

#Coin Contest Official Rules

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

THIS CONTEST IS SPONSORED SOLELY BY INTERLUDE US, INC. d/b/a Eko. IT IS NOT SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH FACEBOOK, TWITTER OR ANY OTHER SITE OR PLATFORM. You understand that you are providing your information to Interlude US, Inc. and Walmart, Inc. and not to Facebook or Twitter. You can view Interlude US, Inc.'s privacy policy at <https://company.helloeko.com/legal/legal-terms>.

1. Eligibility

#Coin Contest (the "Contest") is open only to legal residents of the fifty (50) United States (and the District of Columbia), who are eighteen (18) years of age or older or the age of majority in your jurisdiction of legal residence at the time of entry. Void where prohibited. Proof of residency and age may be required. Employees and directors of Walmart, Inc., Sync Marketing LLC, Interlude US, Inc., Particle3, Inc., Metro-Goldwyn-Mayer Studios Inc. and their subsidiaries, divisions, affiliates, and advertising or promotional agencies or individuals involved with the design, production, execution or distribution of the Contest and the immediate family and household members of such individuals, are not eligible to enter or win. "Immediate family members" shall mean parents, stepparents, children, stepchildren, siblings, stepsiblings, or spouses, regardless of where they live. "Household members" shall mean people who share the same residence at least three months a year, whether related or not. In order to enter the Contest or receive a prize, you must fully comply with the Official Rules and, by entering, you represent and warrant that you agree to be bound by these Official Rules and the decisions of the Sponsor, whose decisions shall be binding and final in all respects relating to this Contest.

2. Sponsor and Administrator

Sponsor: Interlude US, Inc. d/b/a Eko, 235 Park Avenue South, 6th floor, New York, NY 10003.

Administrator: Sync Marketing LLC, 10960 Wellworth Avenue, Unit 301, Los Angeles, CA 90024.

3. Timing

Contest begins October 17, 2018 at 12:01 p.m. Eastern Time and ends November 28, 2018 at 11:59 p.m. Eastern Time ("Contest Entry Period"). Sponsor is the official time keeper for this Contest. The Contest is governed by these Official Rules and is subject to all applicable federal, state, and local laws.

4. How to Enter

During the Contest Entry Period go to Goeko.co/coin (the "Website") and watch an episode and earn coins. To be able to save coins and have a chance to win a prize, you must register by providing your first name, last name, email address and agree to the Official Rules. To register you will be required to create a password. By registering you agree to receive emails from the Sponsor and Walmart, Inc. You can opt out of receiving emails at any time. You will be able to watch episodes and earn coins as follows:

- Registering. You will receive 500 coins for registering for the Contest.
- Answer a Simple Question. You will receive 1,000 coins for successfully answering a simple question.

- Answer a Specialized Question. You will receive 2,000 coins for successfully answering a specialized question.
- Answer a Challenging Question. You will receive 3,000 coins for successfully answering a challenging question.
- Complete an Episode. You will receive 5,000 coins when you complete an episode.
- Sharing Contest. Share the Contest and you will receive 5,000 coins for each friend that uses your unique code to sign up. Subject to a maximum of five (5) friends for a maximum of 25,000 coins. Signing Up with a Referral Code. A user that shared receives #COIN only upon sign up of the referred user. The referred user receives 2,000 coins when they sign up.

Use of any automated system to enter or earn coins is prohibited and will result in disqualification. Sponsor and Administrator have the right to exclude and disqualify an entrant that is using any unfair method to obtain coins or otherwise cheat. Sponsor in its sole discretion will determine if an entrant used deception, fraud or any automated process to earn any points. Sponsor will then take steps at its sole discretion to limit the number of coins awarded or not award coins. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected coins. In the event of a dispute as to any entrant, the authorized account holder of the email address used to enter will be deemed to be the entrant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners of any prize may be required to show proof of being the authorized account holder to be awarded the prize. The Contest is only accessible on a computer (non-mobile / tablet).

5. Winner Determination

After the end of the Contest Entry Period, a panel of qualified judges will count the number of coins each entrant has earned. The top 15,059 coin earners will win the prizes as stated below in Section 8. In the event of any tie for any prize level, the winner will be determined based on the entrant that reached the winning coin level first.

On or about November 30, 2018, Administrator will contact potential winners. Potential winner must follow the initial prize claim instructions and any subsequent claim instructions, or the prize will be forfeited in its entirety. A potential winner will be required to verify their email address if they have not already done so in order to receive a prize and use the gift card.

6. POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR AND/OR ADMINISTRATOR. SPONSOR AND ADMINISTRATOR’S DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE ADMINISTRATION, OPERATION, SELECTION OF THE WINNERS, ANSWERS TO TRIVIA QUESTIONS, AND OTHER MATTERS RELATED TO THE CONTEST.

7. Verification of Potential Winners

Potential winners may be required to complete and return an Affidavit of Eligibility, Release of Liability and Publicity Release (where permitted by law) (collectively, the “Affidavit”) by the date specified by Sponsor, or an alternate potential winner may be selected. In the event: (a) potential winner cannot be reached for whatever reason after a reasonable effort has been exerted or the potential winner notification or Affidavit is returned as undeliverable; (b) potential winner declines or cannot accept, receive or use the prize for any reason; (c) of noncompliance with the above or within any of the aforesaid time periods, (d) potential winner is found to be ineligible to enter the Contest or receive the prize, (e) potential winner cannot or does not comply with the Official Rules, or (f) potential winner fails

to fulfill the Affidavit-related obligations, the potential winner shall be disqualified from the Contest and an alternate potential winner may be selected by selecting the entrant that has the next most coins. Sponsor reserves the right to modify the notification and Affidavit procedures in connection with the selection of alternate potential winner, if any.

8. Prizes

The following prizes will be awarded:

Rank #	Number of winners	Value of Walmart gift card	Total value of all prizes in category
1	1	\$3,000	\$3,000
2	1	\$2,500	\$2,500
3	1	\$2,000	\$2,000
4	1	\$1,500	\$1,500
5	1	\$1,000	\$1,000
6	1	\$800	\$800
7	1	\$700	\$700
8	1	\$600	\$600
9	1	\$500	\$500
10-19	10	\$300	\$3,000
20-29	10	\$200	\$2,000
30-39	10	\$100	\$1,000
40-49	10	\$50	\$500
50-99	50	\$40	\$2,000
100-999	900	\$20	\$18,000
1,000-15,060	14,060	\$15	\$210,900
	15,059	Totals	\$250,000

Gift Card Terms: Gift Card Terms: Gift Card is redeemable for merchandise only at Walmart retail stores in the United States, Canada and Puerto Rico or at <http://www.walmart.com>. Gift Card is subject to its terms and conditions (found at http://help.walmart.com/app/answers/detail/a_id/57/~gift-card-terms-and-conditions) and may not be returned, redeemed for cash (except to the extent required by law) or used as payment on or credit to any credit card accounts. Not valid on prior purchases. The Gift Card will not be replaced if lost or stolen. In no event will the Gift Card prize value exceed the stated value. In the event the winner purchases more than the stated value worth of merchandise, the winner will be solely responsible for payment of those costs.

No cash equivalent will be provided for the prize. No substitution for prize will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the listed prize for one of equal or greater value for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. All federal, state, and local tax liabilities, as well as any other costs and

expenses not specified herein as being awarded are the sole responsibility of the Winner. Winner may be required to complete and return an IRS W-9 form (i.e. Request for Taxpayer Identification Number and Certification). Prize will be awarded only if the potential prize winner fully complies with these Official Rules. Approximate maximum retail value of all prizes is \$250,000.

9. Entry Conditions and Release

Each entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of Sponsor and Administrator which are binding and final in all matters relating to this Contest; (b) defend, indemnify, release and hold harmless the Sponsor, Administrator, Walmart, Inc., Particle3, Inc., Metro-Goldwyn-Mayer Studios Inc. and their respective parent, subsidiary, and affiliated companies, celebrities, and any other person and organization responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Contest, acceptance, possession, attendance at, defect in, delivery of, inability to use, use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry. Winners acknowledge that all prizes are awarded as-is without warranty of any kind.

10. Publicity

Except where prohibited or restricted by law, winner's acceptance of prize constitutes the winner's agreement and consent for Sponsor and any of its designees to use and/or publish winner's full name, city and state of residence, photographs or other likenesses, pictures, portraits, video, voice, testimonials, biographical information (in whole or in part), and/or statements made by winner regarding the Contest or Sponsor, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval.

11. General Conditions

Sponsor and its subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers and directors shall not have any obligation or responsibility, including any responsibility to award any prize to entrants, with regard to: (a) entries that contain inaccurate information or do not comply with or violate the Official Rules; (b) entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human or technical error of any kind; (c) entrants who have committed fraud or deception in entering or participating in the Contest or claiming the prize; (d) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (e) any inability of the winner to accept the prize for any reason; (f) if a prize cannot be awarded due to delays or interruptions due to Acts of God, natural disasters, terrorism, weather or any other similar event beyond Sponsor's reasonable control; or (g) any damages, injuries or losses of any kind caused by any prize or resulting from awarding, acceptance, possession, use, misuse, loss or misdirection of any prize or resulting from participating in this Contest or any promotion or prize related activities. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to

be (a) tampering with the entry process or the operation of the Contest, or with any Website promoting the Contest; (b) acting in violation of the Official Rules; or (c) entering or attempting to enter the Contest multiple times through the use of multiple email addresses or the use of any robotic or automated devices to submit entries. If Sponsor determines, in its sole discretion, that technical difficulties or unforeseen events compromise the integrity or viability of the Contest, Sponsor reserves the right to void the entries at issue, and/or terminate the relevant portion of the Contest, including the entire Contest, and/or modify the Contest and/or award the prize from all eligible entries received as of the termination date.

12. Limitations of Liability

The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Contest; (d) technical or human error in the administration of the Contest or the processing of registrations; or (e) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize. If for any reason an entrant's registration is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Contest. No more than the stated number of each prize will be awarded.

13. Disputes

Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action; (b) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate New York State Court located in New York, New York; (c) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (d) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

14. Entrant's Personal Information

Information collected from entrants is subject to the Sponsor's Privacy Policy, which is available at <https://company.helloeko.com/legal/legal-terms>.

15. Contest Results

For Contest results, send an email with the subject line of "Winners List – #Coin Contest" to Contact@particle3.com. Requests for the Winner's List must be received by January 31, 2019.

For questions, send an email to info@syncmarketing.net.

This Contest is in no way sponsored, endorsed or administered by, or associated with Facebook or Twitter. Any and all questions, comments or complaints regarding the Contest must be directed only to Administrator and not Facebook or Twitter.

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