

BOUDREAU'S OPERATION SHOWER GIVEAWAY PROMOTION
TERMS AND CONDITIONS

PROMOTION OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND DC 18 YEARS OF AGE OR OLDER
AT DATE OF ENTRY WHO ARE ACTIVE MEMBERS OF THE UNITED STATES ARMED FORCES. VOID IN
PUERTO RICO, ALL US TERRITORIES AND POSSESSIONS AND WHERE PROHIBITED.

PROMOTION PERIOD: The Boudreaux's® Operation Shower Giveaway Promotion (the "Promotion") begins at 12:00:00 AM Eastern Time ("ET") on 8/30/17 and ends at the earlier of 9/17/17 or when supplies are exhausted (the "Promotion Period"), whichever comes first. Sponsor's computer is the official time keeping device for the Promotion.

ELIGIBILITY: This Promotion is open only to legal residents of the 50 United States and the District of Columbia, 18 years of age or older at the time of entry (or offer request) who are active members of the United States Armed Forces, have an Instagram® account and follow the instructions herein to participate. ("Participants"). Employees of C.B. Fleet Company, Inc. a Prestige Brands Company (the "Sponsor"), Marden-Kane, Inc. (the "Administrator") and any of either company's affiliates, parent companies, subsidiaries, advertising and promotion agencies and members of their immediate families (parents, children, siblings, and spouses) and/or persons living in the same households as such persons, whether related or not, are ineligible to enter this Promotion and cannot obtain an award. Void in Puerto Rico, all U.S. territories and possessions and where prohibited by law.

HOW TO PARTICIPATE: To participate you'll first need to become a registered user of www.Instagram.com ("Instagram"). Once you become a member and log in, your account must be set to "public". If you do not have an account, visit www.Instagram.com to create one. There is no fee or charge to become a registered user. By submitting your information and creating an Instagram® account, you agree to Instagram's terms of use and privacy notice. If you do not agree to such terms of use and privacy notice, you cannot create an Instagram® account, or participate in this Promotion.

Instagram® Offer Request Requirements:

1. You must follow @ButtPasteBaby.
2. Post must include photo of only your infant.
3. Your Post must include the hashtag "#ButtPasteSalutesOffer" in the photo caption.
4. Post must be made from one Instagram® account only. Multiple Instagram® accounts and/or identities may not be used and anyone found to use multiple Instagram® accounts and/or identities to enter will be ineligible.
5. Your Instagram® privacy options on the account settings must be set to "OFF".

Up to the first five hundred (500) Participants will receive an award which will consist of the following items as solely determined by the Sponsor: One (1) 4 oz Tube of Boudreaux's butt paste valued at \$7, Two (2) branded washcloths valued at \$5, and One (1) branded diaper cover valued at \$5. Awards are provided "as is" and without warranty of any kind, express or implied, by the Sponsor. Fulfillment of all awards will be within 6 to 8 weeks after the conclusion of the Promotion. ARV ("Average Retail Value") of award: \$17 each. Taxes, if any, are the sole responsibility of Participant. Participants agree to release and hold harmless Sponsor, Administrator and each of their affiliates, licensees, parents, franchisees, subsidiaries, prize suppliers, advertising and promotion agencies, including Administrator, and each of their respective employees, officers, directors, shareholders, agents, successors and assigns (collectively, the "Releasees") from any and all liability or any injuries, losses or damage of any kind which may arise from or in connection with this Promotion or the acceptance and/or use of any award. Award includes

delivery to a single location within the 50 U.S./D.C. All depictions of the award shown in any advertising may vary from actual award provided. In no event will more than the stated number of awards be awarded.

Limit of one (1) offer request per person throughout the Promotion Period. If any individual submits offer requests in excess of the disclosed maximum, by any means, including but not limited to establishing multiple Instagram® accounts, they will be disqualified from participation in this Promotion. The name of the person submitting the offer request must be the authorized account holder of such Instagram® account, otherwise the offer request may be deemed void. In the event of a dispute over the identity of a Participant, the offer request will be declared made by the authorized holder of the Instagram® account used for offer request, and the Participant may be required to provide identification sufficient to show that he/she is the authorized account holder of such Instagram® account. It is the sole responsibility of the Participant to notify the Sponsor in writing if the Participant changes his or her Instagram® account during the Promotion Period.

By uploading your photo, you agree that your photo: (1) conforms to the Terms of Use/Guidelines and Content Restrictions of Instagram®; (2) conforms to the Guidelines and Content Restrictions below; and (3) Sponsor and/or Administrator, in their sole discretion, and without notice, may deem a request void if it is determined that the photo fails to conform to the Guidelines and Content Restrictions.

Guidelines and Content Restrictions:

- Photo must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity, copyright, trademark or other intellectual property rights;
- Photo must not disparage or embarrass Sponsor, their owners and employees, or any other person or party affiliated with the promotion and administration of this Promotion;
- Photo must not feature brand names or trademarks of others outside of Boudreaux's Butt Paste®.
- Photo must be Entrant's original photo of Entrant's child and cannot be edited or manipulated (such as the use of Photoshop, adding words to the photo etc.) in any way, other than to use the filter options available to Instagram® users;
- Photo must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- Photo must not contain any materials relating to lotteries, gambling, tobacco, alcohol or drugs, pornography, adult-oriented content or any other sexually-explicit material;
- Photo must not contain anything that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- Photo must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Photo is created.

If the Sponsor determines that the content of the offer request fails to conform to the Guidelines and Content Restrictions, the offer request will not be eligible for any award consideration and may be withdrawn without notice from the Promotion at any time, at the sole discretion of the Sponsor and/or Administrator. Participants agree to be bound by these terms and conditions (the "Terms and Conditions") and consent to the use of their names and/or photographs by Sponsor and/or Administrator for advertising or publicity purposes (including use on the Sponsor's website and social media channels) without further consideration, except where prohibited by law.

NOTIFICATION AND AWARD FULFILLMENT: The Sponsor or its representative will contact each Participant via direct message to the Participants' Instagram® account on or about five (5) business days after the close of the Promotion. The Participant will be required to respond to the direction in the message within 48 hours via the Participants United States Armed Forces issued email address. Required Participant information will include the military identification number and full contact information (first name, last name, city, state and zip code). In the event that a Participant cannot be contacted, fails to respond to a direct message notification with the requested information within the required time-frame or if an award or award notification is returned as undeliverable, award will be forfeited. In order to receive the comment notification, the Participant's device and Instagram® settings must be set to receive push notifications.

GENERAL RULES: By participating, Participants acknowledge compliance with these Terms and Conditions including all eligibility requirements. No substitution, transfer, or cash equivalent for any award will be provided.

RESTRICTIONS & REQUIREMENTS: Any issues concerning the validity, interpretation or enforceability of these Terms or Conditions, or the rights and obligations of Participants and Sponsor, shall be resolved by binding arbitration, governed by and construed in accordance with the laws of the State of New York, without giving effect to any conflict of law, which might find otherwise.

INTERNET: Participants further agree that the Sponsor and Administrator are not responsible for the following: (a) Electronic transmissions, or submissions that are late, incomplete, inaudible, illegible, damaged, garbled, destroyed, misdirected or not received by Sponsor or its agents for any reason; (b) Any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures and/or human error that may occur in the transmission, receipt or processing of entries or related materials; or for destruction of or unauthorized access to, or alteration of, entries or related material; (c) Failed or unavailable hardware, network, software or telephone transmissions, damage to Participants' or any person's computer and/or its contents related to or resulting from participation in this Promotion, or (d) Causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Promotion; (e) Any submissions provided in a manner that is not expressly allowed under these Terms and Conditions (all such which will be disqualified); (f) Any printing errors in these Terms and Conditions or in any advertisements or correspondence in connection with this Promotion. Sponsor reserves the right, in its sole discretion, to cancel or suspend this Promotion should virus, bugs, fraud, hacking or other causes beyond the control of the Sponsor corrupt the administration, security or proper play of the Promotion. If, in Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Promotion or if technical difficulties compromise the integrity of the Promotion, the Sponsor reserves the right to void suspect submissions and/or terminate the Promotion.

CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

SPONSOR: Boudreaux's Butt Paste®, by C.B. Fleet Company, Inc., a Prestige Brands Company, 660 White Plains Road, Suite 250, Tarrytown, NY 10591

ADMINISTRATOR: Marden-Kane, Inc., 575 Underhill Blvd, Suite 222, Syosset, NY 11791.

This program is in no way sponsored, endorsed or administered by, or associated with, Instagram®. You understand that you are providing your information to Sponsor and not to Instagram®. The information you provide will be used for the purposes of program administration.