

**Hulu “Difficult Pride” – Instagram Giveaway (“Sweepstakes”)
OFFICIAL RULES**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS INTENDED FOR THE UNITED STATES. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY. VOID WHERE PROHIBITED. SUBJECT TO ALL APPLICABLE FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS.

1. **ELIGIBILITY:** To participate, you must have internet access, a valid email address and an active Instagram account (“Instagram Account”) in order to use the Instagram service (“Instagram Service”) and you must follow @DifficultOnHulu on the Instagram Service. See www.instagram.com to become an Instagram member. Membership is free as of the time of publication of these Official Rules. Open to legal residents of the 50 United States and the District of Columbia, who are 18 years of age or older and who either meet or exceed the age of majority in their state of residence. The following individuals are not eligible to enter or win a prize: employees, contractors, directors, and officers of Hulu, LLC (“Sponsor”), its parent, subsidiary and affiliated companies, and the web design, advertising, fulfillment, legal, judging, administrative, and Sweepstakes agencies involved in the administration, development, fulfillment, and execution of this Sweepstakes (collectively, “Sweepstakes Parties”), and the immediate family members (spouse, parent, child, sibling, grandparent, and spouse or “step” of each) and those living in the same household of each such person (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes).
2. **SWEEPSTAKES PERIOD:** Sweepstakes begins on August 1, 2016 at 12:00:01 a.m. Pacific Time (“PT”) and ends on September 4, 2016 at 11:59:59 p.m. PT (the “Sweepstakes Period”). Sponsor’s server is the official clock for this Sweepstakes. Sweepstakes consists of four (4) weekly drawings (each, a “Drawing”) for which there are four (4) corresponding weekly entry periods (each, a “Weekly Sweepstakes”), as follows:
 - Weekly Sweepstakes 1: August 1 at 12:00:01 a.m. PT – August 7 at 11:59:59 p.m. PT.
 - Weekly Sweepstakes 2: August 8 at 12:00:00 a.m. PT – August 14 at 11:59:59 p.m. PT.
 - Weekly Sweepstakes 3: August 15 at 12:00:00 a.m. PT – August 21 at 11:59:59 p.m. PT.
 - Weekly Sweepstakes 4: August 28 at 12:00:00 a.m. PT – September 4 at 11:59:59 p.m. PT.
3. **TO ENTER:** In order to enter the Sweepstakes, you must use your Instagram Account to share a photo that demonstrates how you are difficult and proud of it. (each such post, an “Entry” and together, the “Entries”). Your Entry must include the hashtags #DifficultPride and #sweepstakes and a mention of @DifficultOnHulu. All Entries must be received during the Sweepstakes Period to be eligible for the Sweepstakes. All Entries become the sole property of Sponsor and will not be returned.

Limit one (1) Entry per person per Weekly Sweepstakes. Non-winning Entries from prior Weekly Sweepstakes will not be eligible for subsequent Drawings.

4. **ENTRY REQUIREMENTS.** All Entries must be in the English language. Each Entry must also comply with the following:
 - a) The Entry may not contain any content that is lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, obscene, or that otherwise contains inappropriate content or objectionable material as determined by Sponsor in its sole and unfettered discretion.
 - b) The Entry must be your original work, created solely by you, and must not infringe the copyright, trademark, privacy, publicity, or other intellectual rights of any person or entity.
 - c) The Entry must not contain any personally identifiable information of any person other than yourself. Should you include personally identifiable information about yourself in your Entry, you acknowledge and agree that such information will be disclosed publicly and you will be solely responsible for any consequences thereof.
 - d) The Entry may not have been previously published and may not have won previous awards.

- e) The Entry may not contain any material or elements that are not owned by you and/or which are subject to the rights of third parties.

Automated means of entry are prohibited and any use of automated devices will cause disqualification. Use of email addresses from disposable or temporary e-mail address services, or email forwarding services, is prohibited and any attempt to enter using such an email address will be blocked. Only fully completed Entries are eligible. Entrants may not enter with multiple email addresses nor may entrants use any other device or artifice to enter multiple times above the stated limit of one (1) Entry per Weekly Sweepstakes or as multiple entrants. Any entrant who attempts to enter with multiple email addresses or uses any device or artifice to enter multiple times in a Weekly Sweepstakes will be disqualified and forfeits any and all prizes won, in Sponsor's sole discretion. Proof of submission is not proof of receipt by Sponsor. In the event of a dispute as to who submitted an Entry, the natural person associated with the email account used for entry will be considered the entrant. By participating, entrants agree to abide by and be bound by these Official Rules and Sponsor's decisions.

5. **DRAWING AND ODDS OF WINNING:** Forty (40) prize winners will be selected in a series of random Drawings from among all eligible Entries received during each applicable Weekly Sweepstakes on or about the dates set forth in the chart below. For each Weekly Sweepstakes, Sponsor will select ten (10) winners. The Drawings will be conducted by Sponsor, whose decisions shall be final and binding on all matters relating to the Sweepstakes. Odds of winning depend on the number of eligible Entries received.

Drawing	Approximate Drawing Date
Weekly Sweepstakes 1	August 8, 2016
Weekly Sweepstakes 2	August 15, 2016
Weekly Sweepstakes 3	August 22, 2016
Weekly Sweepstakes 4	September 5, 2016

6. **PRIZES AND APPROXIMATE RETAIL VALUES ("ARVs"):**

FORTY (40) PRIZES: #DifficultPride Tanks. ARV: \$15.00.

TOTAL ARV OF ALL PRIZES: \$600.00.

7. **PRIZE RESTRICTIONS: Limit one (1) prize per person.** Prizes are non-transferable and no cash redemption or prize substitution permitted, except at the sole discretion of the Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right in its sole discretion to substitute a prize in whole or in part with one of comparable or greater value. Winners are solely responsible for any federal, state or local taxes on the prizes. Winners of prizes valued \$600 or over will be required to complete a W9 Tax Form and furnish his/her social security number and will be issued an IRS Form 1099 for the value of the prize. All costs and expenses associated with prize acceptance and use not specifically provided herein are the responsibility of the winner. Sponsor does not make, nor in any manner is responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prizes including but not limited to their quality, fitness for purpose, or condition. All product and brand images are trademarks or registered trademarks of their respective companies (including Universal Television LLC and Jax Media), which are not Sponsors or affiliated with this Sweepstakes. The ARV for the Sweepstakes Prize is as of the date these rules were finalized and may fluctuate. Any difference between the stated ARV and actual value at the time the prize was awarded will not be awarded.
8. **WINNER NOTIFICATION AND PRIZE CLAIM:** Potential winner will be notified through an Instagram DM (direct message) within five (5) business days from the end of the Sweepstakes Period. You are solely responsible for monitoring your Instagram Account for notification. You must respond to Sponsor's Instagram DM within 72 hours. The message will inform you that your Entry was chosen as a potential winner and will require you to respond back to Sponsor at the Instagram handle @DifficultOnHulu via a direct message which must include your contact information (i.e., a phone number, email address and postal address) to which Sponsor may send the prize. Winners are subject to verification, including verification of age. Winners may be required to verify their eligibility by completing, signing, and returning an Affidavit of Eligibility/Liability

Release, within ten (10) calendar days of attempted mail notification by Sponsor or prize may be forfeited and an alternate winner may be contacted. Allow 4-6 weeks for shipment of the prize after notification and verification.

Sponsor is not responsible for any change of mailing address, email address, and/or telephone number of entrants. If a prize notification or prize is unclaimed or returned as undeliverable, if any prize correspondence is not returned within the required time period, or if a potential winner is found not to be eligible or in non-compliance with these Official Rules, the prize will be forfeited and an alternate winner may be contacted. For any prize that is not properly claimed, Sponsor will attempt to award that prize to two alternates, and if the prize still is not properly claimed, the prize will not be awarded. Prizes may not be awarded if not properly claimed.

- 9. GENERAL CONDITIONS: INTERNET CAUTION:** ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW INCLUDING CRIMINAL PROSECUTION. If the Sweepstakes is not capable of running as planned for any reason, including without limitation, due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible for tampering or who tampers with the entry process, and to cancel, modify, or terminate the Sweepstakes in such event. In the event of cancellation, Sponsor will award the prizes in a drawing from among all eligible, non-suspect Entries received prior to cancellation. In the event that an Entry is confirmed to have been erroneously deleted, lost or destroyed, entrant's sole remedy shall be another Entry into the Sweepstakes.
- 10. LIMITATIONS OF LIABILITY AND RELEASE:** No liability or responsibility is assumed by (a) Sponsor, (b) Sweepstakes Parties, (c) Instagram, LLC, Universal Television LLC, Jax Media, and their respective parents, subsidiaries, affiliates, successors and assigns, and the respective directors, employees and agents of each or (d) any of the entities involved in the production and/or promotion of *Difficult People*, or any part thereof, including sponsor(s) of *Difficult People* and their advertising agencies, and the respective parents, subsidiaries, affiliates of each (each a "Separate Entity"), as well as the owners, officers, directors, agents, independent contractors and employees of each Separate Entity ((a)- (d) above collectively, "Releasees") resulting from user's participation in, attempt to participate in, or download of any information in connection with participating in, the Sweepstakes or arising from or in connection with any claim based on copyright, trademark, right of publicity or privacy or any other intellectual property or contract rights, defamation and/or false endorsement. No responsibility or liability is assumed by Sponsor or Sweepstakes Parties for technical problems or technical malfunction, including, without limitation, those arising in connection with any of the following occurrences that may affect the operation of the Sweepstakes: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless, or Internet connectivity, or other online communication problems; errors or limitations of any Internet service providers, servers, hosts, or providers; garbled, jumbled, or faulty data transmissions; failure of any email transmissions to be sent to or received; lost, late, delayed, or intercepted email transmissions; inaccessibility of the Instagram Service in whole or in part for any reason; traffic congestion on the Internet or Instagram Service; unauthorized human or non-human intervention in the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bug, worm; or destruction of any aspect of the Sweepstakes. Sponsor is not responsible if Sweepstakes cannot take place or if any prize cannot be awarded due to delays or interruptions due to acts of God, acts of war, natural disasters, weather, acts of terrorism or any other causes outside of Sponsor's reasonable control. Sponsor is not responsible for any typographical errors in the announcement of the prize or these Official Rules, or any inaccurate or incorrect data contained on promotional materials or on the Instagram Service. Use of Instagram Service is at each entrant's own risk. Releasees are not responsible for any personal injury or property damage or any other losses of any kind that may be sustained to any entrant's or any other person's computer equipment resulting from participation in the Sweepstakes, use of the Instagram Service or the download of any information from the Instagram Service, or any other loss related to user's participation in the Sweepstakes or receipt of any prize. As a condition of entering, each entrant agrees

to release Releasees from any and all liability, loss, or damage incurred with respect to such entrant's participation in the Sweepstakes and the awarding, receipt, possession, and/or use or misuse of any prize.

- 11. BINDING ARBITRATION:** Any controversy or claim arising out of or relating to the Sweepstakes shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Commercial Arbitration Rules of the American Arbitration Association ("AAA Rules") then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the AAA Rules. The arbitrator shall apply California law consistent with the Federal Arbitration Act and applicable statutes of limitations, and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant's filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable, or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by AAA, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal, or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable, or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. **THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT'S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.**

BY PARTICIPATING IN THIS SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS, AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL, OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY ENTRANT.

- 12. PUBLICITY:** Except in Tennessee, and where prohibited by law, each entrant and winner grants permission for Sponsor and those acting under its authority to use his or her name, Instagram handle, Entry, address (city and state), photograph, voice and/or likeness, for advertising and/or publicity purposes, in any and all media now known or hereinafter invented without territorial or time limitations and without further notice to and without additional compensation. If you are selected as a winner, your information may also be included in a publicly-available winner's list.
- 13. GOVERNING LAW & JURISDICTION:** All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Sweepstakes, shall be governed by, and construed in

accordance with, the laws of State of California, without giving effect to any choice of law or conflict of law rules thereof, and any matters or proceedings which are not subject to arbitration as set forth in Section 11 of these Official Rules. By entering, you consent to the jurisdiction and venue of the federal, state, and local courts located in Los Angeles County, California for the resolution of all disputes, and agree that any and all disputes shall be resolved exclusively in those courts. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision. If any provision of these Official Rules is held to be invalid or unenforceable, such provision shall be struck, and the remaining provisions shall be enforced.

- 14. USE OF DATA:** Information submitted in connection with this Sweepstakes is governed by Sponsor's Privacy Policy (available at: <http://www.hulu.com/privacy>), and by participating in the Sweepstakes, each entrant acknowledges that he or she has read and accepted the Privacy Policy and agrees to Sponsor's usage of his or her personal information. Sponsor prohibits entry by, and does not knowingly collect personal information from, anyone under thirteen (13) years of age.
- 15. WINNERS LIST REQUEST:** For the names of the verified winners (available after September 13, 2016), send a self-addressed postage paid #10 envelope to: Hulu Difficult Pride Instagram Sweepstakes, 2500 Broadway, 2nd Floor, Santa Monica, CA 90404 address Attn: Marketing, for receipt no later than December 1, 2016.
- 16. SPONSOR:** Hulu, LLC, 2500 Broadway, 2nd Floor, Santa Monica, CA 90404.

Instagram is a trademark of Instagram, LLC, which is not associated with and does not endorse this Sweepstakes.