

**GP PRO ThinkLab Communities  
Participant Sweepstakes Official Rules**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE OF  
GEORGIA-PACIFIC PRODUCTS WILL NOT INCREASE YOUR CHANCES OF WINNING.**

The GP PRO ThinkLab Communities Sweepstakes (collectively, the "Promotion") start at 12:00 a.m. Eastern Time ("ET") on January 1, 2017 and ends at 11:59 p.m. ET on December 31, 2017 ("Promotion Period"). During the Promotion Period there will be one monthly drawing for each GP PRO ThinkLab Community ("Monthly Drawings"), for a total of twelve (12) Monthly Drawings for each Community during the course of the Promotion Period.

**ELIGIBILITY:** Promotion is open to all GP PRO ThinkLab Community participants. In order to become a GP PRO ThinkLab Community participant, qualified direct and intended recipients of an email invitation sent by Georgia-Pacific Consumer Products LP and Dixie Consumer Products LLC (both, "Sponsor") must follow Sponsor's registration process and join a GP PRO ThinkLab Community (all such participants must be legal residents of the fifty (50) United States and the District of Columbia at least eighteen (18) years of age, among other qualifications). The administrator of the Promotion is MARU/MATCHBOX ("Administrator"). Any Employees of Sponsor, Administrator, and their respective parents, subsidiaries, affiliates, promotion and advertising agencies and members of their immediate family (spouse, parent, sibling or child and their respective spouses, regardless of where they reside) and persons living in the same household of such employees, whether or not related, are not eligible to be GP PRO ThinkLab Community participants and will therefore not be eligible to enter or win the Promotion. Void where prohibited by law. The Promotion is subject to all applicable federal, state, and local laws.

**HOW TO ENTER:** During the applicable Monthly Drawing period, there are two (2) ways to enter: **1) Sponsor Activities:** either follow the instructions to click the link in an email invitation sent by Administrator for a survey applicable to participant's specific GP PRO ThinkLab Community ("Activity") or go to the GP PRO ThinkLab website directly to locate an Activity and then complete the Activity and online entry form provided during the response period to receive one (1) entry in the random Monthly Drawing for the month during which the Activity is completed. Online entries must be received by the end date posted for the Activity to be eligible to win; OR **2) Mail-In Entry Form:** To receive one (1) entry without completing and submitting an Activity, hand print your name, complete mailing address, date of birth, & telephone number (including area code) on a plain piece of paper & mail it in an envelope with proper postage affixed to: Activity Sweepstakes, GP PRO ThinkLab Community, C/o MARU/MATCHBOX., Attention: Incentives Team, 900 West Hastings Street Suite 600 Vancouver, BC V6C 1E1 Canada. Mail-in entries must be received within five (5) business days after midnight of the last day of the applicable month during the Promotion Period to be eligible. Any mail-in entries received after that date will be entered to win the following Monthly Drawing. All entries become the sole property of the Sponsors, and receipt of entries will not be acknowledged or returned. Entrants will receive one (1) entry per completed Activity or mail-in entry form received during the applicable Monthly Drawing period. Each entry received will be entered to win only the Monthly Drawing for the applicable GP PRO ThinkLab Community for that

participant and will not be re-entered for any other Monthly Drawings. The number of mail-in entries for each participant will be limited to the corresponding number of Activities available in that participant's GP PRO ThinkLab Community during the Monthly Drawing period. Released Parties (as defined below) are not responsible for lost, late, incomplete, mutilated, invalid, unintelligible, undelivered, inaccurate, or misdirected entries or Activities which will be void. No facsimiles, mechanical reproductions, alterations or forged entries. Entries generated by script, macro, or other automated or mechanical means and entries by any means, which subvert the entry process, are void.

**WINNER DETERMINATION:** Potential prize winners for each Monthly Drawing (one (1) winner per month from each GP PRO ThinkLab Community) will be selected in random drawings held by Administrator in Vancouver, B.C., Canada, within ten (10) business days after midnight of the last day of the applicable month from among all entries received during that monthly period for each GP PRO ThinkLab Community. Odds of winning a prize depend on the number of eligible entries received for the applicable month. However, the odds of winning any prize will be the same, whether the entry was generated by way of completing an Activity or by mail-in entry. Entries for one GP PRO ThinkLab Community Monthly Drawing will not be included among entries for another Monthly Drawing.

**WINNER NOTIFICATION:** MARU/MATCHBOX will notify each selected Entrant by email within fifteen (15) business days of draw date. The selected Entrants will be required to complete, and return to MARU/MATCHBOX a web-based Winner Notification Survey. If a selected Entrant fails to complete and return the web-based Winner Notification Survey to the Administrator within the allotted timeframe (5 business days), such Entrant shall be deemed to have forfeited the Prize and Sponsor shall have the right to instruct the Administrator to conduct a redraw to select another eligible Entrant for that Prize, and continue to do so for up to 2 additional redraws until a winner is determined. In the event a Prize remains unclaimed after a total of 3 attempts to contact selected Entrants (1 initial and 2 alternate/redraws), the Administrator may elect not to conduct any further redraws and not award such Prize.

**PRIZES AWARDED PER MONTH: (1) PER COMMUNITY, \$100 prize** amount to be delivered via options such as (i) Physical gift card; (ii) virtual gift card; or (iii) any other option provided by Administrator's third party incentives fulfillment provider. Prize fulfillment options are subject to change at any time in Administrator or Sponsor's discretion. When a selected entrant accepts their prize by completing MARU/MATCHBOX's Web-based Winner Notification Survey within the 5-day time frame, Prize Provider will directly contact that individual so he/she can claim the prize and have it delivered to him/her via the option selected. Participation in the Contest requires that Entrants: (i) consent to Administrator providing the Entrant's name and email address to Prize Provider for Prize Provider to contact the Entrant to fulfill the Prize and; (ii) acknowledge that to fulfill the Prize, the Entrant may be required to provide the following information with the prize provider: mailing address (if Entrant elects to redeem the Prize as a physical gift card where such option is available) and agree to Prize Provider's Terms & Conditions, outlined below under "General Conditions."

Each winner will have the option of donating his or her full prize amount to a charity. FOR CHARITY DONATION PRIZE (if applicable): If winner elects to donate a prize to a charity, they will need to select a charity from the list provided by Administrator on the electronic

winner notification form. All direct charitable donation choices are provided at Sponsor's sole discretion and alternative charities may not be selected. Alternatively, prize winners are of course free to accept their prize amount and subsequently donate all or a portion of their winnings to their own charity of choice, in each prize winner's sole discretion.

All prize details are at the sole discretion of the Sponsor. No substitution, transfer, or cash equivalent of prize is permitted, except by Sponsors, which reserve the right to substitute prize (or portion thereof) with one of comparable or greater value, at its sole discretion. Any and all federal, state and local taxes on the prize, and any other costs, fees, and expenses not explicitly stated herein as being awarded are the sole responsibility of the winner. Limit up to six (6) prizes per person and email address during the Promotion Period.

**GENERAL CONDITIONS:** By participating, each entrant agrees: (a) to abide by these Official Rules and decisions of Sponsor and Administrator, which shall be final in all respects relating to this Promotion; (b) to release, discharge and hold harmless Sponsor, Administrator and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the foregoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Promotion or the acceptance, possession, use or misuse of any awarded prize; (c) to Administrator providing the entrant's name, email address and state details to Prize Provider for Prize Provider to contact the entrant to fulfill the prize; (d) that to fulfill the prize, the entrant may be required to set up a password-protected account with Prize Provider and provide the following information: name, email address (required for all virtual gift cards) and agree to Prize Provider's Terms and Conditions: You must complete the Prize Acceptance Form to be able to redeem your reward. This is sent to you as an email via the community (only relevant for sweepstakes winners). Wait for your reward notification email that will be sent from [GPPROThinkLab@insightcommunityrewards.com](mailto:GPPROThinkLab@insightcommunityrewards.com). Click on the link in this email to open the reward portal and select your reward choice. Enter your name and email address (required for all virtual gift cards). Your reward will be sent to you within 24-48 hours (for virtual gift cards). If a reward is not claimed after 3 months, the link in the award notification email will expire and you will no longer be able to claim the reward. There are no associated dormancy fees. There are two expiration dates for virtual Visa cards: (1) 3 months to actually claim the funds; and, (2) 9 months to use the funds on a virtual Visa card. Virtual Visa cards cannot be renewed. Funds must be spent before the expiration date on the card, otherwise the card can no longer be used. There are no dormancy fees for unused virtual Visa card funds. The virtual Visa card can be used immediately to shop online or add to a favorite retailer or fast food mobile app wherever Visa debit is accepted. You cannot use this card at physical merchant locations. A separate virtual Visa gift card with expiration date is provided for each incentive earned. There are no expiration dates associated with redeeming via Paypal. Once funds are deposited into a PayPal account, the funds and transactions must follow PayPal's rules and regulations. and (e) to the use of his/her name, address (city and state), voice, performance, photograph, image and/or other likeness for programming, advertising, publicity, trade and promotional purposes in connection with the Promotion or GP PRO ThinkLab Communities in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsors and their designees, without compensation (unless prohibited by law) or additional consents

from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so.

In the event of a dispute regarding entries or activities received from multiple users having the same email address, the "authorized subscriber" of the email address at the time of entry will be deemed to be the entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the email address by the applicable email service provider. Released Parties are not responsible for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for late, lost, damaged, misdirected, incomplete, undeliverable, destroyed, postage-due mail or garbled entries or Activities; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether typographical, human mechanical, electronic, computer, network, printing or otherwise relating to or in connection with the Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing of entries or Activities, the announcement of the prize or in any Promotion-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Promotion or downloading materials from or use of the website. Sponsors may disqualify anyone from participating in the Promotion or winning a prize (and void all associated entries and Activities) if, in its sole discretion, it determines that such person is attempting to undermine the legitimate operation of the Promotion by cheating, deception or other unfair playing practices, or intending to annoy, abuse, threaten or harass any other entrant or Sponsor's representatives. ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK ANY AND ALL REMEDIES AVAILABLE FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. Sponsors reserve the right in its sole discretion to modify, cancel or suspend any portion of the Promotion for any reason, including should any cause corrupt the administration, security or proper play of the Promotion and, if terminated, at its discretion, select the potential winner from all eligible, non-suspect entries received prior to action taken.

**ARBITRATION:** Except where prohibited by law, as a condition of participating in this Promotion, participant agrees that (1) any and all disputes and causes of action arising out of or connected with this Promotion, or prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the participant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement

and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with participating in this Promotion), and participant further waives all rights to have damages multiplied or increased.

**CHOICE OF LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant and Sponsors in connection with the Promotion, shall be governed by, and construed in accordance with, the substantive laws of the State of Georgia, USA.

**REQUEST FOR WINNER'S NAME:** For the name of the winner(s) send a self-addressed, stamped, envelope by January 31, 2017 to: Activity Sweepstakes Winner, GP PRO ThinkLab Community, C/o MARU/MATHBOX, Attention: Incentives Team, 900 West Hastings Street Suite 600 Vancouver, BC V6C 1E5 Canada.

**SPONSOR:** Georgia-Pacific Consumer Products LP and Dixie Consumer Products LLC. 133 Peachtree Street NE, Atlanta, Georgia, 30303.

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