

**Brita Filter for the Future**  
**PROGRAM TERMS AND CONDITIONS**

**1. Eligibility:** Brita Filter for the Future ("Program") is open to legal residents of the fifty (50) United States and D.C., eighteen (18) years old or older. Void where prohibited.

**2. Sponsor:** The Clorox Company ("Sponsor"), 1221 Broadway, Oakland, CA, 94607.  
**Charitable Organization:** Alliance for a Healthier Generation ("Charity"), an Arkansas not-for-profit corporation, with offices at 1633 Broadway, 5<sup>th</sup> Floor, New York, NY 10019.

**3. Charitable Purpose:** Through this Program, Sponsor will provide the Charity with a monetary donation of at least \$50,000 and up to \$500,000 to purchase and install water filtration systems in selected schools that desire cleaner water from their water fountains. Visit <https://www.healthiergeneration.org> for further information about the Charity.

**4. Timing:** The Program begins on March 25, 2018 at 12:00 p.m. Pacific Time ("PT") and ends on June 16, 2018 at 11:59 a.m. PT, or when the goal has been reached, whichever comes first ("Program Period").

**5. How to Participate:** During the Program Period, purchase one of qualifying Brita Longlast products below in-store and Brita will donate \$1.00 to the Charity. The monetary donation will be at least \$50,000 and a maximum of \$500,000. The donation amount will be calculated based on Brita Longlast product units sold through tracked channels (IRI – US MULO).

The qualifying Brita Longlast products are:

Product Name	Color	UPC
Brita UltraMax Dispenser Jet Black with Longlast	Black	60258362619
Brita Monterey Pitcher Coffee Black with Longlast	Coffee Black	60258363036
Brita Monterey Pitcher Longlast Blue with Longlast	Longlast Blue	60258363043
Brita Monterey Pitcher Pine Green with Longlast	Pine Green	60258363050
Brita Monterey Pitcher Cloud White with Longlast	White	60258363074
Brita Longlast Pitcher Filter 1 ct	N/A	60258362435
Brita Longlast Pitcher Filter 2ct	N/A	60258362442

Online purchases of Brita Longlast products will not result in a donation. No portion of any qualifying Brita Longlast purchase is tax deductible.

**6. Donation Terms:** No later than 30 days after the conclusion of the Program Period, Sponsor will calculate the number of qualifying purchases and will provide Charitable Organization with the monetary donation of at least \$50,000 and up to \$500,000. Information concerning the Charitable Organization, including financial, licensing and charitable purpose information, may be obtained without cost by writing to the Charitable Organization at the above address.

**7. Release:** By participating, participant agrees to release and hold harmless Sponsor, HelloWorld, Inc., Charitable Organization, and their respective parents, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and suppliers, and each of their respective

officers, directors, employees and agents (collectively, "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Program.

**8. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Program, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Program, 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 operation of the Program or to be acting in violation of these Terms and Conditions or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Program may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages (including attorneys' fees) and other remedies from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Terms and Conditions shall not constitute a waiver of that provision.

**9. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by participants, typographical, printing errors or by any of the equipment or programming associated with or utilized in the Program; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software, or lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions; (3) unauthorized human intervention in any part of the Program; (4) other errors or problems of any kind relating to or in connection with the Program, whether printing, typographical, technical, computer, network, mechanical, or human error or otherwise, which may occur in the administration of the Program, the processing of qualifying purchase or in any Program-related materials; (5) late, lost, undeliverable, delayed, inaccurate, garbled, damaged or stolen sales data; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participation in the Program.

**10. Disputes:** Except where prohibited, participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Program shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Program, and in no event will entrant be permitted to obtain attorneys' fees or other legal costs; and (3) under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, indirect, 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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, or the rights and obligations of the participant and Sponsor in connection with the Program, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.