



OWLETTE® EDUCATION AWARD CONTEST - 2019

— Official Rules —

NO PURCHASE NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

VOID WHERE PROHIBITED.

Who May Enter (Eligibility)

The Owlette® Education Award Contest - 2019 (the "Contest") is open to legal residents of the 50 United States and the District of Columbia ("U.S."), and Canada (excluding residents of Quebec), who have been enrolled as an Origami Owl, LLC ("O2") 'Owlette' (hereinafter "Owlette" or "Entrant") in O2's Owlette Program for at least one (1) year at the start of the Contest Period. Such Owlette must: (1) be a senior in high school and have not have attended college at the start of the Contest Period; (2) be a "Graduating Owlette" (an Owlette who has graduated from high school by the start of the 2019 O2 Experience Convention occurring in July 2019); and (3) be in good standing (as determined by O2 in its sole discretion). Entry into this Contest constitutes Entrant's full and unconditional agreement to these Official Rules and O2's decisions and interpretations, which are final and binding in all matters related to the Contest. A parent or guardian of an Owlette who is a minor must provide an Affidavit of Consent on behalf of the minor to be eligible to participate in the Contest and for minor's acceptance of the official Contest rules.

Contest Period

The Contest will begin at 12:00 noon CT on January 1, 2019 and will end on 11:59 p.m. CT on March 31, 2019 ("Contest Period"). Entries must be received by 11:59 p.m. CT on March 31, 2019. All dates are subject to change.

Overview:

Owlettes may enter the Contest by creating and submitting an essay ("Entry") via email to Owlettes@origamiowl.com describing why they should be a recipient of an Owlette Education Award and specifying what the Award will be used towards in connection with education expenses. Entries must also include the following: (i) the dates the Entrant has been enrolled in O2's Owlette Program; (ii) a description of what the Entrant has learned from O2's Owlette Program (both professionally and personally); (iii) a description of how the Entrant has incorporated O2's Mission Statement into their lives; and (iv) a photograph of Entrant showcasing Entrant's involvement with O2's Owlette Program. An Entrant may also submit a video as a part of the Entry (video submission is optional). The Entries will be reviewed and voted on by an

Independent Award Committee and the top two (2) Entries receiving the most votes will be selected as the winners ("Winners"). Each Winner will receive a prize consisting of a cash 'education award' in the amount of \$2,000 to be used toward education expenses.

How to Enter:

To enter the Contest, Owlettes must submit their Entry via email during Contest Period to Owlettes@origamiowl.com. By submitting Entry, Owlette's parent or guardian provides irrevocable authorization for O2 to use and publish the Entrant's name, business, photograph and/or video recording, personal story, state of residence and/or likeness in connection with Contest. Entries may only be submitted via email. O2 is not responsible for late, incomplete, illegible or incorrectly submitted Entries. O2 has no obligation to advise Entrant of an incomplete Entry. Limit of one entry per Owlette. Once the Entry is sent via email, the Entry is considered final and may not be modified, supplemented or edited.

Judging / Voting / Selection of Finalists and Winners:

On or about April 1, 2019 through June 15, 2019 (the "Voting Period"), a panel of Judges via an Independent Award Committee ("Committee") will, in its sole discretion, select the top two (2) Entries as Winners ("Winners") from all eligible Entries received during the Contest Period based on the following criteria ("Judging Criteria"): (1) Content (33%); (2) Overall Impact (33%); and (3) Demonstration of Commitment to O2's Mission Statement (33%).

- Content – How the Entrant puts ideas together so the Judge may understand the Entry; genuineness and authenticity
- Overall Impact – The sense one gets upon reading an Entry for the first time. Compelling Entries evoke laughter, sadness, anger, pride, wonder or another intense emotion. The initial impact should evoke a sense of what participating in O2's Owlette Program involves including learned business skills.
- Demonstration of Commitment to O2's Mission Statement – How the Entrant commits to being a Force for Good; to Love, Inspire, & Motivate people to reach their Dreams & Empower them to make a difference in the lives of others.

The two (2) Entries with the highest number of votes at the end of the last day of the Voting Period will be deemed the Winners. The names of the Winners will be announced at the annual 2019 O2 Experience Convention. The Winners will also be notified as follows: (1) O2 will post the names of the Winners on O2's Facebook page; (2) Winners will be notified via telephone by one of O2's Founders; and (3) Winners will receive a follow-up email after telephone call by one of O2's Founders. Winners must be affiliated with an O2 Independent Designer in good standing (as determined by O2 in its sole discretion) at the time the Winners are announced.

In the event of a tie in number of votes on eligible Entries, the Winner will be chosen in the Committee's sole discretion. Any ties will be resolved by the date the annual 2019 O2 Experience Convention occurs.

Prize(s):

There will be two (2) Winners chosen. The Prize will be awarded to the Winner's parent or guardian on behalf of minor. The Winners will each receive a "Prize" consisting of a cash 'education award' in the amount of \$2,000. Decisions of O2 are final and binding. Winner's parent or legal guardian will have until August 31, 2019 to claim or disclaim the Prize. If Winner's parent or legal guardian declines the Prize, Winner's winning status is then voluntarily voided. O2 will make all reasonable attempts to notify Winner; however, if no contact is made after such attempts, O2 reserves the right to award the Prize to the next qualifying Winner.

Taxes:

AWARDS OF PRIZE(S) TO POTENTIAL WINNER(S) ARE SUBJECT TO THE EXPRESS REQUIREMENT THAT THEY SUBMIT TO O2 ALL DOCUMENTATION REQUESTED BY O2 TO PERMIT IT TO COMPLY WITH ALL APPLICABLE STATE, FEDERAL AND LOCAL TAX REPORTING. TO THE EXTENT PERMITTED BY LAW, ALL TAXES IMPOSED ON PRIZE(S) WILL BE PAID BY O2. In order to receive a Prize, potential Winner must submit tax documentation requested by O2 or otherwise required by applicable law, to O2 or a representative for O2 or the relevant tax authority, as determined by applicable law. The potential winner is responsible for ensuring that they comply with all applicable tax laws and filing requirements. If a potential winner fails to provide such documentation or comply with such laws, the Prize may be forfeited and O2 may, in its sole discretion, select an alternate potential Winner from the Finalists.

General Prize Conditions:

Prizes are non-transferrable. No substitutions. All federal, state and local laws and regulations apply. Any portion of the Prize that is not used is forfeited. If O2 is unable to contact any potential Winner or if a potential Winner (or parent / guardian) fails to return all requested forms, fully-executed by the specified date, or fails to comply with these Official Rules, her or his prize will be forfeited at O2's discretion.

As a condition of being awarded Prize, Winners, and, to the extent the Winner is a minor then their parent or legal guardian will be required to execute and deliver to O2 a signed Affidavit of Eligibility / Release of Liability and a Right of Publicity Statement within five (5) days of the notification date before any Prize is awarded.

Odds of Winning:

The odds of winning depend on the number of eligible Entries received during the Contest Period.

Consent and Release:

By entering into the Contest, each entrant acknowledges that irrevocable authorization has been received from the Entrant (or Entrant's parent or legal guardian) for O2 to use and publish the Entrant's name, business, photograph and/or video recording, personal story, state of residence and/or likeness in connection with Contest.

Disclaimers:

O2 respects the privacy of minors and does not collect any more personal information than reasonably necessary to enable them to participate in the "Owlette" program. O2 follows the restrictions set forth in the Children's Online Privacy Protection Act ("COPPA"). O2's Privacy Policy is incorporated herein by reference: <https://www.origamiowl.com/termsandpp>.

Entry materials that have been tampered with or altered are void. If, in the O2's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, or if a computer virus, bug, unauthorized intervention, fraud, technical difficulties, or other failures compromise, corrupt, or otherwise affect the administration, integrity, security, fairness, or proper conduct of the Contest, O2 reserves the right at its sole discretion to: disqualify any individual who tampers with the entry process; void any entries submitted fraudulently; modify or suspend the Contest; or terminate the Contest and conduct a random drawing to award the prize using all eligible, non-suspect entries received as of the termination date. Should the Contest be terminated prior to the stated expiration date, notice will be posted on the O2 Website. Any attempt by an entrant or any other individual to deliberately damage any website or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, O2 reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. In the event of a dispute as to the identity of any potential Contest prize winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "**Authorized account holder**" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization (e.g., business, educational, institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Such Authorized account holder will be required to comply with these Official Rules.

By entering the Contest, entrant: (i) releases O2, and its respective subsidiaries, affiliates, directors, owners, employees and agents from any liability whatsoever and waives any and all causes of action related to any claims, costs, injuries, losses or damages of any kind arising out of or in connection with the Contest or the delivery, mis-delivery, acceptance possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity, privacy or defamation, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory; and (ii) agrees to be bound by these Official Rules and by the decisions of O2, which are final and binding in all respects. O2 reserves the right to change these Official Rules at any time, in its sole discretion and without notice, and to suspend or cancel the Contest or any entrant's participation in the Contest should causes beyond its control affect the administration, security or proper play of the Contest or if they are or otherwise become (as determined in O2's sole discretion) incapable of running the Contest as planned; O2 reserves the right, in its sole discretion, to disqualify any individual. O2 is not responsible for any incorrect or inaccurate information, whether caused by entrants, printing, human error, typographical, technical failures of any kind, mechanical, other errors, or by any of the equipment or programming associated with the Contest.

Winners List:

Beginning on or about August 1, 2019, interested persons may obtain the name of the Contest Winners by mailing a self-addressed stamped envelope to: Origami Owl, LLC, Owlette Education Award 2019 — Winners, Attn: Legal Department, 450 North 54th Street, Chandler, AZ 85226.

Sponsorship:

This Contest is sponsored by Origami Owl, LLC, 450 North 54th Street, Chandler, AZ 85226 (“**O2**”). Any other brand name, trademark or company mentioned during the Contest is referenced only to identify the products procured by O2 as Prize(s) in connection with Contest and all rights to those registered marks remain with the respective owners. Those brand names, trademarks and companies are not sponsors of the Contest and bear no involvement, responsibility or liability for the Contest.