

THIS CONTEST IS OPEN TO LEGAL RESIDENTS OF THE UNITED STATES (EXCLUDING ITS TERRITORIES, COMMONWEALTHS, AND POSSESSIONS) AND THE DISTRICT OF COLUMBIA. VOID WHERE PROHIBITED BY LAW. FOR PERSONS WHO ENTER THIS CONTEST, THESE RULES GOVERN ALL ASPECTS OF PARTICIPATION AND PRIZE AWARD.

This Contest is in no way sponsored, endorsed, or administered by, or in association with, Facebook.com, Google, Instagram, YouTube or any person or other entity, including any third party, other than the Sponsor (as defined below). All entry data provided online is provided to Sponsor and not to Instagram, YouTube or Facebook. This Contest is in no way sponsored, endorsed or administered by, or associated with, Instagram, YouTube or Facebook.

1. Sponsor. This Contest is sponsored by Blackburn and Elrod Orthodontics. (the "Sponsor" or "Judges"), who may be contacted by email at info@blackburnelrodortho.com, or by mail at 3131 S. State Route 291, Independence, MO 64057.

2. Contest Period and Description of Contest. Share the "Selfie" Love contest (the "Contest") shall commence on February 1, 2019, (the "Start Date") and will continue through March 31, 2019, (the "End Date"). The period from the Start Date to the End Date shall be known as the "Contest Period." Notice of Contest will be posted on Sponsor's Contest webpage located at: <http://blackburnelrodortho.com/Contests> (the "Contest Page").

3. Winner Determination and Requirements. All eligible participants ("Participants") entering the Contest must comply with all terms and conditions of these Rules. During the Contest Period, Participants may enter by taking a picture, posting it to Facebook, Instagram or Twitter and using hashtag #BlackburnElrodSmile. Up to 3 entries per person.

3.1 The Judges will randomly select the winner. Odds of winning are based on entries received. Subject to verification of eligibility and compliance with the terms of these Official Rules, the eligible Participants that submitted the Winning Entries, as determined by the Judges, will be declared the official winners of the Contest (each, a "Winner" and collectively, the "Winners").

3.2 Each potential winner will be notified by phone and/or email and in order to claim the Prize, each potential winner must notify and confirm with the Sponsor in writing his/her acceptance of the Prize by no later than twenty four (24) hours after notification was given. Any failure of the potential winner to notify and communicate acceptance will result in forfeiture of the Prize and an alternate potential winner may be selected at the Sponsor's sole discretion from among all remaining eligible Entries. If a potential winner cannot be contacted or for any reason fails to claim the Prize within twenty four (24) hours of notification, the potential winner forfeits the Prize. In the event that a potential winner forfeits or is disqualified for any reason, an alternate potential winner will be selected from among all remaining eligible Entries. Limit one (1) Prize per person, family or household.

3.3 Each Winner is solely responsible for all federal, state, and local taxes and other fees associated with his or her receipt and use of a Prize. No substitution, assignment or transfer of

Prize is permitted, except by the Sponsor, who reserves the right to substitute a Prize with another prize of greater or equal value if Prize cannot be awarded as stated. The Sponsor will withhold and/or report taxes as required by the applicable law of the Sponsor's jurisdiction and each Winner's jurisdiction. All decisions of the Sponsor regarding the Contest and the application of these Rules are final and binding.

3.4 The Contest is open only to legal residents of the United States (excluding its territories, commonwealths, or possessions) and the District of Columbia (the "Territory"). The Sponsor's officers, directors, employees, agents or representatives are not responsible for entries from persons residing, or physically located, outside the Territory. By participating, each Participant agrees to abide by these Rules and the decisions of the Sponsor, which are final and binding in all respects.

4. Prize. One \$50 gift card to the Independence Center will be awarded per winner.

5. Publicity Release. By participating in this Contest each Participant agrees that The Sponsor may film and photograph Participant and record such Participant's voice and image, including any performance or recitation or delivery of any creative work (the "Material"). Each Participant acknowledges that The Sponsor will be the sole and exclusive owner of the Material.

6. Conduct. By entering into this Contest, Participants agree to be bound by these Rules and the decisions of the Sponsor, which shall be final and binding in all respects. These Rules are accessible on the Contest Webpage throughout the Contest Period. Failure to comply with these Rules may result in disqualification.

7. General Conditions. The Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. The Prizes are not transferable, redeemable for cash or substitutable except by the Sponsor, who reserves the right to substitute the Prize (or portion thereof) for a prize of comparable or greater value, at its sole discretion. All Prize details not covered by these Rules are at the Sponsor's sole discretion. By entering the Contest and/or accepting the Prize, each Winner agrees that he or she has all rights, permissions and consents necessary to grant the rights to Sponsor as expressed herein and will abide by and be bound by the Rules and the Sponsor's decisions.

7.1 The Sponsor reserves the right, in its sole discretion, to modify these Rules or to cancel, modify, terminate or suspend this Contest; and in such event, to select the Winner according to the judging criteria set forth above. The Sponsor reserves the right to cancel or modify this Contest if fraud, technical failures or any other factor beyond its reasonable control impairs the integrity of this Contest, as determined by the Sponsor in its sole discretion.