

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

1. Promotion Description: The “Fair Trade Photofest” (“Contest”) will begin on 10/1/2016 at 12:00 AM (Pacific Time (US & Canada) and end on 10/28/2016 at 11:59 PM (Pacific Time (US & Canada) (the "Promotion Period"). Sponsor's clock will be the official time keeper for the Contest. By participating in the Contest, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Fair Trade USA ("Sponsor"), which shall be final and binding in all respects. Sponsor is solely responsible for the collection and processing of entries and the overall administration of the Contest. Entrants should look solely to Sponsor with any questions, comments or problems related to the Contest.

2. Eligibility: Open to legal residents of the USA who have reached the age of majority (as defined by their jurisdiction of primary residence) as of the start date of the Contest. Void where prohibited or restricted by law. Sponsor and its parents, subsidiaries and affiliates, and its advertising and promotion agencies and other companies or entities associated with this Contest and each of their respective officers, directors and employees, and members of their immediate families and/or persons living in the same household as such persons, are ineligible to enter the Contest or win a prize.

3. Winner Selection:

Weekly Winners: One (1) winner will be chosen each week for the best weekly-themed photo of that week based on the number of votes received that week, for a total of up to four (4) different weekly winners.

The winner of each weekly prize will be chosen by a process of public voting from among all eligible entries entered for that week (with each weekly winner to be selected the following Monday after that week ends and notified within a few days after his or her selection). Each winner will be notified via the social media outlet through which he or she entered. Each winning entry will be decided through a voting process online at <http://fairtradecampaigns.org/events/fair-trade-photofest-2016/> and/or www.facebook.com/fairtradecampaigns via the voting platform Woobox. The photo with the most votes obtained in accordance with these rules at the end of each week wins the prize pack for that week. Decisions via the voting function are final.

Each week's entry period (and theme) begins on a Saturday at 12:00am PST and ends on a Friday at 11:59pm PST, as follows: Week 1: October 1-October 7, 2016; Week 2: October 8-October 14, 2016; Week 3: October 15-October 21, 2016; Week 4: October 22-October 28, 2016.

Grand Prize Winners:

Two (2) additional winners (the “Grand Prize Winners”) will be selected by a judging panel composed of three Fair Trade Campaigns staff members and four Fair Trade Campaigns Volunteer National Steering Committee Members to win a grand prize trip to Ecuador, according to the following procedures. After the contest ends (11:59pm PST on October 28th), the top three photos with the most votes from each of the four weeks, for a total of up to twelve (12) photos, will be brought before a judging panel to be voted on for the two best overall photos (chosen based on the photos' originality, creativity and quality, as determined by the panel in its sole discretion). The winners of the grand prize trip to Ecuador will be selected on November 1, 2016 and notified within a few days after their selection. They will be notified via the social media outlet through which they entered. No more than one photo per entrant per week is eligible to be selected from the weekly entries to be considered for the grand prize. Decisions by the judging panel are final.

For all winners, odds of winning will vary depending on the number of eligible entries received. A potential winner must accept a prize by email as directed by Sponsor within three (3) days of notification. Any winner notification not responded to as directed or returned as undeliverable may result in prize forfeiture. The potential prize winner may be required to sign and return an affidavit of eligibility and release (the "Affidavit").

4. Prizes: Up to a total of four weekly prize packages and two grand prizes of an almost all expenses paid* trip to Ecuador with [Global Exchange Reality Tours](#) will be awarded during the Promotion Period. Each weekly prize pack is an assortment of goodies and its contents may vary by week.

For each grand prize trip to Ecuador, the winners will travel on the following dates:

July 15-22, 2016

*The trip to Ecuador with Global Exchange Reality Tours includes the following for each grand prize winner:

- Round trip airfare for one (1) person to/from any major airport located within the vicinity of such winner's permanent residence in the U.S.
- Double-room accommodations (single-room upgrade available)
- On-ground transportation within Ecuador including airport pick-up and drop-off
- Three meals per day
- Trip leader
- Translations
- Preparatory reading and orientation materials
- Admission and fees to all scheduled program activities
- Honoraria to certain speakers and organizations

For the avoidance of doubt, the grand prize trip does not include:

- Expenses of a purely personal nature
- Room service charges
- Gratuities
- Passport and visas costs (if applicable)

The approximate retail values (ARV) range from \$150 for each weekly prize package to \$2,010 for each grand prize trip to Ecuador.

Any gift cards and gift certificates awarded as prizes are subject to the terms and conditions of the issuer of such cards or certificates. Prizes cannot be transferred, redeemed for cash or substituted by winner. Sponsor reserves the right in its sole and absolute discretion to award a substitute prize of equal or greater value if the original advertised prize is unavailable or cannot be awarded, in whole or in part, for any reason. In the event that a winner of the grand prize cannot participate in the trip to Ecuador based on his or her availability and the set dates, Sponsor will use reasonable efforts to work with the winner to offer him or her one more alternative set of dates (which would be no later than January 31st, 2017) but prizes cannot be transferred or redeemed for cash. The ARV of any prize represents Sponsor's good faith determination. Such determination is final and binding and cannot be appealed. If the actual value of the prize turns out to be less than the stated ARV, the difference will not be awarded in cash. Sponsor makes no representation or warranty concerning the appearance, safety or performance of any prize awarded. Restrictions, conditions and limitations may apply. Sponsor will not replace any lost or stolen prizes.

Prizes will only be awarded and/or delivered to addresses within the USA. All federal, state and/or local taxes, fees and surcharges are the sole responsibility of each prize winner. Failure to comply with the Official Rules will result in forfeiture of the prize.

5. How to Enter: During the Promotion Period, enter the Contest by taking a photo of a Fair Trade product according to the applicable weekly theme and posting it directly to the Fair Trade Campaigns' Facebook page or PUBLICLY on your personal Twitter or Instagram using the hashtag #FTCampaigns (i.e., your posted entries must be set to public view) Entrants are permitted to submit more than one (1) photo during the Promotion Period, but cannot post the same photo multiple times (either on the same social media site or across different social media sites). Entrants are eligible to win only one weekly prize pack during the Promotion Period. Winners of the weekly prize packs are eligible to win the grand prize. By entering the Contest, entrant is automatically subscribed to Sponsor's email list and will receive emails with Fair Trade Campaigns updates. Entrant may unsubscribe from the list at any time by clicking on the "Unsubscribe" button at the bottom of such emails or emailing the sender and requesting to be removed from the e-mail list.

Automated or robotic entries submitted by individuals or organizations will be disqualified. Entry must be made by the entrant. Any attempt by an entrant to enter the Contest or to obtain more than the permitted number of votes (one per day per internet protocol address) by using multiple/different email addresses, identities, registrations, logins, vote buying/exchange services and/or sharing groups and/or services, or any automated methods, including, but not limited to, commercial contest/sweepstakes subscription notification and/or entering services, will void that entrant's entries and that entrant may be disqualified. Final eligibility for the award of any prize is subject to eligibility verification as set forth in these Official Rules.

By using any social media website to enter this Contest, entrant agrees to such website's terms and conditions, privacy policy and other applicable rules and guidelines. Entrant agrees that its photos will not:

- contain material that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous
- contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age
- contain material that is unlawful, in violation of or contrary to the laws or regulations in the state where the photo was taken

Entrant acknowledges that Sponsor, Facebook, Twitter and/or Instagram may remove the photo at any time and for any reason, including if any of them believes, in its sole discretion, that the photo fails to conform to the guidelines and restrictions above in any way or otherwise contains prohibited, inappropriate, offensive, infringing or otherwise unacceptable content, in which case the photo shall be disqualified from the Contest.

6. Privacy: We collect several types of information about Contest entrants, including names, photos, email addresses and comments used to enter the Contest. We use this information, among other uses, to contact the winner of each prize, who will provide us with an address to ship the Contest prize. We may share this information with any brand ("Promotion Entity") providing a prize. Entrant acknowledges and agrees that the Promotion Entities may use such information in accordance with their respective online privacy policies. Entrant agrees that Sponsor may use any photos, comments and posts provided by the entrant (regardless of whether such entrant has won a prize) for advertising and promotional purposes in any medium, with or without attribution, and without additional compensation to the entrant. The privacy policy of Sponsor can be found at <http://fairtradeusa.org/privacy-policy>.

7. Limitation of Liability: Sponsor is not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the

Contest or by any technical or human error, which may occur in the processing of submissions in the Contest. Sponsor assumes no responsibility for any misdirected or lost mail, or any error, omission, interruption, deletion, defect, delay of operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of email or players on account of technical problems or traffic congestion on the Internet or at any website or combination thereof, including injury or damage to entrant's or any other person's computer related to or resulting from participating or downloading materials in the Contest. If, for any reason, the Contest is not capable of running as planned, including 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 the Contest, then Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Contest or any portion of it. In such event, Sponsor may, in its sole discretion, select the winners using eligible entries and votes received prior to or after such cancellation, suspension or modification. By entering the Contest and/or accepting any prize, you release, indemnify and hold harmless Sponsor, the Promotion Entities, Facebook, Instagram and Twitter from any and all liability in connection with the use/misuse of any prize or participation in the Contest or any Contest-related activity.

In the event of a dispute concerning who registered online to participate in the Contest, the registration will be declared to have been made by the authorized account holder, which is defined as the natural person who is assigned to an email address by an internet provider, online service provider or other organization (e.g., business, education institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the email address. If a dispute cannot be resolved to Sponsor's satisfaction, the entry will be deemed ineligible.

8. Sponsor: The Contest is sponsored by Fair Trade USA, 1500 Broadway, Suite 400, Oakland, CA 94612 USA, info@fairtradeusa.org. This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook, Instagram or Twitter.