

COTTON BABIES COLOR REVIVAL INSTAGRAM PHOTO CONTEST. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING. • #LOVEMYCLOTHDIAPERS #BGDOTD runs from June 27th until July 23, 2018. • To enter follow @cottonbabies @bumGenius and @flipdiapers on Instagram. Post photos of your cloth diapers, include hashtags #lovemyclothdiapers and #BGDOTD to be eligible for each daily prize. • Cotton Babies will be featuring a color from our color palette each day. Your photo is not required to include each daily color but it would be fun if you play along daily! The contest is based on photos of your cute babies in cloth diapers and incorporates the appropriate hashtags of #lovemyclothdiapers and #BGDOTD and follows @cottonbabies @bumGenius and @flipdiapers on Instagram. • No limit on the number of entries. • Winners will be notified daily Monday – Thursday, winners for Friday, Saturday, and Sunday will be notified on Monday via Instagram messenger, winner will forfeit prizes if they fail to respond to these message and claim prize within 3 business days of notification. Images submitted #lovemyclothdiapers and #BGDOTD may be featured by any of Cotton Babies, Inc. media channels.

COTTON BABIES BUMGENIUS COLOR REVIVAL INSTAGRAM CONTEST RULES 1. Eligibility: This Contest is open only to those who are 21 years of age or older as of the date of entry. The Contest is only open to legal residents of the United States, and is void where prohibited by law. Cotton Babies, its affiliates, subsidiaries, advertising and promotion agencies, are not eligible to participate in the Contest. The Contest is subject to all applicable federal, state, and local laws and regulations. Void where prohibited, no purchase necessary to enter. 2. Agreement to Rules: By participating, the Contestant (“You”) agree to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of Cotton Babies as final and binding as it relates to the content of this Contest. 3. Contest Period: Entries will be accepted via Instagram post starting on June 27, 2018 at 12:01 am EST time, and ending July 23, 2018 at 11:59pm, EST. All entries must be received by July 23, 2018 at 11:59pm, EST. 4. How to Enter: To enter the Contest, upload your image to the #lovemyclothdiapers #bgDOTD and follow @cottonbabies @bumGenius and @flipdiapers. You can learn more about the contest on cottonbabies.com/collections/lovemyclothdiapers. The entry must fulfill all Contest requirements, as specified, to be eligible to win a prize. Entrants must have an active and non-private Instagram account. For the Instagram Terms of Use, visit <http://instagram.com/legal/terms/>. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of Cotton Babies, Inc. You may enter multiple image submissions during the contest period. You must provide the information requested. You may not enter more times than indicated by using multiple email addresses, identities, or devices in an attempt to circumvent the rules. If You use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of Cotton Babies, Inc. No purchase necessary, must be 21+ to enter. 5. ENTRY REQUIREMENTS: Entry must be an original picture taken by the entrant and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. By submitting an Entry, entrant warrants and represents that he/she consents to the submission and use of the Entry in the Contest and to its use as otherwise set forth herein. Entries may not contain, as determined by Sponsor’s sole discretion, any content that: • 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, excessive and/or underage consumption of alcohol; promotes illegal drugs, tobacco, firearms/weapons, or any particular political agenda or message; • Defames, misrepresents or contains disparaging remarks about other people or companies; • Contains information about a competitive company; • Contains trademarks, trade names or copyrighted materials owned by others; • Contains any personal identification, such as license plate numbers, personal names (other than just first name), email or street addresses; • 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 any other person or company. 6. Prizes: The specifics of the prize shall be solely determined by Cotton Babies. No cash or other prize substitution shall be permitted except at Cotton Babies’ discretion. The prize is nontransferable. Any and all prize related expenses, including without limitation any and all federal, state, and/or local taxes, shall be the sole responsibility of Winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by Winner is permitted. Acceptance of prize constitutes permission for Cotton Babies to use Winner’s name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law. 7. Odds: The odds of winning depend on the number of eligible entries received. 8.

Winner Selection and Notification: Winners will be selected by Cotton Babies, Inc. and will be notified by Cotton Babies. Winners and will be reposted by Cotton Babies, Inc. Instagram accounts (@cottonbabies @bumGenius @flipdiapers). In addition to the public winner announcement on the aforementioned Instagram channels, the winner will be notified by Direct Message on social media within three (3) days. Cotton Babies, Inc. shall not have any liability for Winner's failure to receive notices due to spam, junk e-mail or other security settings or for Winner's provision of incorrect or otherwise non-functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the prize within 3 days from the time award notification was sent, the prize may be forfeited and an alternate Winner will be selected. Winners must use their full names to accept prize. Receipt by Winner of the prize offered in this Contest is conditioned upon compliance with any and all federal, state, and local laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER (AT COTTON BABIES' SOLE DISCRETION) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CONTEST, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED. 9. Rights Granted by You: By entering content (photo or video), You understand and agree that Cotton Babies and anyone acting on behalf of Cotton Babies shall have the right, where permitted by law, to publish, distribute and use in social and digital media now known or hereafter developed, in perpetuity and throughout the World, without any further compensation, notice, review, or consent. Photographers will be given credit on all pieces used on Cotton Babies social and digital platforms. If Cotton Babies would like to use photographs in other mediums, they will reach out to the photographer and the two parties can work towards an agreement. By entering this contest, You represent and warrant that your entry is an original work of authorship and does not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of another, You will be disqualified at the sole discretion of Cotton Babies if the content of your entry is claimed to constitute infringement of any proprietary or intellectual proprietary rights of any third party. You shall, at your sole expense, defend or settle against such claims. You shall indemnify, defend, and hold harmless Cotton Babies from and against any suit, proceeding, claims, liability, loss, damage, costs or expense, which Cotton Babies may incur, suffer, or be required to pay arising out of such infringement or suspected infringement of any third party's right. 10. Terms & Conditions: Cotton Babies reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest should a virus, bug, non-authorized human intervention, fraud, or other cause beyond Cotton Babies' control corrupt or affect the administration, security, fairness, or proper conduct of the Contest. In such case, Cotton Babies may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Cotton Babies. Cotton Babies reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Contest or website or violates these Terms & Conditions. Cotton Babies has the right, in its sole discretion, to maintain the integrity of the Contest, to void votes for any reason, including, but not limited to: multiple entries from the same user from different identities; multiple entries from the same user in excess of that allowed by Contest rules; or the use of bots, macros, scripts, or other technical means for entering and/or manipulating the result. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of criminal and civil laws. Should such attempt be made, Cotton Babies reserves the right to seek damages to the fullest extent permitted by law. 11. Limitation of Liability: By entering, You agree to release and hold harmless Cotton Babies and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the Contest and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error in the administration of the Promotion or the processing of entries. 12. Disputes: This Contest is governed by the laws of The United States and Missouri, without respect to conflict of law doctrines. As a condition of participating in this Contest, participant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Contest, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Missouri having jurisdiction. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees, other than

participant's actual out-of-pocket expenses (i.e. costs associated with entering this Contest). Participant further waives all rights to have damages multiplied or increased. 13. Winners List: To obtain a copy of the Winner's name or a copy of these Official Rules, email your request to: media@cottonbabies.com 14. Social Media: The Contest is hosted by Cotton Babies and is in no way sponsored, endorsed, administered by, or associated with Instagram