

**ARM & HAMMER™**  
**12 Weeks of Hosting Hacks Sweepstakes**

**OFFICIAL RULES**

**No purchase necessary to enter or win. A purchase will not increase your chances of winning. Void where prohibited.**

**Use of Personal Data.** Sponsor and Administrator will be collecting personal data about Entrants online, in accordance with their privacy policies. Please review Sponsor's privacy policy at <https://churchdwright.com/privacy-policy.aspx> and Administrator's privacy policy at <https://cfapromo.com/privacy/>. By participating in the Sweepstakes, Entrants hereby agree to Sponsor's and Administrator's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's and Administrator's privacy policy.

**1. Entry Date:**

The "ARM & HAMMER™ 12 Weeks of Hosting Hacks Sweepstakes" ("**Sweepstakes**") Entry Period begins at 12:01 a.m. Eastern Time ("**ET**") Sunday, October 8, 2023 and ends at 11:59:59 p.m. ET Saturday, December 30, 2023 ("**Entry Period**"). The Sweepstakes will consist of twelve (12) unique entry and ending periods (see below chart) and twelve drawings (see chart below (each a "**Drawing**") to award one (1) prize in each Entry Period (each a "**Prize**"). Random Drawings will be conducted by the Administrator, based on the chart below, from all eligible entries received during the respective Entry Period. The Sponsor's designated server will be the official timekeeper for this Sweepstakes.

Entry Period Number:	Entry begins at 12:01 a.m. ET	Entry ends at 11:59:59 p.m. ET	Anticipated Drawing date:	Number of Prizes to be won:
Entry Period #1	10/8/23	10/14/23	10/16/23	(1) \$1,000
Entry Period #2	10/15/23	10/21/23	10/23/23	(1) \$1,000
Entry Period #3	10/22/23	10/28/23	10/30/23	(1) \$1,000
Entry Period #4	10/29/23	11/4/23	11/6/23	(1) \$1,000
Entry Period #5	11/5/23	11/11/23	11/13/23	(1) \$1,000
Entry Period #6	11/12/23	11/18/23	11/20/23	(1) \$1,000
Entry Period #7	11/19/23	11/25/23	11/27/23	(1) \$1,000
Entry Period #8	11/26/23	12/2/23	12/4/23	(1) \$1,000
Entry Period #9	12/3/23	12/9/23	12/11/23	(1) \$1,000
Entry Period #10	12/10/23	12/16/23	12/18/23	(1) \$1,000
Entry Period #11	12/17/23	12/23/23	12/25/23	(1) \$1,000
Entry Period #12	12/24/23	12/30/23	1/1/24	(1) \$1,000

NOTE: No entry will be carried forward to any remaining drawings (if any drawings remain). You must enter each Entry Period separately.

**2. Eligibility:**

The Sweepstakes is open only to legal residents of the fifty (50) United States and Washington, D.C. (i.e., excluding Guam, Puerto Rico and all other U.S. territories and possessions), who are physically located and residing therein, who are eighteen (18) years of age or older at the time of entry ("**Entrant**").

Employees of Church & Dwight Co., Inc., 500 Charles Ewing Blvd., Ewing, NJ 08628 (the “**Sponsor**”), and/or Cohen-Friedberg Associates, LLC, Falmouth, MA 02536 [www.cfapromo.com](http://www.cfapromo.com) (the “**Administrator**”), PureRED, BuzzFeed, Inc. and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies, retailers, distributors and suppliers (collectively the “**Sweepstakes Entities**”), and the immediate families (spouse, parents, children and siblings and their respective spouses, regardless of where they reside) and individuals living in the same households of any of the foregoing individuals, whether or not related, are ineligible to participate or win a Prize. This Sweepstakes is governed by these Official Rules and is subject to all applicable federal, state and local laws and regulations. Void where prohibited. By entering, you agree to fully comply with the Official Rules and you (or your parent/legal guardian on your behalf if you are under the age of majority in your state of legal residence) represent and warrant that you agree to be bound by these Official Rules and the decisions of the Sponsor, whose decisions shall be binding and final in all respects relating to this Sweepstakes.

### 3. HOW TO ENTER:

[Sponsor’s Sweepstakes entry page:](#)

- During the Entry Period, scan the QR code located on Arm & Hammer baking soda packaging or directly visit <https://www.buzzfeed.com/hostinghacks> (the “**Sweepstakes Site**”) to access the entry page.
- Complete the online official entry form with all required information found on the entry page.
- Complete your entry by agreeing to the Official Rules and submit.

LIMIT: One (1) Entry per person per day during each Entry Period.

Sponsor reserves the right to cancel or modify the Sweepstakes if fraud or technical failures destroy the integrity of the Sweepstakes, as determined by the Administrator and Sponsor in their sole discretion, and to award the Prize by a random drawing from all eligible entries received from the respective Drawing Period prior to the cancellation.

Sponsor reserves the right, in its sole discretion, to disqualify any entry that Sponsor believes, in its sole discretion, does not comply with or is in violation of these Official Rules or that otherwise contains prohibited or inappropriate content.

**Additional Entry Notes:** Once an entry has been submitted, Entrant cannot access/revise its entry in any way. Entries made on another’s behalf, by any other individuals or any other entity, including but not limited to commercial sweepstakes/contest subscription notification and/or entering services, will be declared invalid and disqualified for this Sweepstakes. Tampering with the entry process or the operation of the Sweepstakes is prohibited and any entries deemed by the Administrator and Sponsor, in their sole discretion, to have been submitted in this manner will be void. Entries will be deemed to have been submitted by the authorized account holder of the email address submitted on the entry form. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the

domain associated with the submitted email address. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

**Release of Liability:** By entering, all Entrants release and hold harmless the Sponsor, and Administrator and each of the Sweepstakes Entities and each of their respective employees, officers, directors and agents from and against all claims, loss, harm, injury, cost, expense and damages whatsoever, including without limitation, property damage, personal injury (including emotional distress), and/or death, arising in connection with each Entrant's participation and/or entry in the Sweepstakes and/or use or misuse of the Prize awarded in this Sweepstakes or participation in any Sweepstakes-related or Prize-related activity.

Sponsor is not responsible for problems downloading or uploading any Sweepstakes related information or documents to or from the web site or for any other technical malfunctions or failures of electronic equipment, computer on-line systems, servers or providers, computer hardware or software, or phone lines, failure of any electronic mail entry to be received by Sponsor on account of technical problems, traffic, congestion on the internet or the web site, or any other technical problems related to web site entries including, but not limited to, telecommunication miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit an Entrant's ability to participate in this Sweepstakes.

*Although it is free to enter the Sweepstakes, if you opt to access the Sweepstakes via your wireless mobile device, data rates may apply according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Sweepstakes. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions. Sponsor is not responsible for any charges.*

4. WINNER SELECTION:

Random Drawings will be conducted by the Administrator based on the chart listed in Rule #1 above, from all eligible entries submitted during the relevant Entry Period. Odds of winning will depend upon the number of eligible entries received for the relevant Entry Period.

5. PRIZES/APPROXIMATE RETAIL VALUE ("ARV"):

**Each Drawing (twelve (12) in all) will award one (1) Prize of \$1,000** payable by check in the name of the Winner. ARV of each Prize \$1,000.

Total ARV of all Prizes in this Sweepstakes is \$12,000.

Each prize winner will be required to submit an affidavit of eligibility / release of liability/ prize acceptance agreement, a W-9 request for tax payer identification (the "**Prize**

**Acceptance Release**") and return same within five (5) business days with all required information before being eligible to receive the Prize. If winner is under the age of majority in its state of legal residence, the Prize Acceptance Release must be executed by such winner's parent/legal guardian on its behalf. Each winner will receive a tax form 1099 for the value of their prize at year end. Failure to comply with the aforesaid deadlines will result in winner's forfeiture of the prize.

Any and all federal, state and local taxes on any Prize are the sole responsibility of the prize winner. Sponsor will not replace any lost, mutilated or stolen Prize. Any portion of a Prize not accepted or unclaimed and/or unused by a Winner will be forfeited and will not be substituted. No transfer, substitution, or replacement of Prize permitted,

Prize will be awarded only if the prize winner fully complies with these Official Rules. Sponsor or Sponsor's representative reserves the right to deny the prize to Winner, with no further compensation, if Winner engages in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

6. WINNER NOTIFICATION:

Conduct of the Sweepstakes is under the supervision of the Administrator. The Entrants who submitted a winning entry, will be notified by the email provided at the time of entry within two (2) business days of the relevant drawing. Administrator and Sponsor shall have no liability for any potential winning notification that is lost, intercepted or not received by the Entrant whose entry was selected as a winning entry or by any potential prize winner for any reason. If, despite reasonable efforts, any Entrant whose entry was selected as a potential Winner does not respond within (5) business days of the first notification attempt, or if the prize notification or Prize is returned as unclaimed or undeliverable to such potential Winner, the Entrant whose entry was selected as a winning entry will forfeit the opportunity to receive a Prize, and an alternate entry may be randomly selected from the remaining entries in the respective Drawing Period. If any potential prize Winner is found to be ineligible, or if the winning Entrant or potential prize Winner has not complied with these Official Rules or declines a Prize for any reason prior to award, such Entrant will be disqualified and an alternate Winner may be selected from the remaining entries in the respective Drawing Period.

7. PUBLICITY RELEASE/ASSIGNMENT OF RIGHTS:

Acceptance of any Prize constitutes the winning Entrant's permission for the Sweepstakes Entities to use Entrant's entry materials, in whole or in part, and Entrant's and prize Winner's name, photograph, likeness, voice, biographical information, statements and city and state of residence (collectively, the "**Attributes**"), for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter devised, in perpetuity, without further compensation or authorization, (except where prohibited by law), and releases the Sweepstakes Entities from all claims arising out of the use of such Attributes.

**Each Entrant:** (i) grants to the Sponsor, in perpetuity, a non-exclusive, royalty-free license to publish, display, reproduce, modify, edit or otherwise use his/her Attributes, in whole or in part, for advertising or promoting the Sweepstakes, the Sweepstakes Entities or for any other reason; (ii) waives all moral rights in and to

his/her Attributes in favor of the Sponsor; and (iii) agrees to release and hold harmless the Sweepstakes Entities from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property related cause of action that relate in any way to the entry, the use of the Attributes as permitted hereunder or the Sweepstakes. The Sponsor/Administrator reserves the right, in its/their sole and absolute discretion and at any time during the Sweepstakes, to modify, edit or remove any entry, if a complaint is received with respect to the entry, or for any other reason. If such an action is necessary, then the Sponsor reserves the right, in its sole and absolute discretion, to remove and disqualify the entry from the Sweepstakes.

By submitting an entry, you agree that your submission is gratuitous and made without restriction and will not impose any obligation upon Administrator or Sponsor.

8. DISQUALIFICATION:

Administrator and Sponsor reserve the right in their sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to disparage, annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No incomplete, forged, software-generated or other automated multiple entries will be accepted.

9. SEVERABILITY:

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

10. LIMITATION OF LIABILITY:

Sponsor, Administrator, and the Sweepstakes Entities are not responsible for, and Entrant hereby releases Sponsor, Administrator, and the Sweepstakes Entities from any claims arising from: (i) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (ii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iii) unauthorized human intervention in any part of the entry process or the Sweepstakes; (iv) electronic or human error which may occur in the administration of the Sweepstakes or the processing of entries or prize notifications; (v) any injury or damage to persons or property, including but not limited to Entrant's computer, hardware or software, which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Sweepstakes; and (vi) Winner's receipt or use of any Prize.

12. **DISPUTES:** Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal or state court of the State of New Jersey and Entrant hereby submits to the exclusive jurisdiction of such courts and waives any objection it might have based upon improper venue or inconvenient forum; and (2) unless otherwise prohibited, 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. 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 Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules (whether of the State of New Jersey or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New Jersey.
  
13. **WINNERS LIST:** To obtain the name of the Winners, available after January 1, 2024, send a self-addressed stamped envelope to: ARM & HAMMER™ Hosting Hacks Sweepstakes Winners, PO Box 368, Falmouth, MA 02536-368, for Sponsor's receipt by no later than January 31, 2024.

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