

Cord Blood Registry's *Thank Off Contest* GIVEAWAY

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE CHANCES OF WINNING. MANY WILL ENTER; FEW WILL WIN A PRIZE. THIS GIVEAWAY IS VOID WHERE PROHIBITED BY LAW.

The Cord Blood Registry *Thank Off Contest* Giveaway ("the Giveaway") begins at 12:01 a.m. PT on November 20, 2015 and ends at 11:59 p.m. PT on November 30, 2015 (the "Giveaway Period").

The Giveaway is administered and sponsored by Cbr Systems, Inc. 1200 Bayhill Drive, 3rd Floor, San Bruno, California 94066 ("Sponsor" or "Cord Blood Registry").

1. WHO CAN ENTER:

The Giveaway is offered electronically via (a) Votigo, Inc. application on the Facebook platform at <http://www.facebook.com/CordBloodRegistry>, (b) Twitter, and (c) Instagram (each, a "Platform"), only within the United States and not where otherwise prohibited by law. Entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry if entering via Votigo, or if entering via Twitter or Instagram, the authorized account holder of the Twitter or Instagram account used to enter the Giveaway. The "authorized account holder" is defined as the natural person who is assigned (a) to an email address by an Internet access provider, on-line service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted e-mail address, or (b) to an authorized Twitter or Instagram account. The Giveaway is open to all natural persons who (i) are legal residents of the United States, (ii) have Internet access with a valid email address, and (iii) are 18 years of age or older at the time of entry. Employees, officers, and directors of Sponsor, its parent companies, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and legal advisors, and their immediate family members and persons living in their same household are not eligible to participate in the Giveaway. All federal, state, and local laws and regulations apply.

2. HOW TO ENTER:

No purchase necessary to enter and win a prize. Making a purchase will not improve chances of winning.

To enter the Giveaway via Facebook, the user must take the following steps:

1. Visit the Cord Blood Registry Facebook Page at <http://www.facebook.com/cordbloodregistry> and log in with a valid Facebook account.
2. Click on the *Thank Off Contest* Giveaway tab.
3. Submit a photo, video, or essay about what you are thankful for.
4. Click a box that states the user accepts these Official Rules.

To enter the Giveaway via Twitter, the user must take the following steps:

1. Follow @cordblood on Twitter.
2. Upload a photo or video or Tweet at us telling us who you're thankful for and why.
3. Tag the photo with #CBRThankOffContest and tweet it.
4. Your entry via Twitter must comply with Twitter's rules and policies which can be found at <https://support.twitter.com/articles/18311-the-twitter-rules#>.

To enter the Giveaway via Instagram, the user must take the following steps:

1. Follow @cordbloodregistry on Instagram.
2. Upload a photo or video to Instagram and tell us who you are thankful for and why.
3. Tag the picture using #CBRThankOffContest

Only one entry per authorized account holder allowed per day (12:00 a.m. through 11:59 p.m. per calendar date) during the Giveaway Period. Each authorized account holder is only eligible to win one time during the entire Giveaway Period. Entrants may not use multiple accounts on any Platform or across different Platforms to submit more than one entry per day. Anyone found to be using multiple accounts or Platforms to try to increase their chances of winning will be ineligible to win the Prize and may have their account suspended by the Platforms for violations of the Platforms' rules and policies. All required entry information must be complete or entry will be deemed void. Sponsor assumes no responsibility for garbled, incomplete, late, lost or misdirected entries. In the event of a dispute as to who submitted an entry to the Giveaway, the authorized account holder of the email address shall be considered the valid entrant. All entries must be received by Cord Blood Registry by the end of the Giveaway Period. All entries are the exclusive property of Sponsor.

Photos or videos submitted for this Giveaway may not, in the reasonable and sole judgment of Sponsor, be obscene, sexually explicit, violent, offensive, promote unlawful or unsafe activities, disparage Sponsor or its services, communicate images inconsistent with the positive images to which Sponsor wishes to associate, invade privacy, intellectual property, or other rights of any entity, in any other way violate any applicable laws or regulations, or the rules, policies or terms of service of the Platform used to enter the Giveaway. Sponsor reserves the right to disqualify and request removal of entries that do not comply with these requirements.

Alternate Entry by Mail. To enter the Giveaway via U.S. mail, send your first and last name, complete street address, city, state/province, zip/postal code, email address and telephone number (including area code) on a 3.5" x 5" postcard and mail in a postage-paid envelope hand-printed to:

Cord Blood Registry's Thank Off Contest
Attention: Alexandra Uro-May
1200 Bayhill Drive, Suite 301
San Bruno, CA 94066

All required information must be complete and received by November 30, 2015 or entry will be deemed void. Entries submitted in this manner shall be eligible for the Prize on the date they are received.

3. PRIZE DETAILS:

A total of ten (10) prize winners will be selected by Sponsor across the various Platforms' entries, one winner for each day during the Giveaway Period (each a "Winner"). Each Winner will receive a \$100 gift card from Tango Card® (a "Prize", valued at \$100.00). All federal, state and local taxes, license, and all other costs related to receiving and using a Prize are the sole responsibility of each Winner. The Winner may be asked to present to Sponsor a valid U.S. driver's license or valid U.S. I.D. in order to receive the Prize.

Tango Card® is a registered mark of Tango Card. For more information about Tango Card please visit the Tango Card Terms of Service here: <https://www.tangocard.com/terms-of-service>

4. SELECTION OF WINNERS:

A total of ten (10) Winners will be selected by Cord Blood Registry, one winner for each day during the Giveaway Period from all eligible entries across the various Platforms. The odds of winning will depend on the number of eligible entries received. **MANY WILL ENTER; ONLY FIVE WILL WIN THE PRIZE FOR EACH DAY DURING THE GIVEAWAY PERIOD.**

4.A. How will the winners be notified, and what documentation will be necessary before awarding the prize?

The Winners will be contacted at the email address they provided during the entry process through the Votigo app, or contacted on Twitter or Instagram. The Winners will have 7 days from being notified to accept the Prize. The Winners may choose to forfeit the Prize. If a Winner is ineligible, chooses to forfeit a Prize or cannot be notified, the Prize will be forfeited, in which case an alternate winner will be selected by CBR and notified as set forth above.

The following documentation may be required before receiving the Grand Prize: A written acknowledgement, and a statement that the winner is a legal resident of the US.

4.B. The Prize Winner's acknowledgement may contain the following or substantially similar release language:

By accepting this Prize <name of Winner> agrees to release and hold harmless Sponsor, Facebook, Inc., Twitter, Instagram, and their respective subsidiaries and 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, to the extent permissible by law, arising out of receipt or use or misuse of any prize. This Release does not apply to claims for personal injury or death caused by the negligence of Sponsor.

By accepting a Prize, the Winner grants Sponsor the use of his/her name, voice, hometown, likeness, and photo submission for the purpose of advertising, trade, or promotion without further compensation, unless prohibited by law.

5. GENERAL RULES:

By entering the Giveaway, participants agree to accept and be bound by these Official Rules. Participants further agree to release, discharge and hold Facebook, Twitter, Instagram, Sponsor, their parents, affiliates, subsidiaries, agents, representatives, retailers, agencies and their respective officers, directors, employees and agents harmless from any and all liability, claims, losses, injuries, demands, damages, actions, and/or causes of actions whether direct or indirect, which may be due to or arise out of participation in the Giveaway or any portion thereof, or the acceptance, use, misuse, or possession of prizes.

By entering the Giveaway, the entrant grants Sponsor the use of his/her name, voice, hometown and likeness, as well as the unlimited use of any photograph the entrant submits, for the purpose of advertising, trade, or promotion without further compensation, unless prohibited by law. All entries are the exclusive property of Sponsor.

The Official Rules and the decisions of the Sponsor are final and binding in all respects. Void where prohibited by law, rule, or regulation. All national, regional, and local laws and regulations apply.

Sponsor is not responsible for late, lost, illegible, incomplete, stolen, garbled or misdirected entries, all of which are void.

Sponsor is not responsible for typographical errors in the promotional or informational materials for this Giveaway. In no event will more than the specified number of prizes be awarded.

Sponsor is not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, for incorrect or inaccurate entry information howsoever caused or other error of any kind whether human, mechanical or electronic.

All personal information collected will be treated in a manner consistent with the Cord Blood Registry Privacy Policy. By entering the Giveaway, you agree to all of the terms and conditions of the Cord Blood Registry Privacy Policy, which is available for review at <http://www.cordblood.com/privacy>.

Winners may be featured on the Cord Blood Registry Facebook fan page (<http://www.facebook.com/cordbloodregistry.com>) in press releases, on www.cordblood.com, Sponsor's Twitter accounts, Sponsor's Instagram account, and/or in a list of Winners to be published in accordance with these Official Rules, unless prohibited by law.

Should you experience any difficulties with any aspect of the Giveaway, please send an email to auomay@cordblood.com and mention the *Thank Off Contest* Giveaway.

6. DISQUALIFICATION & TERMINATION:

Entrants found tampering with or abusing any aspect of this Giveaway, as solely determined by the Sponsor, will be disqualified. If disqualified for any of the above abuses, Sponsor reserves the right to terminate entrant's eligibility to participate in the Giveaway.

In the event this Giveaway is compromised by virus, bugs, unauthorized intervention or other causes beyond the control of Sponsor which corrupt, or impair the administration, security, fairness or proper play of the Giveaway, Sponsor reserves the right in its sole discretion to suspend or terminate the Giveaway.

7. TAX INFORMATION:

All national, regional, local, and other taxes on the Grand Prizes are the sole responsibility of the Grand Prize Winner.

This Giveaway is in no way sponsored, endorsed or administered by, or associated with Facebook, Instagram, or Twitter. Information is being provided to Sponsor, not Facebook, Twitter, or Instagram.

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