

Store Brand Infant Formula Terms and Conditions

1. Eligibility & Reward Period

The Store Brand Infant Formula Program ("Program") begins Tuesday, April 24, 2018 at 9:00:00 AM Eastern Standard Time ("EST") and ends on Wednesday April 24, 2019 at 11:59:59 PM EST ("Reward Period"). Participation in the Program is only open to legal residents of the fifty (50) United States and the District of Columbia, who are 18 years of age or older. Employees of Perrigo ("Sponsor"), Snipp Interactive and their respective parents, subsidiaries, distributors, affiliates, promotion and advertising agencies, and members of their immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to participate in this Program.

2. Reward Program

Participants may participate in the Program by purchasing any variety of store brand infant formula during the Reward Period ("Qualifying Purchase"). Participants who make a Qualifying Purchase and submit their receipt as directed herein will receive one (1) rebate via PayPal or eVisa covering the cost of the Qualifying Purchase, up to a maximum of \$20 ("Reward"). **Limit of one (1) Reward per household throughout the Reward Period.**

***Eligible Products:**

Rebate valid on the following store brands: Parent's Choice (Walmart), Up & Up (Target), Member's Mark (Sam's Club), Kirkland Signature (Costco), Berkley & Jensen Baby (BJ's Wholesale Club), Well Beginnings (Walgreens), Babies R Us, CVS Health, Little Journey (ALDI), Tugaboos (Rite Aid), Little Ones (Kmart), Comforts for Baby (Baker City Market, Dillons, Food 4 Less, Fred Meyer, Frys, King Soopers, Kroger, QFC, Ralphs, Smith's), Signature Care (Acme, Albertsons, Carrs, Dominck's, Genuardi's, Jewel, Lucky, Randalls, Safeway, Shaws, Tom Thumb, Vons), Home 360 Baby (Hannaford, Food Lion), Always My Baby (Giant, Stop & Shop), Baby Basics (Bristol Farms, Cub Foods, Farm Fresh, Hornbachers, Shoppers Food & Pharmacy, Shop 'N Save), Tippy Toes by Top Care (Big Y, Bi-Lo, Brookshire, Coborn's, HyVee, Lowe's Foods, Price Chopper, Raley's, Schnuck's, Scolari's, Stater Bros, Tops, United Supermarkets, Wegmans, Weis Markets, Winn Dixie), Meijer, Giant Eagle Baby, LIDL, and H.E.B. Baby.

3. How to Participate

Make a Qualifying Purchase and take a photo of the valid receipt ("Receipt Photo") showing the Qualifying Purchase. Before submitting a Receipt Photo, Participants must highlight the Eligible product* on the receipt with a star or check mark. Receipt Photo(s) must clearly show the receipt in its entirety. Participants should keep their receipt. Sponsor reserves the right to require Participants to provide original receipt for verification purposes upon request.

Participants can submit their Receipt Photo via either of the two (2) methods below:

- a) Text the keyword "**FORMULA**" to **811811** to receive a text message with submission instructions. Text HELP for help STOP to Stop. Limit of 160 characters per text.

- b) Upload your Receipt Photo(s) at <https://formularebate.com> (the "Website") and register for the Program.

All submissions of Receipt Photos must be received by Wednesday April 24, 2019 at 11:59:59 PM EST to be eligible to receive a Reward. Regardless of method of submission, Participants must complete the registration form in its entirety by entering their true and correct information in the required fields (required fields include: Full Name, Complete Mailing Address, E-mail Address, and Phone Number).

4. Redemption

Participants must submit a valid receipt that contains a Qualifying Purchase via one (1) of the above methods to receive one (1) Reward. Rewards are subject to compliance with the issuer's full terms and conditions. All receipts received during Reward Period will be reviewed and validated within forty-eight (48) hours. Upon receipt and verification of a Qualifying Purchase, Participants will be sent their Reward via the email address supplied during registration. Any unused balance will not be awarded. Rewards expire on date specified on each gift card if specified. Valid only in the fifty (50) United States and the District of Columbia and void where prohibited. 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 the registration form or receiving their Reward.*

5. TEXT MESSAGING (SMS) TERMS AND RESTRICTIONS:

Standard message and data rates may apply. By texting "**FORMULA**" to 811811, Participants consent to receive up to eight (8) text messages (pertaining only to this Program) via an automatic telephone dialing system to the number provided from Snipp Interactive on behalf of Sponsor. Your consent to the above is not required to make a purchase or for Reward eligibility. You may text HELP to 811811 at any time for help, or text STOP to opt-out. **Carrier specific charges for text messages may apply, including error messages, depending on your individual cellular pricing plan, in accordance with your cellular customer agreement.** SMS may not be available for all service providers or for all handsets. Cellular phone carrier's instructions for text messaging may be different. Check your phone capabilities and service provider for specific instructions. Sponsor makes no guarantee that any particular wireless service provider will be compatible with this Program. Participants are responsible for all applicable fees and taxes associated with Program participation. Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice.

6. Your Consent

Participants are responsible for any damage/loss due to use of a Reward. Sponsor is not responsible for any malfunction or inconvenience that may occur. Receipts obtained through unauthorized means or illegitimate channels will be void. 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" (as defined below) 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. Participants cannot substitute, transfer, or redeem Rewards for cash. By participating in the Program, Participants agree (i) to release, discharge, indemnify and hold harmless the Sponsor, 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 participation in the Program or out of the acceptance, use, misuse or possession of any

product or service attained through this Program. 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 receipts, Reward 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, who are acting in a disruptive or unsportsmanlike manner 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.

7. Privacy Policy

Any personally identifiable information collected from Participants 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 as stated at <https://www.perrigo.com/privacy.aspx>.

8. Sponsor

Perrigo, 515 Eastern Avenue, Allegan, Michigan 49010