

ARM & HAMMER™ Oral Care Receipt Validation GWP Promotional Program Terms and Conditions

1. ELIGIBILITY

ARM & HAMMER™ Oral Care Receipt Validation GWP Promotional Program (the "Program") begins Monday, December 26, 2016 at 12:00:01AM Pacific Time ("PT") and ends on Saturday, April 8, 2017 at 11:59:59PM PT ("Reward Period"). Participation in the Program is only open to legal residents of the 50 United States and the District of Columbia, who are 18 years of age or older.

2. REWARD PROGRAM

Participants may participate in the Program by purchasing Three (3) ARM & HAMMER™ Toothpastes (4.3 oz. or larger) in one transaction at any retailer in store during the Reward Period. Participants who purchase Three (3) ARM & HAMMER™ Toothpastes (4.3 oz. or larger) during one (1) transaction from any retailer during the Reward Period will receive one (1) \$5 digital Visa® Prepaid Card ("Reward"). Approximate Retail Value ("ARV") of each Reward is \$5.00. **Limit: Participants may earn One (1) Reward during the Reward Period with qualifying purchases.** The total ARV of all Rewards available is based upon the number of qualifying purchases.

3. HOW TO PARTICIPATE

Purchase Three (3) ARM & HAMMER™ Toothpastes (4.3 oz. or larger) during one (1) transaction and submit a valid receipt of the qualified purchase. **All submissions of receipts must be received by Saturday, April 22, 2017 at 11:59:59PM PT to be eligible.** Before submitting a receipt, participants must highlight the Three (3) ARM & HAMMER™ Toothpastes (4.3 oz. or larger) on the receipt with a star or check. Participants must have the necessary Equipment and high-speed Internet access in order to participate. Photo of receipt must clearly show the receipt in its entirety. Participants should keep their receipt. Church & Dwight Co., Inc. reserves the right to require a participant to provide original receipt for verification purposes upon request. An eligible receipt with Three (3) ARM & HAMMER™ Toothpastes (4.3 oz. or larger) will earn one (1) valid submission into the Program. Participants can submit their receipt using this method detailed below:

Upload a photo of your receipt at www.AHPasteOffer.com and complete the registration form by entering your true and correct information in the required fields (required fields include: Full Name, Complete Mailing Address, Phone Number, Email Address and Birth Date).

4. REDEMPTION

Participants must submit a valid receipt via the method above to receive one (1) Reward. All receipts received will be reviewed and validated within twenty-four (24) hours. Rewards will be awarded only after receipt and validation of Three (3) ARM & HAMMER™ Toothpastes (4.3 oz. or larger). Upon validation, Participants will be sent one (1) Reward electronically to the email address provide during registration. Participants will also be sent instructions for redemption of their Reward. Sponsor is not responsible for late, lost, stolen, damaged, delayed, or undelivered Rewards. Sponsor is not responsible for any computer related malfunction that prevents the recipient from accessing entry or receiving their Reward via email.

The value assigned to a Reward is pre-assigned and may not be altered. Rewards become void if transferred, resold or repurposed. All Rewards are subject to verification. A Reward will be void and no redemption will be permitted if it (i) fails to pass anti-fraud detection measures;

(ii) is unauthorized, fake, or has been illegitimately obtained; (iii) contains any messages, code or other markings not recognized by the store administrator; (iv) contains printing or other errors; (v) is illegible or unreadable; (vi) has been previously entered or used; or (vii) is incorrectly or incompletely entered or submitted by a Participant.

Visa® Prepaid Card* Terms: Your Visa Prepaid Reward Promocode will arrive by email. You will have 6 months to redeem your Promocode for a Visa Virtual Account. Once accessed, you'll have 12 months to use your account wherever Visa Debit is accepted online or over the phone. Or, choose a Physical Visa Prepaid Card, to be mailed to you (USD \$3.00 shipping and handling fee will apply). Please note that some merchants may choose not to accept out of country currency at their own discretion. If this occurs, pay for your purchase by another payment method and use your Visa Virtual Account at a different merchant. Also note that a 2% Non-U.S. Currency Transaction fee will be applied if the merchant settles in a currency other than USD. Card is issued by the Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. *Swift Prepaid Solutions is the Service Provider for your Redemption Account and associated Card Accounts. Your Program Sponsor is the entity that marketed and/or distributed the reward, and is either a direct or indirect Client of Swift Prepaid. This Promocode is non-refundable. The full terms and conditions are available on the Promocode claim site. Click on "Product Terms" prior to selecting a Virtual Visa Card or a Plastic Visa Card. Swift Prepaid Solutions is the Service Provider for your Redemption Account and associated Card Accounts. Your Program Sponsor is the entity that marketed and/or distributed the reward, and is either a direct or indirect Client of Swift Prepaid.

5. YOUR CONSENT

By participating, you grant permission and consent to Snipp Interactive, to respond via email messages and must agree to accept all applicable charges associated therewith, if applicable. The Participant is responsible for any damage/loss due to use of a Reward. Snipp Interactive and Church & Dwight Co., Inc. are not responsible for any malfunction or inconvenience that may occur. By participating in the Program, you agree (i) to release, discharge, indemnify and hold harmless Church & Dwight Co., Inc., Snipp Interactive and their respective parent, subsidiaries, affiliates, retailers, and advertising and promotion agencies, and all of their respective officers, directors, shareholders, employees and agents (collectively, "Released Parties") from any liability or damages which may arise out of your participation in the Program or out of the acceptance, use, misuse or possession of any product or service attained through this Program. The Participant is responsible for any damage/loss due to use of a Reward.

Receipts obtained through unauthorized means or illegitimate channels will be void. Receipts that cannot be validated for any reason will be rejected. For example only, and not an all-inclusive list, a receipt will be rejected if it: (i) fails to pass anti-fraud detection measures; (ii) is unauthorized, fake, or has been illegitimately obtained; (iii) contains any messages, code or other markings not recognized by the administrator; (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) has been previously used; or (vii) is incorrectly or incompletely entered or submitted. Receipts cannot be sold, traded, auctioned or bartered; all of which will be void. Duplicate requests and requests from resellers, dealers/distributors, their employees or warehouse facilities, groups, clubs or organizations will be void. All requests become the property of Released Parties and will not be returned. Program is void where taxed, prohibited, or restricted by law. Fraudulent submission could result in federal prosecution under mail fraud rules and regulations. All applicable federal, state and local laws and regulations apply. Released Parties are not responsible for late, lost, incomplete, illegible, delayed, inaccurate, garbled, undelivered, misdirected requests, email, texts, or mail, or other errors or problems of any kind relating to or in connection with the Program, whether printing, typographical, technical,

computer, network, human, mechanical, electronic or otherwise, including, without limitation, errors or problems which may occur in connection with the administration of the Program or in any Program-related materials. Persons found tampering with or abusing any aspect of this Program, or who are otherwise not in compliance with these terms, as solely determined by Released Parties will not be eligible. Released Parties are not responsible for injury or damage to participants' or to any other person's computer or mobile device related to or resulting from participating in this Program.

6. PRIVACY POLICY

Any personally identifiable information collected from Participant during participation in the Program will be collected by Program Sponsor or its agents, and used by Program Sponsor and its respective affiliated companies and agents for administration and fulfillment of this Program as described in these Terms and Conditions, and in accordance with Program Sponsor's Privacy Policy at <http://www.churchdwight.com/privacy-policy.aspx>.

7. SPONSOR

Church & Dwight Co., Inc., 500 Charles Ewing Boulevard, Ewing, NJ 08628