

LATICRETE International, Inc. ("Sponsor")

LATICRETE® University Learn & Earn Giveaway

OFFICIAL RULES

NO PAYMENT, ENTRY FEE OR PURCHASE REQUIRED.

OPEN TO INDIVIDUALS WHO ARE AT LEAST EIGHTEEN (18) YEARS OLD AT THE TIME OF ENTRY IN THE 49 United States (or District of Columbia). VOID WHERE PROHIBITED. NOT AVAILABLE TO RESIDENTS OF RHODE ISLAND.

HOW TO ENTER: Enter the "LATICRETE® University Learn & Earn" Giveaway (the "Sweepstakes") by taking LATICRETE University online tutorials and answering corresponding test questions correctly at www.brainshark.com/laticrete. The person who has taken the most tutorials and passed the tests of all entries received in the given month will win a swag prize package. **Contestants are not required to "like" LATICRETE or its products in order to participate or win.**

The Sweepstakes begins at 12:00:01 a.m. Eastern Time ("ET") on the first day of each month (January 2020 through December 2020) and ends at 11:59:59 p.m. ET on the last day of each month (January 2020 through December 2020) during the ("Sweepstakes Period"). Entries must be received by 11:59:59 p.m. ET on the last day of the month to be included. For example, all entries for January must be received by January 31st at 11:59 PM ET to be considered.

In the event of a dispute as to the identity of an entrant, any online entry will be deemed submitted by the authorized account holder of the e-mail account from which it was sent. The authorized account holder shall be the natural person to whom the applicable e-mail address has been assigned by the Internet access provider, service provider, or other online organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A selected winner may be requested to provide Sponsor with proof that the selected winner is the authorized account holder of the e-mail address associated with the winning entry. If a dispute cannot be resolved, the entry will be deemed ineligible. **NO PURCHASE NECESSARY.** A purchase will not increase your chances of winning.

ELIGIBILITY: Sweepstakes open only to eligible individuals who are eighteen (18) years of age or older at the time of entry in the 49 United States (or District of Columbia). Not available to residents of Rhode Island. Employees, officers, directors and contractors of LATICRETE International, Inc. ("Laticrete" or "Sponsor"), promotion and advertising agencies and anyone involved in the Sweepstakes' development or execution, the immediate family members (meaning spouses, parents, siblings, children and their respective spouses) of such employees, officers, directors and contractors and members of the households of such employees, officers, directors and contractors are not eligible. By taking part in this Sweepstakes, participants agree to be bound by these Official Rules. Sponsor reserves the right to permanently disqualify from this Sweepstakes any person it believes has intentionally violated these Rules. Sweepstakes subject to all federal, state and local laws. **VOID WHERE PROHIBITED.**

WINNER SELECTION: During the sweepstakes period, twelve (12) total winners shall be selected from among all eligible entries on or about the 15th of each month (January 2020 through December 2020) at 5:00 PM ET by Sponsor (or its designee), whose decisions are final and binding on all aspects of this Sweepstakes and not subject to appeal. The winners will be notified by [e-mail within one (1) week of

being selected]. In all cases, Sponsor reserves the right to request proof of residency and age and a 2 winner will be deemed to have forfeited the prize if Sponsor, in its sole discretion, finds that the proof is unsatisfactory.

If a potential winner does not timely return requisite documents or cannot be reached within **[three (3) days]** from initial notification attempt, if prize is returned as non-deliverable, or in the event of noncompliance with any of the requirements of these Official Rules, the prize will be forfeited and an alternate winner will be selected at random from the remaining eligible entries and confirmed in accordance with these Official Rules.

Prizes may not be substituted, transferred or redeemed for cash, except by Sponsor, who reserves the right to substitute any prize with a prize of comparable or greater value in its sole discretion. Winners shall be responsible for all applicable taxes, including but not limited to sales and income taxes, if any.

PRIZES AND THEIR APPROXIMATE RETAIL VALUES ("ARV"): Twelve (12) Winners will receive (1) LATICRETE swag package each (ARV: \$150).

The total ARV of all Prizes awarded is \$1,800.

ODDS OF WINNING: Odds of winning depend on the number of eligible entries received.

GENERAL CONDITIONS: Sweepstakes entrants agree to be bound by the terms of these Official Rules and decisions of Sponsor which are final and binding on all matters relating to this Sweepstakes. All federal, state and local taxes are solely the responsibility of the winner. By entering, participants (and parent/legal guardian if participant is a minor) release and hold harmless Sponsor, and its subsidiaries, affiliates, representatives, promotion, advertising and online technology agencies, prize suppliers and all others associated the development or execution of this Sweepstakes, and each of their respective directors, officers, employees and agents (the "Releasees") from any and all liability or any injuries, loss or damage of any kind arising from or in connection with participation in this Sweepstakes or acceptance, use, misuse or nonuse of any prize or parts thereof (including activity or travel related thereto), including, without limitation, liability for death, personal injury, damage or loss of any kind, and from liability to any other persons relating to or resulting from entering or downloading materials or software in connection with this Sweepstakes. The Releasees do not make any warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of any prize, including, without limitation, quality, merchantability, and fitness for a particular purpose. Further, no responsibilities are accepted for any additional expenses, omissions, delays, re-routing, or acts of any government or authority. Sponsor reserves the right to modify this Sweepstakes in any way it deems necessary or appropriate. Entry constitutes permission for Sponsor and its designees to use winner's name, likeness, entry materials (including entrant's photo), performance, hometown and state for advertising and promotional purposes in any and all media at the discretion of Sponsor without additional compensation unless prohibited by law.

The use of any automated launching or entry software or any other mechanical or electronic means that permits the participant to automatically register and/or enter repeatedly is prohibited. If for any reason this Sweepstakes is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of

this Sweepstakes, Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes. Should this Sweepstakes be terminated Sponsor reserves the right to select the winners in a random drawing from among all eligible, non-suspect entries received as of the action requiring such termination. Releasees assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of 3 entries. Releasees are not responsible for lost, late, garbled, misdirected, or postage due entries or mail, or for any problems or technical malfunction of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

DATA COLLECTION: Sponsor collects personal information from you when you enter the Sweepstakes. See Sponsor's privacy policy at <https://laticrete.com/about-laticrete/privacy-statement> for information about how personal information may be used.

LIST OF WINNERS: For the name of the Sweepstakes winners, available after March 31, 2021, send a self-addressed, stamped envelope to: LATICRETE University Learn & Earn Sweepstakes Winners List, LATICRETE International, Inc., One Laticrete Park North, Bethany, CT 06524-3423 Requests must be received by July 31, 2021.

MISCELLANEOUS: Participants agree that this Sweepstakes is governed solely by the laws of the United States. Any claims arising out of or relating to this Sweepstakes or any other Prize may be brought only and exclusively in a federal or state court in Connecticut. If any provisions of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

The Campaign hosted by LATICRETE International Inc. is in no way sponsored, endorsed, administered by, or associated with Facebook.

SPONSOR: This Sweepstakes is sponsored by LATICRETE International, Inc., One LATICRETE Park North, Bethany, CT 06524-3423.

© LATICRETE International, Inc. All rights reserved.