

Official Rules Have Been Amended To Extend The Sweepstakes End Date To April 30, 2019
Maxi Cosi “Lila In The City” Sweepstakes
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN A PRIZE IN THIS SWEEPSTAKES. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. INTERNET ACCESS AND A VALID E-MAIL ADDRESS ARE REQUIRED TO ENTER.

1. **SPONSOR:** Dorel Juvenile Group, Inc located at 2525 State Street, Columbus, Indiana, 47201-7494 (hereinafter, “Sponsor”).

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram or Twitter. By submitting an Entry, you understand that you are submitting your information to Sponsor. By entering the Sweepstakes, each entrant waives, discharges and releases Instagram and Twitter from any and all liability associated with the Sweepstakes. Any questions, comments or complaints regarding the Sweepstakes must be directed to Sponsor and not to Instagram or Twitter.

2. **ELIGIBILITY:** Open only to legal residents of the fifty (50) United States and the District of Columbia who are aged eighteen (18) or older. Employees, officers and directors of Dorel Juvenile Group, Inc. (“Sponsor”), 360PR (“Public Relations Agency”), Centra360 (“Sweepstakes Administrator”); and their parent companies, affiliates and their subsidiaries, sales representatives, advertising, promotion, public relations and judging agencies; and all other service agencies involved with this Sweepstakes (collectively, “Related Entities”) are not eligible. The Sweepstakes is subject to all applicable federal, state and local laws, rules and regulations. Sweepstakes is void where prohibited by law, rule or regulation.

3. **SWEEPSTAKES PERIOD:** The Lila In The City Sweepstakes (“Sweepstakes”) begins at 12:00:01 PM Eastern Time (“ET”) on March 4, 2019 and ends at 11:59:59 PM ET on April 30, 2019 (“Sweepstakes Period”).

4. **THREE (3) WAYS TO ENTER:** During the Sweepstakes Period to enter: (1) **VIA ONLINE:** Visit www.maxicosi.com; and (ii) Complete the registration form by including your name and a valid e-mail address; and (iii) upload one (1) photograph that shows off your sense of parenting style (i.e. baby room decor’, fashion style)(“Image”) (i and iii are individually defined as “Online Entry”). All online Entries must be received by 11:59:59 PM EDT on **April 30, 2019**. Limit one (1) Entry per person per email address; (2) **VIA INSTAGRAM:** You must: (i) have an active and non-protected Instagram account or sign up for a FREE Instagram account at www.instagram.com; (ii) follow @Maxi-Cosi Instagram; (iii) take a photograph that shows off your sense of parenting style (i.e. baby room decor’, fashion style)(“Image”); and (iv) post the Image using the hashtags #Strollergram and #Sweepstakes; (3) **VIA TWITTER:** You must (i) have an active and non-protected Twitter account or sign up for a FREE Twitter account at www.twitter.com; (ii) follow @Maxi-Cosi on Twitter; (iii) take a photograph that shows off your sense of parenting style (i.e. baby room decor’, fashion style)(“Image”) (“Image”); and (iv) post the Image using the hashtags #Strollergram and #Sweepstakes (i, ii, iii and iv, individually referred to as “Entry” collectively as “Entry”). An Entry must include the required Hashtags #Strollergram and #Sweepstakes to be eligible. Any post that does not include the hashtags #Strollergram and #Sweepstakes will be disqualified. No previously published or award-winning Images will qualify as an Entry. The content in the Entries will not be judged. By submitting an Entry via Instagram.com, Twitter.com, each Eligible Entrant consents to receive from the Sponsor a reply Instagram message, Twitter message and, if applicable, an Instagram direct message or a Twitter direct message, or an email notifying such entrant that he/she is a potential prize winner. Eligible Entrants via Instagram.com and Twitter.com will be required to have a public account in order to accept an eligible Entry hashtag. Entries posted by a protected Instagram account, Twitter account will not be recognized. Duplicate Entries or multiple Entries made by an entrant in excess of the number allowed will be disqualified. Use of robotic, automatic or macro devices is not valid for Entry. Any Entry that is submitted with the use of a robotic, automated or macro device will be void. All Eligible Entries become the property of the Sponsor upon submission and will not be acknowledged or returned and the Sponsor has the right to dispose of the entries at Sponsor’s discretion. By submitting an entry and using the designated hashtags, #Strollergram and #Sweepstakes each

Eligible Entrant agrees to abide by the terms of these Official Rules, the Sponsor's Privacy Policy available at <http://www.quinny.com/us-en/content/disclaimer>) and all Instagram, Twitter Terms and Conditions.

Entries may not contain, as determined by Sponsor's sole discretion, any content that:

- Violates or infringes another's rights, including, but not limited to, privacy, publicity, or intellectual property rights, including copyright infringement, or legal or moral rights of any third party, living or deceased (e.g., celebrities, public figures, animated characters, names, logos, symbols, slogans from other people, companies or parodies of other people or other companies).
- Is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; obscene or offensive;
- Promotes irresponsible or excessive consumption of alcohol; or promotes illegal drugs, tobacco, firearms/weapons, or any particular political agenda or message;
- Defames, misrepresents or contains disparaging remarks about other people or your company;
- Contains trademarks, trade names, trade secrets or copyrighted materials owned by others;
- Contains any personal identification, such as license plate numbers, personal names, email or street addresses;
- Contains competitive products of Sponsor;
- Communicates messages inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; and/or
- Violates any law or infringes upon the rights of your company or any other company.

Sponsor reserves the right to disqualify any Entry that is deemed to be inappropriate. Sponsor reserves the right to monitor Entries on any website or any social media platforms. Sponsor and the Related Entities are not responsible for lost, late, damaged, misdirected, illegible or incomplete Entries, all of which will be void. The posting of an Entry on Sponsor's website or any social media network does not have any effect on the judging process or the winner selection process. No previously published images will qualify as an Entry. **By submitting an Entry, you warrant and represent that your Entry is original and was created solely by you, and that you have received approval and permission from all individuals featured in the image to submit the Entry into this Sweepstakes.** By submitting an Entry, you warrant and represent that use of the Entry as described herein will not violate any law or infringe upon the rights of any third party. If, in the sole discretion of Sponsor, an Entry violates any law or infringes upon the rights of any third party, is inaccurate, incomplete or irregular in any way, or otherwise does not comply with the Official Rules, the Sponsor may disqualify that Entry. Sponsor and Related Entities are not responsible for lost, late, incomplete, stolen, misdirected Entries, and Entries that are processed late or incorrectly, or those that are lost due to computer or electronic malfunction or other error or Entries not received for any reason. The Entry may not include any person's personal information, except the entrant's corporate information. If you enter this Sweepstakes using your smartphone or wireless device, your wireless-service provider may charge for each message sent and received. Please consult your wireless-service provider regarding its pricing plans.

5. INTELLECTUAL PROPERTY RIGHTS/WARRANTY: Entries posted are the views/opinions of the individual entrant and do not reflect the views of Sponsor in any manner. By participating in the Sweepstakes, each Entrant grants Sponsor and the Related Entities a perpetual, worldwide, irrevocable, exclusive, assignable, transferable, unqualified, unrestricted, royalty-free license and the right to edit, modify, publish, use, reuse, not use, distribute, publicly display, copy and otherwise exploit the Entry or any part thereof (with or without the Entrant's name), and any materials based thereon or derived from, in any manner and in any media (whether now known or later developed), for any lawful purposes whatsoever (noncommercial or commercial), including, without limitation, for use in the commercial packaging and point-of-sale materials, or for promotion, marketing or advertising of Sponsor, or any Related Entity, each of their respective brands and/or products in any medium (whether now or hereafter known) throughout the world in perpetuity without further permission, notification, consideration, or payment to the Entrant or Company, except where prohibited by law. In addition, each Eligible Entrant forever waives in favor of Sponsor all rights of "Droit Moral" or "Moral Rights of Authors" or any similar rights or principles of law that may preclude the use of the Entry (or any part thereof) as granted herein, or require Entrant's permission to use the Entry (or any part thereof) for the purposes stated herein. To the maximum extent permitted by law, Entrant indemnifies and agrees to keep indemnified the Related Entities at all times from and against any liability, claims, demands, losses, damages,

costs and expenses resulting from any act, default or omission of the Eligible Entrant and/or a breach of any warranty set forth herein. To the maximum extent permitted by law, Eligible Entrant agrees to defend, indemnify and hold harmless the Related Entities from and against any and all claims, actions suits or proceedings, as well as any and all losses, liabilities, damages, costs and expenses (including reasonable attorneys' fees) arising out of or accruing from: (i) Entry provided by Eligible Entrant that infringes any copyright, trademark, trade secret, trade dress, patent or other intellectual property right of any person or defames any person or violates their rights of publicity or privacy; (ii) any misrepresentation made by Entrant in connection with the Sweepstakes; (iii) acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in the Sweepstakes; (iv) any non-compliance by Eligible Entrant with these Official Rules; (v) claims brought by persons or entities other than the parties to these Official Rules arising from or related to Eligible Entrant's involvement with the Sweepstakes; (vi) any malfunction or other problem with the Sweepstakes site in relation to the Entry and participation in the Sweepstakes by Eligible Entrant; or (vii) any typographical or other error in the printing, offering or announcement of any prize or winners in relation to the Entry and participation in the Sweepstakes by Eligible Entrant.

6. DIGITAL MILLENNIUM COPYRIGHT ACT: Once an Entry is entered into the Sweepstakes, any such posting will be deemed made at the direction of the Eligible Entrant within the meaning of the Digital Millennium Copyright Act and the Communications Decency Act. EACH ELIGIBLE ENTRANT REPRESENTS, UNDERSTANDS AND ACKNOWLEDGES THAT HE/SHE WILL NOT BE PAID FOR OR RECEIVE ANY FORM OF COMPENSATION OR ROYALTY (OTHER THAN THE PRIZE STATED HEREIN IF SELECTED AS A PRIZE WINNER) IN EXCHANGE FOR GRANTING SPONSOR THE NON-EXCLUSIVE LICENSE RIGHTS OR FOR ANY SUBSEQUENT USE OF SUCH SUBMISSION BY SPONSOR. If requested, Eligible Entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights Eligible Entrant is granting to use the Entry.

7. RANDOM DRAWING/WINNER SELECTION: One (1) Grand Prize Winner will be selected from among all eligible Entries received. The Random Drawing will be conducted by Administrator, an independent judging organization. The Random Drawings will be conducted on or about May 1, 2019. Odds of winning depend on number of eligible Entries received.

Potential Prize Winner's name may be announced on social media pages; however, a selected winner will not be the official Prize Winner until all required documentation has been returned and eligibility has been formally verified.

8. GRAND PRIZE AND APPROXIMATE RETAIL VALUE ("ARV"): **ONE (1) GRAND PRIZE:** : Grand Prize Winner and one (1) guest to New York City, NY including round-trip economy class air transportation between the major commercial airport nearest prize winner's residence (as determined by Sponsor in its sole discretion) and New York and (2) two night hotel stay at a Sponsor designate hotel; (double occupancy), one Aire Ancient Baths experience for Grand Prize Winner and Guest; one (1) gift card for \$5,000 dollars and one (1) Lila Stroller. **The total approximate retail value ("ARV") for Grand Prize: \$10,000.** Gift Card is subject to terms and conditions as set forth by Gift Card provider. Sponsor is not responsible for a lost, stolen or misplaced gift card once in the possession of a prize winner. The ARV of the prize may vary depending upon the point of departure and/or airline fare fluctuations. Any difference between the stated ARV and the actual fair market value of the prize will not be awarded. Air travel must be round-trip. Travel must be booked t least sixty (60) days prior to travel. All travel must be completed by December 31, 2019. Sponsor will determine airline and flight itinerary in its sole discretion. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize (or a component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. Prize winner and guest are solely responsible for obtaining valid documentation/ U.S. Passport prior to departure; *if applicable*. **Grand Prize winner is solely responsible for any and all expenses and incidental travel costs not expressly stated in the prize description herein, including but not limited to, all air transportation or lodging (if applicable) costs required for travel to gateway airport of departure and return, any and all ground transportation, gasoline, tolls, parking, mileage, meals and beverages, in-room charges (e.g., mini-bar, room service, telephone, movies, internet, etc.), travel upgrades, baggage fees, personal**

incidentals and expenses, gratuities, and any other expenses not specified as a part of the prize stated herein. Prize winner will be required to provide a valid major credit card upon hotel check and all in-room charges, telephone calls, meals and beverages, hotel upgrades, amenities, personal incidentals and any other expenses charged to the prize winner's hotel room will be charged to the credit card provided. Sponsor will not rebook or revise any reservations if travelers do not possess proper travel documentation by their date of departure. Prize winner and guest are responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that the Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Prize winner and guest must travel the same itinerary or prize will be forfeited in its entirety. Once the guest is selected, the guest may not be substituted, except at the Sponsor's sole discretion. Travel Companions ("Guest") of Winner must have reached the age of majority in their state/province or older, unless accompanied by his/her parent or legal guardian, and must sign a Liability and Publicity Release. Sponsor shall not be liable for any loss or damage to baggage or other items. If prize winner is unable to or cannot otherwise fully enjoy the prize due to any reason, Sponsor shall have the option at its sole discretion of being relieved of liability for fulfillment of the prize award and no other compensation in lieu of the prize will be awarded. Travel is subject to terms and conditions set forth in these Official Rules and those set forth by selected travel providers, availability may vary and material restrictions may apply. Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels or other transportation companies or any other persons providing any of these services and accommodations to passengers, such as changes in services or accommodations necessitated by same. All travel is subject to any and all restrictions instituted by the Federal Aviation Administration, the Department of Defense, and/or the Department of Homeland Security, as required.

9. WINNER NOTIFICATION/RELEASES: Potential Grand Prize will be notified by Administrator via email on or about May 6, 2019. In order to be declared the official Grand Prize Winner of the Sweepstakes, the potential Prize Winner is subject to verification of eligibility and compliance with these Official Rules. Grand Prize Winner will be required to execute, notarize and return an Affidavit of Eligibility, Prize Acceptance, Liability, and, unless prohibited by law, a Publicity Release ("Release") within fourteen (14) business days from date of notification to claim the Grand Prize. First Prize Winners will be required to complete, sign and return a Prize Verification Form, and, unless prohibited by law, a Publicity Release within fourteen (14) days from date of notification to claim a First Prize. A potential Prize Winner may be disqualified if (i) required execution of winner notification materials are not received by Sweepstakes Administrator in a timely manner, (ii) a potential Prize Winner is ineligible, or (iii) a potential Prize Winner declines his/her prize. In the event a potential Prize Winner is disqualified, an alternate prize winner will be selected in a random drawing from among all remaining corresponding Entries received. A selected potential Prize Winner will not be an official Prize Winner until all required documentation has been returned, and eligibility has been formally verified. Sponsor is not responsible for fraudulent calls or emails made to entrants or Prize Winner not by Sponsor or Sweepstakes Administrator. Grand Prize Winner may be required to provide Sponsor with his/her Social Security number for tax purposes. The Internal Revenue Service requires Form 1099-MISC to be issued and filed for any recipient who receives a prize if the annual aggregate value of the prize received is \$600 or more. Sponsor will issue a Form 1099-MISC to Prize Winner for the total fair market value of prizes received. By submitting an Entry, entrant agrees to abide by the terms of these Official Rules and the Sponsor's Privacy Policy available at <http://www.quinny.com/us-en/content/disclaimer>).

10. WAIVER OF LIABILITY/PUBLICITY RELEASE: By entering the Sweepstakes, entrants agree to be bound by the terms of these Official Rules. Acceptance of Prize constitutes permission for the Sponsor and their respective agents to use winner's name, city and likeness for advertising, publicity and promotional purposes in any and all media without additional compensation, unless prohibited by law. By entering, entrants release and hold harmless the Promotion Entities from any and all liability or any injuries, death, loss or damage of any kind arising from or in connection with the Sweepstakes, the use of any entry, or the acceptance or use of the Prize. Promotion Entities assume no liability or responsibility from any and all claims, demands, losses and liabilities arising out of this promotion or use or misuse of the Prize awarded hereunder. Entry materials that have been tampered with or altered are void. If Sweepstakes Administrator determines, in its sole discretion, that there is any suspected or actual tampering with the Sweepstakes or if technical difficulties compromise the integrity of the Sweepstakes, Sweepstakes

Administrator reserves the right to void the entries at issue and/or terminate or modify the Sweepstakes and/or conduct a random drawing to award the Prize using all eligible entries received as of the termination date. Any attempt to deliberately damage the content or operation of this Sweepstakes is unlawful and subject to legal action. Entries made by any other individual or entity and/or originating at any other Internet website including, but not limited to, commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and as such ruled ineligible for this Sweepstakes.

11. GENERAL PRIZE RESTRICTIONS: The specifics of all elements of the prizes stated herein shall be solely determined by Sponsor. Prizes may not be substituted except that Sponsor in its discretion may substitute a prize, or portion thereof, with a prize or portion of comparable or greater value in Sponsor's sole and absolute discretion. Any portion of a prize not used by a prize winner is forfeited and no cash substitute will be offered or permitted. Prizes being offered are provided "as is" with no warranty or guarantee either express or implied by Sponsor. The Sponsor has not made, and will not be responsible or liable for, any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Travel must be round trip. Sponsor will determine airline, flight itinerary and hotel accommodations in its sole discretion. If in the judgment of Sponsor air travel is not required due to a Prize Winner's proximity to destination, ground transportation will be substituted for round-trip air travel at Sponsors' sole and absolute discretion. The difference in value will not be awarded to that Prize Winner. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsors' airline carrier of choice as detailed in the passenger ticket contract. Winner will not receive difference between actual and ARV. All travel must be completed by December 31, 2019 and must be arranged with Sponsor a minimum of sixty (60) days in advance, and is subject to availability and Sponsors' approval. If the Grand Prize Winner is unable to fulfill Prize travel during time period, Grand Prize winner forfeits the Prize in its entirety and an alternate winner may be selected. All travel dates will be determined by the Sponsor, and once made cannot be altered except by Sponsor. Some restrictions may apply. Grand Prize Winner and Guest are responsible for obtaining any necessary forms of identification for international travel, such as passports, travel insurance (and all other forms of insurance) at their option and hereby acknowledge that the Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Winner and guest must travel the same itinerary and on the dates and/or times specified by Sponsor or prize will be forfeited in its entirety. Promotion Entities will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation. Promotion Entities are not liable for any expenses incurred as a consequence of a flight cancellation or flight delay. All travel is subject to any and all restrictions instituted by the Department of Defense and/or Department of Homeland Security, as required.

12. PUBLICITY: Except where prohibited, Grand Prize Winner, by acceptance of prize, grants to the Related Entities the right to publicize his/her name (first name and last initial), address (city and state of residence), Entry (or any portion thereof), photograph, voice, statements and/or other likeness and prize information in any and all media now known or hereafter devised, for advertising, trade and other purposes, throughout the world, in perpetuity, in any manner, without limitation and without additional compensation, consideration, notification or permission.

13. INTERNET: If for any reason this Sweepstakes is not capable of running as planned due to an infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor, which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at their sole discretion, to disqualify any individual who tampers with the Entry process, and to cancel, terminate, modify or suspend the Sweepstakes. If the Sweepstakes is terminated early, Sponsor reserves the right to award prizes via a random drawing from the eligible Entries received up to the time of termination. The Sponsor and the Related Entities each assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration. The Sponsor is not responsible for any problems or technical malfunctions of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any email or Entry to be received by the Sponsor due to technical problems, human error or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Sweepstakes or

downloading any materials in this Sweepstakes. In the event of a dispute as to the identity or eligibility of any Entry based on an email address, the Entry will be declared made by the Authorized Account Holder of the email address submitted at time of Entry. "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 other organization (e.g., business, education institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

14. USE OF INFORMATION/PRIVACY POLICY: The information that you provide in connection with the Sweepstakes may be used for Sponsor's internal purposes, to send you information about Sponsor's products and offers, and otherwise in accordance with Sponsor's privacy policy. For more information about Sponsor's use of personal information, see Sponsor's privacy policy at <http://www.quinny.com/us-en/content/disclaimer>). By participating in the Sweepstakes, you hereby agree to Sponsor's collection and usage of your personal information and acknowledge that you have read and accepted Sponsor's privacy policy.

15. WINNERS LIST: To obtain a list of Winners, (available after May 6, 2019), or a copy of the Official Rules, send a self-addressed, stamped #10 envelope before May 30, 2019 to: Lila In The City Sweepstakes, c/o Centra360, 1400 Old Country Road, Suite 306, Westbury, NY 11590. Please specify "Official Rules" or "Winners List" on the outer envelope. VT residents may omit return postage. Please do not send Sweepstakes entries to this address. Dorel Juvenile Group, Inc located at 2525 State Street, Columbus, Indiana, 47201-7494