

## OFFICIAL RULES FOR **2023 UNDERWEAR FEATURES CONTEST**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE

WILL NOT INCREASE YOUR CHANCE OF WINNING

**1. Promotion Description:** The **2023 Underwear Features Contest** (the "Contest") begins on Nov 1<sup>st</sup>, 2023, at 8:00 a.m. Eastern Daylight Time ("EDT") and the period for entering the Contest ends on November 30<sup>th</sup>, 2023, 11:59 p.m. EDT (the "Entry Period"). By participating in the Contest, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Principle Business Enterprises, Inc. [PBE] ("Sponsor") which shall be final and binding in all respects.

**2. Eligibility:** Only individuals over the age of eighteen (18) years as of the beginning date of the Contest as noted in Section 1, who are residing and located in the United States of America are eligible to enter. The Contest is void where prohibited. By completing the Research Study, you agree to these Contest rules (the "Official Rules"). Entrants who are employees, officers, directors and agents of Principle Business Enterprises, its parent company, affiliates, subsidiaries, advertising, promotion and fulfillment agencies, and program implementation contractors and persons living in their same household are not eligible to participate.

**3. How to Enter:** Participants must complete the Underwear Features survey during the Entry Period, as instructed by the Sponsor and defined by answering the 12-question survey, providing entrant's name, and email before hitting "submit". All completed participants will be automatically entered in the Contest unless otherwise specified or requested. Entries must be received during the Entry Period to be eligible. The sponsor is not responsible for late, lost, or misdirected entries that are not received in a timely manner or are lost due to computer or electronic malfunction or other error, or due to inaccessibility of the Internet or portions thereof.

**4. Privacy:** For your privacy, all information collected during the research study is confidential and will not be used in any advertising or promotional campaigns. Additionally, your responses to the study are combined with those of many others and will be summarized in a report such that the responses will not be identified as yours alone. We do not aggregate this personally identifiable information into the survey responses, and it will not be possible to identify any individual from the aggregated results. We take reasonable steps and precautions to protect personally identifiable information via firewall protections, controlled access, and encryption technology. Principle Business Enterprises, Inc. does not sell, rent, or trade data with others. If you have questions, comments or issues regarding this survey and the information collected during your participation, please contact Principle Business Enterprises, Inc. at [customerservice@pbenet.com](mailto:customerservice@pbenet.com) or at P.O. Box 129, Dunbridge, OH 43414-0129. If you would like to opt out of these types of surveys or email communication with Principle Business Enterprises, Inc., please contact us at the provided email or address. **To view our privacy policy, [click here](#).**

**5. Contest Restrictions:** Principle Business Enterprises, Inc. may disqualify any entry that it determines, in its sole discretion, has failed to conform to any of these Official Rules.

**6. Automated Entries Prohibited:** No mechanically reproduced, incomplete, forged, software generated, or automated multiple entries will be accepted.

**7. Prize Details:** The one (1) winner will receive one (1) \$50 Amazon gift card. Prize will be emailed to the participant provided email address within 4 weeks of the trial close date.

**8. General Prize Conditions:** Prizes are not transferable and not assignable. No substitutions of prizes will be allowed, except Sponsor reserves the right to substitute prize(s) of comparable or greater value in the event a prize or any portion thereof becomes unavailable for any reason. Winners shall be solely responsible for all taxes and fees or costs associated with any prize, including but not limited to any federal or state or other income tax. Lost or stolen prizes will not be replaced. Winners agree to accept the prize "as is", and Entrants hereby acknowledge that The Sponsor has neither made nor is in any manner responsible or liable for any warranty, representation, or guarantee, expressed or implied, in fact or

in law, relative to the prize, including express warranties (if any) provided exclusively by a prize supplier that are sent along with the prize.

**9. Winner Selection:** One (1) winner will be selected by December 1<sup>st</sup>, 2023, at 11:59 p.m. EDT. To receive the prize, an entrant must qualify and complete all required steps to the 2023 Tranquility Underwear Features Survey during the Entry Period. The selected winner will be notified via email. The email will confirm the winner's mailing address. Upon receipt of the notice, the prize will be mailed to the winner's address within 4 weeks of the trial close. If a selected winner cannot be contacted, does not comply with these Official Rules, does not provide an address to which to send the prize, or the prize is returned as undeliverable, such selected winner forfeits the prize, and a new winner will be randomly chosen in compliance with these rules exactly one (1) additional time. In the event the second winner forfeits the prize, any unawarded prizes will remain unawarded.

**10. Odds of Winning:** Odds of winning a prize depend on the number of eligible Entries.

**11. Limitations of Liability:** The Sponsor assumes no liability, and shall not be liable, for typographical or other errors in the offer or administration of the Contest including, without limitation, errors in the printing or display of the offer and official rules, selection, notification and announcement of the Winner, or distribution of the prize. The Sponsor is not responsible for any incorrect or inaccurate information, whether caused by internet users or by any of the equipment or programming associated with or utilized in the Contest and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to any systems associated with the Contest.

**12. Release:** Acceptance of a prize constitutes the prize winner's permission for Sponsor to use prize winner's name and likeness for advertising and/or promotional purposes worldwide and in all forms of media in perpetuity without further compensation or authorization. Participants agree that Sponsor and its affiliates, and their officers, employees, agents and representatives (collectively, the Sponsoring Entities"), shall not be responsible for any losses, damages or injuries of any kind resulting from participation in the Contest or from Participants' acceptance, receipt, possession and/or use or misuse of any prize. Participants also agree that the Sponsoring entities have not made and shall not in any manner be liable for any warranty, guarantee, or representation, whether express or implied, with respect to any prize, including without limitation, the prize's quality or fitness for a particular purpose. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Contest or the Site, to be acting in violation of these Official Rules, or who otherwise takes actions that do or are intended to disrupt or undermine the legitimate operation of the Contest. Sponsor also reserves the right in its sole discretion to disqualify any entry containing any obscene, offensive or otherwise inappropriate comments or other matter.

**13. Governing Law:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed and construed in accordance with the internal laws of the State of Ohio without regard to the choice of law provisions thereof.