facebook] and/or @PANDORA_NA [Twitter] and comply the with the following instructions and post requirements, which shall be considered (1) entry:

- a) Comment on the PANDORA Jewelry sweepstakes post of the day on Facebook and/or Twitter and tell us what your favorite things about the holidays
- b) Tag a friend
- c) utilize designated hashtags within the comments #PANDORASweepstakes

Limit: One (1) entry post per person / account per channel, per day. Automated posts/tweets or posts/tweets sent via a bot will be disqualified. Channel posts and tweets must be publicly accessible or from an account with public settings. All entries submitted in accordance with these Official Rules shall be hereinafter referred to as “Eligible Entries”.

You will need to create a Facebook and/or Twitter account if you don’t already have one in order to enter. Registering for a Facebook and/or Twitter account is free, and registration for each channel can be obtained by the following:

- Facebook can be obtained by logging on to <http://facebook.com> (“Facebook Web Site”) and following the on-screen instructions to open an account
- Twitter can be obtained by logging on to <http://twitter.com> (“Twitter Web Site”) and following the onscreen instructions to open an account.

By submitting an entry, each entrant agrees (and agrees to affirm such in writing) to: (i) abide by and be bound by these Official Rules and the interpretations of these Official Rules and the decisions of the Sponsor on all matters relating to this Sweepstakes, which decisions are final and binding in all respects, (ii) waive any right to claim ambiguity in the Sweepstakes or these Official Rules, (iii) release and hold harmless Sweepstakes Entities and their respective agents, employees, officers, directors, successors and assigns, against any and all claims, injury or damage arising out of or relating to participation in this Sweepstakes and/or use or misuse or redemption of a Prize(s) (as hereinafter defined); and, (iv) acknowledge compliance with these Official Rules. Entries must be in keeping with Sponsor’s positive image, as determined by Sponsor in its sole discretion. Any materials containing obscenity, crude, demeaning or inappropriate language, or descriptions of a violent or sexual nature (as defined solely

by Sponsor or Administrator) will not be accepted and the associated entry will be disqualified. Entry using a profane Facebook and/or Twitter username or Post/Tweet or submission of false or misleading personal information by a participant will be grounds for disqualification. Determination of information as profane, false, or misleading is at the sole discretion of the Sponsor. Persons who submit an entry must provide all required information, including, if applicable, the e-mail address of the Parent who will be contacted in the event of winning the prize. Incomplete or inaccurate entries are void. As stated below, collection and use of personally identifiable information will be in accordance with the Sponsor's Online Privacy Policy as posted on www.pandora.net. All entries must be received during the Sweepstakes Period.

Entrants must not include entries with photographs that include third parties, including but not limited to minors, celebrities and friends, who have not expressly authorized participant to display their image or likeness or otherwise use such images or likenesses in accordance with these Official Rules. By submitting the entry, the participant represents and warrants that he/she has obtained the consent of any identifiable person other than the participant who submitted the entry who is included in the photograph submitted, and such person may be required to provide written consent to the Sponsor's and/or Administrator's use of the entry.

In the event of a dispute over who submitted a winning online entry, the authorized subscriber of the Facebook and/or Twitter account used to participate in the Sweepstakes at the actual time of entry will be deemed to be the entrant. The authorized account subscriber is defined as the natural person who is assigned the Facebook and/or Twitter account by Facebook and/or Twitter. Potential winners may be required to show proof of being the authorized account holder to the Sponsor or forfeit the prize. Multiple participants are not permitted to share the same Facebook and/or Twitter account. All entries become the property of Sponsor and will not be acknowledged or returned. All entries must comply with the Facebook and/or Twitter Terms of Service and Rules available at each respective Web Site. Any attempt to obtain entries in excess of the limit on entries as set forth in these Official Rules, including by using or creating multiple Facebook and/or Twitter accounts, by using multiple and/or different identities, forms, registrations, or by any other methods, will void all of the relevant participant's entries, and that participant may be disqualified at Sponsor's discretion. Important note: If your Facebook and/or Twitter account is set to "protected or private mode," your updates/responses may not be visible in Sponsor's @PANDORAJewelryUSA and/or @PANDORA_NA inbox. Only Channel posts and tweets that are publicly accessible or from an account with public settings will be considered. Normal Internet access, phone, and usage charges imposed by your online or phone service may apply. If you opt to use Facebook and/or Twitter via your wireless mobile device (which may only be available via participating wireless carriers and is not required to enter the Sweepstakes), standard text messaging and/or data rates may apply for each message sent or received from your handset according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Sweepstakes. Participation in this Sweepstakes by mobile device means that you understand that you may receive additional messages by mobile device relating to this Sweepstakes, including notifying you if you are a Winner, which may be subject to charges pursuant to your carrier's rate plan. Text messaging may not be available from all mobile phone service carriers and handset models. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions.

4. **Winners Selection/Notification:** Twelve (12) winners (the "Winners") will be randomly selected and notified by Sponsor or Agent thereof from all Eligible Entries received during the Sweepstakes Period. Winners on Days 1-11 will be selected by 12:00 p.m. on the day immediate following the official PANDORA post date; Winner on Day 12 will be selected by December 26, 2018 by 12:00 p.m. Sponsor will make up to one (2) attempts over the twenty-four (24) hour period following the selection of the Winners to contact the Winners via their channel of entry - Facebook and/or Twitter – via Direct Reply Message or via contact information supplied on the secondary method of entry (if applicable). If a potential Winner(s) does not respond within twenty-four (24) hours of being contacted, such potential Winner(s) will be disqualified and an Winner(s) will be selected through a random drawing from among the remaining Eligible Entries received. This process will be repeated until all 12 winners respond.

5. **Winners, Verification:** The potential Winners must prove eligibility, including, without limitation, proof of age and residence within two (2) days of being notified and accepting as a potential Winner. In the event of non-compliance by a potential Winner, such potential Winner shall be disqualified and all privileges otherwise due as a Grand Prize Winner shall be terminated and an alternative potential Winner may be chosen through a random drawing from among all of the remaining Eligible Entries received, if time permits, in Sponsor's sole discretion. Winner must provide proof of majority in the jurisdiction in which he/she

resides) within three (3) days of receipt of the following documents from Sponsor, : (a) an affidavit of eligibility and liability release of Sweepstakes Entities and its respective officers, directors, employees, agents and members (“Releases”), from any and all liability, loss, claims, demands, and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Sweepstakes or the use/misuse or acceptance of a Prize (as hereinafter defined) or any portion thereof to be eligible for a Prize; and (b) except where prohibited by law, a publicity release granting Sweepstakes Entities the right to use his/her name and likeness for advertising and publicity purposes without additional compensation and (c) any other documentation required by Sponsor, including a W2 form and Prize Winner’s social security number for tax purposes (collectively, the “Releases”). Entry into this Sweepstakes constitutes agreement to sign such Releases. The Winner also must acknowledge that Sponsor has not and will not obtain or provide insurance of any kind relating to the Prize and that Winner (his/her parent/legal guardian must sign if Winner is not the age of majority in the jurisdiction in which he/she resides) will be responsible for obtaining and paying for any life, travel, accident, property or other form of insurance relating to the Grand Prize, if applicable. The Winner must also complete any additional legal documents provided by Sponsor (or third party on its behalf, if applicable) with respect to the Prize and return them as instructed within the time frame specified by Sponsor or Winner may forfeit Prize at Sponsor’s sole discretion. Decisions of the Sponsor relating to the Sweepstakes are final. Sponsor expressly reserves the right to delay the announcement of the Winners for creative or technical reasons or for any other reason Sponsor deems necessary.

6. Prizes.

- (a) **Winners on Days 1-11 of the 12 Days of Christmas Prizes:** The daily winner will receive the (1) PANDORA Jewelry item in association with the day during the Sweepstakes Period in which they have won plus a jewelry box. See Appendix A for list of items and dates. No product substitutions will be made.
- (b) **Winner on Day 12 of the 12 Days of Christmas Grand Prize:** The winner selected on the 12th and final day of the Sweepstakes Period will win that day’s featured charm – in addition to all eleven (11) other charms featured in the promotion for the previous Days 1-11 plus a medium jewelry box. No product substitutions will be made.

The approximate retail value (“ARV”) of the prize per day ranges from \$45 - \$90. See Appendix A for ARV by charm. The ARV for the 12th day winner is \$725.00

The total ARV for all prizes to be awarded in this Sweepstakes is \$1,365.00 USD.

The date for fulfillment of the Prizes will be on or before January 15th 2018, subject to change in Sponsor’s sole discretion.

7. **General Prize Terms:** Arrangements for fulfillment of the Grand Prize will be made by Sponsor. All costs and expenses not specifically listed as part of the Prize are solely Prize Winner’s responsibility. The value of the Prize may be taxable to the Prize Winner as income. The Prize Winner may need to supply Sponsor with his/her social security numbers for tax purposes. An IRS Form 1099 may be issued in the name of the Prize Winner, or if a minor in the jurisdiction in which he/she resides, in the name of his/her parent or legal guardian, for the actual value of the Prize received. Upon entry into the Sweepstakes, the Prize Winner (as well as all other entrants) is required to comply with any and all applicable federal, state, and local laws, rules, and regulations. All federal, state and local taxes (if any), and any other costs and expenses associated with the Prize not specifically provided for in these Official Rules, are solely Prize Winner’s responsibility. Sponsor shall have no responsibility or obligation to the Prize Winner or potential Prize Winner who is unable or unavailable to accept or utilize the Prize as described herein. No substitution, transfer or cash equivalent of the Prizes or any portion thereof is permitted, except by Sponsor, in which case a prize of comparable or greater value may be awarded. Sponsor will not replace lost or stolen Prizes.

8. **General Terms:** Receipt of any prize in this Sweepstakes is conditioned upon compliance with any and all applicable federal, state and local laws, rules, and regulations. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Noncompliance with any of these Official Rules may result in disqualification. ANY VIOLATION OF THESE OFFICIAL RULES BY A PRIZE WINNER OR ANY BEHAVIOR BY A PRIZE WINNER THAT WILL BRING SUCH PRIZE WINNER OR SWEEPSTAKES ENTITIES INTO DISREPUTE (IN SPONSOR’S SOLE DISCRETION) WILL RESULT IN SUCH PRIZE WINNER’S DISQUALIFICATION AS A PRIZE WINNER OF THE SWEEPSTAKES AND ALL PRIVILEGES AS THE PRIZE WINNER WILL BE IMMEDIATELY TERMINATED. Entries

generated by a script, computer programs, macro, programmed, robotic or other automated means will be disqualified. Entries that are incomplete, illegible, corrupted, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Sweepstakes at Sponsor's sole and absolute discretion. Proof of sending or submission of entry will not be deemed proof of receipt by Sponsor. If, for any reason, the Sweepstakes is not capable of running as planned, including, without limitation, unauthorized intervention, fraud, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, the Prizes may be awarded to Winners to be selected from among all Eligible Entries received up until and or after (if applicable) the time of modification, cancellation or termination or in a manner that is fair and equitable as determined by Sponsor. All interpretations of these Official Rules and decisions by Sponsor are final. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. Entrants agree to indemnify and hold harmless Sweepstakes Entities from any and all liability resulting or arising from the Sweepstakes, to release all rights to bring any claim, action or proceeding against Sweepstakes Entities.

9. GOVERNING LAW/JURISDICTION. THE MARYLAND COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE SWEEPSTAKES AND THE LAWS OF THE STATE OF MARYLAND (as distinguished from the choice of law rules) SHALL GOVERN THE SWEEPSTAKES. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS. Except where prohibited, as a condition of participating in this Sweepstakes, each entrant agrees that any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, the Prizes awarded, or the determination of the Official Winner shall be resolved individually, without resort to any form of class action. Participant further agrees that in any cause of action, the Sweepstakes Entities' entire liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Sweepstakes Entities be liable for attorneys' fees and/or experts' fees and costs. Participant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages and participant further waives all rights to have damages multiplied or increased.

10. Release and Limitations of Liability: By participating in this Sweepstakes, entrants agree that Sweepstakes Entities and their respective employees, officers, directors, agents, contractors, members, and representatives (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; or (5) 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. No more than the stated number of prizes will be awarded.

BY PARTICIPATING IN THIS SWEEPSTAKES, ENTRANTS AGREE THAT THE RELEASED PARTIES WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING PERSONAL INJURY OR DEATH, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE, OR USE OF THE PRIZE, ENTRY, OR PARTICIPATION IN THIS SWEEPSTAKES OR IN ANY SWEEPSTAKES RELATED ACTIVITY, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, ACCESS TO AND USE OF ANY INTERNET SITE ASSOCIATED WITH THIS SWEEPSTAKES OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID SITE, OR MERCHANDISE DELIVERY. THE RELEASED PARTIES ARE NOT RESPONSIBLE IF ANY PRIZE CANNOT BE AWARDED DUE TO TRAVEL CANCELLATIONS, DELAYS, OR INTERRUPTIONS DUE TO ACTS OF GOD, ACTS OF WAR, NATURAL DISASTERS, WEATHER, OR TERRORISM.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING ALL PRIZES, IS 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. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

11. **Publicity and Intellectual Property Release.** EXCEPT WHERE PROHIBITED BY LAW, WINNERS GRANT TO SPONSOR (WHICH GRANT WILL BE CONFIRMED IN WRITING ON REQUEST OF SPONSOR), ITS PARENT, SUBSIDIARIES, AFFILIATES, AGENTS (INCLUDING ADVERTISING AND PROMOTION AGENCIES), CONTRACTORS, SUPPLIERS, AND THOSE ACTING PURSUANT TO ITS AUTHORITY, THE RIGHT AND PERMISSION TO PRINT, PUBLISH, BROADCAST, AND USE, WORLDWIDE IN ANY MEDIA NOW KNOWN OR HEREAFTER DEVELOPED, INCLUDING BUT NOT LIMITED TO THE WORLD WIDE WEB, AT ANY TIME OR TIMES, EACH WINNER'S NAME, PORTRAIT, PICTURE, VOICE, LIKENESS, AND BIOGRAPHICAL INFORMATION FOR ADVERTISING, TRADE, AND PROMOTIONAL PURPOSES (INCLUDING THE ANNOUNCEMENT OF HIS OR HER NAME ON TELEVISION OR RADIO BROADCAST) WITHOUT ADDITIONAL CONSIDERATION, COMPENSATION, PERMISSION, OR NOTIFICATION.

ENTRANTS AGREE THAT SPONSOR SHALL HAVE LICENSE TO USE THE ENTRIES AND THAT SPONSOR AND ITS DESIGNEES SHALL HAVE THE PERPETUAL, WORLDWIDE RIGHT TO EDIT, PUBLISH, AND USE THE ENTRIES IN ANY WAY AND IN ANY MEDIA FOR TRADE, ADVERTISING, PROMOTIONAL, AND/OR OTHER PURPOSES AS SPONSOR AND/OR ITS DESIGNEES MAY DETERMINE WITHOUT FURTHER CONSIDERATION TO ENTRANTS OR ANY THIRD PARTY.

12. **Privacy and Use of Information:** By entering the Sweepstakes, each participant agrees that participant's entry and any other personally identifiable information collected or used in connection with the Sweepstakes is subject to and may be used by Sponsor in accordance with its Privacy Policy posted here: <http://www.pandora.net/en-us/company/terms/privacypolicy>

13. **Request for Names of Winners and Official Rules:** For the names of the Winners and/or Official Rules, send a self-addressed stamped envelope by January 15th, 2018 to: Pandora Jewelry, LLC , Attention: **"12 Days of Charms Sweepstakes"**, 250 West Pratt ST, 18th Floor, Baltimore MD 21201. Please note on the front left-hand corner of your outer envelope whether you are requesting "Official Rules" or the names of the "Winners". Vermont residents may omit return postage if requesting a set of Official Rules.

14. **Sponsor:** Sweepstakes is sponsored by Pandora Jewelry, LLC, 250 West Pratt Street, 18th Floor, Baltimore, MD 21201. Twitter nor Facebook is not a sponsor or in any way responsible for the administration of the Sweepstakes, the verification of winners or the fulfillment of the prizes. All inquiries regarding the Sweepstakes should be directed to Pandora, not to Twitter.

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Appendix A

Jewelry Prizes by day

Subject to change based on the discretion of PANDORA Jewelry

	Date Posted	Product Name	Item #	Retailer Value
Day 1	13-Dec	Warm Cocoa	797523ENMX	\$45.00
Day 2	14-Dec	Dazzling Snowflake	797555NCC	\$90.00
Day 3	15-Dec	Perfect Christmas	797562EN12	\$55.00
Day 4	16-Dec	Santa In Space	797511ENMX	\$50.00
Day 5	17-Dec	Nutcracker	ENG791169_93	\$65.00
Day 6	18-Dec	Christmas Train	797519EN27	\$75.00
Day 7	19-Dec	Merry Christmas	797524EN16	\$40.00
Day 8	20-Dec	Cosy Christmas House	797517EN27	\$55.00
Day 9	21-Dec	Happy Reindeer	787514CZ	\$65.00
Day 10	22-Dec	Christmas Bear	797564ENMX	\$45.00
Day 11	23-Dec	Ice Carving	797553CZ	\$55.00
Day 12	24-Dec	All I Want for Christmas	ENG792016CZ-21	\$85.00

Item	Description	Unit Cost	Landed Cost
P00068	Jewellery box - Small 2017	17.65	\$21.36
P00069	Jewellery box - Medium 2017	25.6	\$30.97