

## Valvoline™ 150 Giveaway Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** Valvoline™ 150 Giveaway (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least sixteen (16) years old at the time of entry. Employees of Ashland Inc., HelloWorld, Inc., and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

**2. Sponsor:** Ashland Inc., 50 E. RiverCenter Blvd. Covington, KY 41012. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Promotion begins on April 27, 2016 at 12:00 a.m. Eastern Time ("ET") and ends on July 27, 2016 at 11:59 p.m. ET (the "Promotion Period"). The Program consists of a grand prize entry period (the "Grand Prize Entry Period") which coincides with the Promotion Period and ninety-two (92) daily entry periods (each a "Daily Entry Period"). Each Daily Entry Period begins at 12:00 a.m. ET and ends at 11:59 p.m. ET. Administrator's computer is the official time-keeping device for this Promotion.

**4. How to Enter:** During the Promotion Period, each entrant may enter either through "Team Valvoline" or "Valvoline Instant Oil Change," as outlined below. The website (either Team Valvoline Website or VIOC Website as defined below) that you use to register will dictate where you earn your entries and plays.

### **Team Valvoline:**

**a. Purchase Valvoline Motor Oil:** During the Promotion Period, visit an authorized Valvoline retailer and make a purchase of Valvoline motor oil and take a photo of your receipt. During the Promotion Period, visit <http://valvoline150.com> (the "Team Valvoline Website") and complete and submit the registration form including a valid email address. Then, follow the links and instructions to upload the photo of your receipt. You automatically will receive: one (1) entry into the applicable Daily Entry Period drawing, one (1) entry into the Grand Prize drawing and will advance to the Instant Win Game page where you will receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

### **b. Online Method of Entry:**

**i. Instant Win Game and Daily Entry Period Sweepstakes:** During the Promotion Period, to enter without making a purchase, visit <http://valvoline150.com> (the "Team Valvoline Website") and complete and submit the registration form including a valid email address. Then, follow the links and instructions to request a code. A code will be sent to the email address provided on the code request

form. Then, during the Promotion Period, click on the link found within the email and follow the links and instructions to enter the code. You automatically will receive: one (1) entry into the applicable Daily Entry Period drawing, and will advance to the Instant Win Game page where you will receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

- ii. Grand Prize Sweepstakes: To enter the Grand Prize drawing without making a purchase, hand print your name, address, day and evening phone numbers, email address, date of birth, and the words "Grand Prize Team V" on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Valvoline 150 Giveaway – Grand Prize Team V," c/o HelloWorld, Inc., P.O. Box 5046, Department 824797, Kalamazoo, MI 49003-5046. You will receive one (1) entry into the Grand Prize drawing. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by July 27, 2016 and received by August 3, 2016. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each Team V entrant may receive a maximum of five (5) Instant Win Game plays, five (5) Daily Entry Period entries and five (5) Grand Prize entries during the Promotion Period regardless of method of entry.

#### **Valvoline Instant Oil Change:**

- a. **Purchase Oil Change Service**: During the Promotion Period, visit a Valvoline Instant Oil Change service location and make a purchase of Valvoline Instant Oil Change service and take a photo of your receipt. During the Promotion Period, visit <http://instantoil150.com> (the "VIOC Website") and complete and submit the registration form including a valid email address. Then, follow the links and instructions to upload the photo of your receipt. You automatically will receive: one (1) entry into the Grand Prize drawing and will advance to the Instant Win Game page where you will receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.
- b. **Online Method of Entry**:
  - i. Instant Win Game: During the Promotion Period, to enter without making a purchase, visit <http://instantoil150.com> (the "VIOC Website") and complete and submit the registration form including a valid email address. Then, follow the links and instructions to request a code. A code will be sent to the email address provided on the code request form. During the Promotion Period, click on the link found within the email and follow the links and instructions to enter the code. You automatically will advance to the Instant Win Game page and receive: one (1) Instant Win Game play for that day. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will

be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

- ii. **Grand Prize Sweepstakes:** To enter the Grand Prize drawing without making a purchase, hand print your name, address, day and evening phone numbers, email address, date of birth, and the words "Grand Prize Valvoline Instant Oil Change" on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Valvoline 150 Giveaway – Grand Prize Valvoline Instant Oil Change," c/o HelloWorld, Inc., P.O. Box 5046, Department 824797, Kalamazoo, MI 49003-5046. You will receive one (1) entry into the Grand Prize drawing. **Limit:** One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by July 27, 2016 and received by August 3, 2016. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

**Limit:** Each Valvoline Instant Oil Change entrant may enter/play a maximum of five (5) times during the Promotion Period regardless of method of entry.

Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

**Bonus Sweepstakes Entries:** During the Promotion Period, there are multiple ways to earn bonus Sweepstakes entries, as outlined below.

- a. **Tweet via Twitter (Team Valvoline and Valvoline Instant Oil Change):** After you enter the Promotion, click on the Twitter button to tweet a message about the Promotion via Twitter and you will receive one (1) additional entry into the Grand Prize drawing. **Limit:** Each entrant may receive only one (1) additional entry during the Promotion Period through this method.
- b. **Facebook Referral (Team Valvoline and Valvoline Instant Oil Change):** You will be invited to share the Promotion on your wall. The wall post will contain a unique link to the Promotion. For one (1) friend that registers for the Promotion through the unique link you posted, you will earn one (1) bonus entry into the Grand Prize drawing. **Limit:** Each entrant may receive only one (1) additional entry during the Promotion Period through this method.
- c. **Opt-in to receive VIOC emails (Valvoline Instant Oil Change only):** You will be invited to opt-in to receive email messages from Valvoline Instant Oil Change. Should you elect to receive email messages from VIOC, follow the links and instructions to opt-in to receive email messages to receive one (1) additional entry into the Grand Prize drawing.

To earn a bonus entry without opting in to receive email messages, hand print your name, address, day and evening phone numbers, email address, date of birth, and the words "Email Messages" on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Valvoline 150 Giveaway – Email Messages," c/o HelloWorld, Inc., P.O. Box 5046, Department 824797, Kalamazoo, MI 49003-5046. You will receive one (1) entry into the Grand Prize drawing. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by July 27, 2016 and received by August 3, 2016. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive a maximum of one (1) additional entry during the Promotion Period for either opting-in to receive emails from Valvoline Instant Oil Change or sending in a mail-in entry as described above.

- d. Opt-in to receive VIOC mobile messages (Valvoline Instant Oil Change only):** You will be invited to opt-in to receive mobile messages from Valvoline Instant Oil Change. Should you elect to receive mobile messages from VIOC, follow the links and instructions to opt-in to receive mobile messages to receive one (1) additional entry into the Grand Prize drawing.

**Message and data rates may apply.** Text **STOP** to 58720 to opt out and to discontinue further participation in the Promotion. Text **HELP** for information. Send questions to [vioc\\_customer\\_care@ashland.com](mailto:vioc_customer_care@ashland.com). You will receive one text message in response to your entry and no more than four text messages per month from an automated system with coupons and offers. Participating carriers include: ATT, Sprint, Verizon, TMobile, among others. Consent is not required to buy goods and services. To view the Sponsor's Mobile Privacy Policy, <http://www.vioc.com/privacy-policy>. To view the Sponsor's Mobile Terms and Conditions, [www.vioc.com/sms-terms-conditions](http://www.vioc.com/sms-terms-conditions).

To earn a bonus entry without opting into to receive mobile messages, hand print your name, address, day and evening phone numbers, email address, date of birth and the words "Mobile Messages" on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Valvoline 150 Giveaway – Mobile Messages," c/o HelloWorld, Inc., P.O. Box 5046, Department 824797, Kalamazoo, MI 49003-5046. You will receive one (1) entry into the Grand Prize drawing. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by July 27, 2016 and received by August 3, 2016. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive a maximum of one (1) additional entry during the Promotion Period for either opting-in to receive mobile messages from Valvoline Instant Oil Change or sending in a mail-in entry as described above.

- e. Redeem Team V Points (Team Valvoline only):** You may redeem 150 points from the Team V loyalty program to receive one (1) additional entry into the Grand Prize drawing. To earn bonus entries without redeeming Team V points, hand print your name, address, day and evening phone numbers, email address, date of birth and the words "Team V Points" on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Valvoline 150 Giveaway – Team V Points," c/o HelloWorld, Inc., P.O. Box 5046, Department 824797, Kalamazoo, MI 49003-5046. You will receive one (1) entry into the Grand Prize drawing. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by July 27, 2016 and received by August 3, 2016.

All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive a maximum of five (5) additional entries during the Promotion Period for either redeeming Team V Points or sending in a mail-in entry as described above.

- f. **Watch Video (Valvoline Instant Oil Change only):** You will be invited to watch a short video about Valvoline Instant Oil Change. Follow the links and instructions to watch the video and you will receive one (1) additional entry into the Grand Prize drawing. Limit: Each entrant may receive only one (1) additional entry during the Promotion Period through this method.

**5. Sweepstakes/Instant Win Game:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Daily Entry Period winner from all eligible entries received during the applicable Daily Entry Period on or around the next business day following the conclusion of the applicable Daily Entry Period. Non-winning Daily Entry Period entries will carry over into subsequent Daily Entry Period drawings. Administrator will randomly select the potential Grand Prize winner from all eligible entries received during the Promotion Period, on or around August 8, 2016. Instant Win Game: Team Valvoline: Thirteen thousand seven hundred eight (13,708) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated. **Valvoline Instant Oil Change:** Thirteen thousand eight hundred (13,800) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

**6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.**

**7. Verification of Potential Winners:** Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winners will be notified by mail, email or phone. The potential Grand Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded.

Unclaimed prizes valued at \$25 or less will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

**8. Prizes:**

**Sweepstakes Prizes:** ONE (1) GRAND PRIZE: A \$150,000 check. Approximate Retail Value ("ARV"): \$150,000. NINETY-TWO (92) FIRST PRIZES (one (1) awarded per Daily Entry Period): A \$150 Visa® gift card. ARV: \$150. Odds of winning the Sweepstakes Prize depend on the number of eligible entries received during the applicable Entry Period. Limit: one (1) Sweepstakes prize per person.

**Instant Win Game Prizes:**

**Team Valvoline Prizes:**

Prize	ARV	Total Quantity	Quantity awarded Daily
Retro Clock	\$20	1,656	18
Coasters	\$15	1,564	17
Garage Sign	\$15	1,564	17
Valvoline Hat	\$15	1,564	17
A \$5 retail gift card	\$5	2,944	32
\$10 retail gift card	\$10	2,944	32
\$20 retail gift card	\$20	1,472	16

**Valvoline Instant Oil Change Prizes:**

Prize	ARV	Total Quantity	Quantity awarded Daily
Free Fuel Treatment awarded as certificate	\$19.99	2,944	32
Free Tire Rotation awarded as certificate	\$19.99	1,840	20
Free Air Filter awarded as certificate	\$21.99	1,472	16
Free Cabin Air Filter awarded as certificate	\$39.99	1,472	16
\$10 off any service awarded as certificate	\$0	1,564	17
\$5 off any service awarded as certificate	\$0	4,048	44
Retro Clock	\$20	184	2
Valvoline Hat	\$15	276	3

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) Instant Win Game prize per person.

For All Prizes: Terms and conditions of gift cards and certificates apply. No cash equivalent will be provided. All prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: \$535,586.72

**9. Release:** By receipt of any prize, winner agrees to release and hold harmless Sponsor, HelloWorld, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "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 Promotion or receipt or use or misuse of any prize.

**10. Publicity:** Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**11. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**12. Limitations of Liability:** 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 Promotion; (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 Promotion; (4) technical or human error which may occur in the administration of the Promotion 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 Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**13. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded 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 Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant 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 Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, 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.

**14. Entrant's Personal Information:** Information collected from entrants is subject to the Sponsor's Privacy Policy <http://www.ashland.com/privacy> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

**15. Winner List:** For a winner list, visit <http://bit.ly/23ZzKXm>. The winner list will be posted after winner confirmation is complete.

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