

No purchase necessary. Open only to legal residents of the 49 U.S. & D.C. (excluding Maine) who, as of date of entry, are 18 or older and currently serving in the United States Armed Forces with the following exceptions: residents of AL and NE who must be 19 or older, residents of MS who must be 21 or older. Void in Maine and where prohibited by law. The Huetiful Combat Dry Hair Contest starts 10/24/2011 & ends 11/9/2011.

CONTEST PERIOD: The Huetiful Hair Idol Contest (the "Contest") begins at 9:00 a.m. Eastern Time ("ET") on 10/24/2011 and ends at 5:00 p.m. ET on 11/09/2011 (the "Contest Period").

1. **ELIGIBILITY:** Open only to legal residents of the 49 U.S. & District of Columbia (excluding Maine) who, as of date of entry, are 18 or older and currently serving in the United States Armed Forces with the following exceptions: residents of Alabama and Nebraska who must be 19 years of age or older, residents of Mississippi who must be 21 years of age or older. Void in Maine and where prohibited by law. All federal, state, provincial and local laws and regulations apply.
2. **HOW TO ENTER THE CONTEST:** To enter the Contest, **complete the entry form at www.behuetiful.com/militarygivaway. All entries must be received by 11/09/2011 and become the property of Huetiful, LLC.**
3. **JUDGING/FINALIST DETERMINATION:** All Entries will be received by 5pm EST on 11/9/2011 will be entered into a random drawing. Nine (9) winners will be selected at random to receive the prize.
4. **NOTIFICATION:** The twelve winners will be notified by email and/or phone where they must provide verification of their military status. Once their status has been verified they will receive their prizes within 1-2 weeks.
5. **PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"):** (9) Grand Prizes: The Grand Prize Winner will receive the Huetiful Hydration Package: Huetiful Hair Steamer and Facial Attachment, Huetiful Hair Steam Band, Huetiful Sulfate-Free Cleansing Shampoo, Huetiful Conditioner with Moringa Oil, and Huetiful intense Hydrating Hair Masque. No transfer, substitution or cash equivalent for any prizes will be permitted, except at the sole discretion of the Sponsor due to prize unavailability for any reason, including but not limited to, cancellation, scheduling conflicts or an event of force majeure; and, in such circumstance, an alternate prize/prize component of equal value will be awarded and the Sponsor's obligation to the winners will be fulfilled, and no other additional compensation will be provided. No responsibility or liability is assumed for damages, losses or injury resulting from acceptance or use of prize. Acceptance of prize constitutes permission to use Grand Prize winner's names, likenesses and Entries for promotional and advertising purposes, in any and all media, without further compensation, except where prohibited by law. In addition, Grand Prize winner must agree to participate in all promotional media or public-relation activities supporting the Contest, including but not limited to, local and national newspaper interviews, television segments and media training sessions prior to conducting any media interviews relating to Contest. Finalists/Grand Prize winner must also agree to behind the scenes media access including but not limited to the taking of video footage and photos during all Contest related activities and grants permission to Sponsor to use such videos/photos in any and all media supporting the Contest.

6. **GENERAL RULES:** By participating in the Contest, Entrants agree to be bound by the Official Rules and the decisions of the Sponsor/Judges. Judges' decisions are final on all matters relating to the Contest. All Entries will be declared made by the authorized account holder of the e-mail address submitted at the time of Entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The Sponsor and its agencies are not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in the Contest or by any human error which may occur in the Contest. Sponsor reserves the right to cancel the Contest if any aspect of the Contest becomes technically corrupted, and determine the Finalists from Entries received prior to cancellation. The Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the Entry process or the operation of the Contest or Contest Website; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The Contest Indemnitees (as defined below) will have no liability or responsibility for any claim arising in connection with participation in the Contest or the awarding of prizes, including any travel or activities relating thereto. Finalists/Grand Prize winner assume all liability for any injury or damage caused, or claimed to be caused, by participation in the Contest or use or redemption of prize.
7. **RELEASE:** By submitting an Entry, you hereby grant the Sponsor, its affiliates, subsidiaries, assigns, licensees, designees and legal representatives the irrevocable, perpetual, worldwide digital and other rights to use, reproduce, edit, market, store, distribute, have distributed, publicly and privately display, communicate, publicly and privately perform, transmit, have transmitted, create derivative works based upon, and promote the Entry (as such may be edited and modified by the Sponsor in its discretion) for editorial, commercial, promotional and all other purposes (including posting on any websites). In addition, you (and anyone who videotaped your entry) hereby assign to the Sponsor all rights, titles, and interests that you/any additional person(s) may be deemed to have in any reproduction, product, or derivative work using or incorporating the Entry. You further agree to waive any moral rights in the Entry You represent and warrant that: i) the Entry does not and shall not infringe on any copyright, moral right, trademark or any other third-party right nor violate any applicable law or regulation, (ii) you have the right to grant any and all necessary rights and licenses provided herein, including without limitation, all necessary copyright, trademark and other related rights to the Entry, free and clear of all claims and encumbrances without violating the rights of any person or entity, including any right to privacy or publicity. Sponsor reserves the right to record and videotape select activities of Finalists' and Grand Prize winner's trips, and use said recordings in any and all media now known or hereafter created throughout the world in perpetuity. You waive any right to inspect or approve uses of the Entry or to be compensated for any such uses. You hereby release Sponsor, their parents, subsidiaries and

affiliates, and each of their respective officers, directors, agents, employees, cobranded or other partners, and any of its employees (collectively, the "Contest Indemnitees"), harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of the Contest Indemnitees due to or arising out of your participation in the Contest, or use of your name, likeness, Entry and/or voice, or any other rights granted to Sponsor, including any claims for including but not limited to trademark, copyright, or other intellectual property rights, right of publicity, right of privacy or defamation. You further agree to release and indemnify and hold harmless Contest Indemnitees from any and all claims that any commercial, advertising, presentation, web content or any other material subsequently produced, presented, and/or prepared by or on behalf of Contest Indemnitees infringes on your rights as contained in the Entry submission. You hereby represent and warrant that you have read these Official Rules, are fully familiar with its contents and agree to be bound by them. The Contest and the Official Rules shall be exclusively governed by and construed in accordance with the laws of the state of Georgia, without regard to conflicts of law provisions. Entrants submit to exclusive personal jurisdiction in Georgia and agree that any dispute shall be brought in the state and federal courts in Georgia.

8. **WINNERS LIST:** to view the list of winners, available after 11/9/2011, visit behuetiful.com/militarygiveaway.
9. **SPONSOR:** The Sponsor of the Contest is Huetiful, LLC {4060 Peachtree Road, Suite D, #517 Atlanta, GA 30319}.