

LOVE WORK SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING.

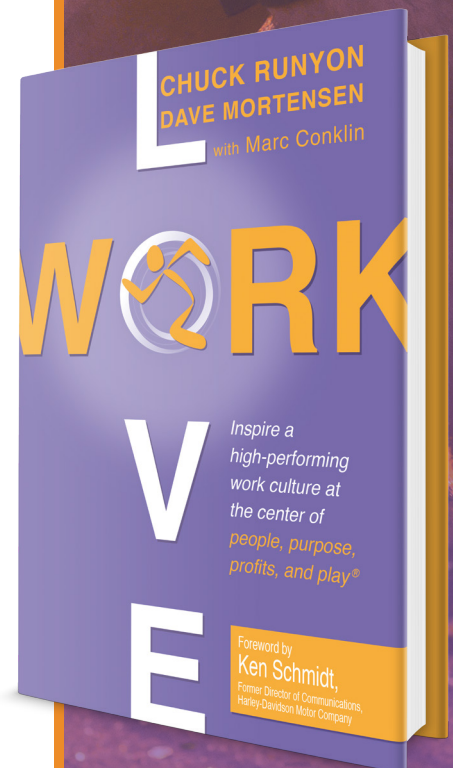
Eligibility. This LOVE WORK Sweepstakes (“Sweepstakes”) is open to natural persons who are at least 18 years old at time of entry. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

Sponsorship. The Sweepstakes sponsor is Self Esteem Brands, LLC (“Sponsor”), located at 111 Weir Drive, Woodbury, MN 55125. Sponsor and its respective officers, directors, shareholders, and employees, including without limitation, the immediate family members of such individuals, are not eligible to participate. Sponsor will conduct the Sweepstakes substantially as described in these Official Rules.

Sweepstakes Period. This Sweepstakes begins on July 31, 2017 at 12:01 AM CST and ends on December 31, 2017 at 11:59 PM CST (“Sweepstakes Period”).

How to Enter. During the Sweepstakes Period, look for a Purple Ticket inside specially-marked copies of the book Love Work by Chuck Runyon and Dave Mortensen. Winners are the recipients of the Purple Tickets. To redeem, send an email to lovework@sebrands.com. Winners will be required to verify their ticket by emailing a photograph of the front and back of the ticket to lovework@sebrands.com. To enter without purchase, send an email to: lovework@sebrands.com for a chance to win a Purple Ticket via random drawing to be conducted daily by Sponsor throughout the Sweepstakes Period. Sponsor’s decisions and interpretations on all matters relating to the Sweepstakes and these Official Rules are final and binding in all respects.

Winners who fail to verify their ticket or respond to Sponsor’s phone call and/or email notifying them of their winning a Purple Ticket within 72 hours are disqualified. Sponsor reserves the right to disqualify any entrant or winner and may refuse to award a prize to a person who is not eligible, has violated a rule, or gained unfair advantage. All Purple Tickets must be reviewed, redeemed and verified during the Sweepstakes Period. Any Purple Tickets not redeemed and verified by the close of the Sweepstakes Period are null and void. No other form of entry is valid. Sponsor reserves the right, but not the obligation, to review any entry for violation of the Official Rules and may, in its sole discretion, reject or otherwise exclude an entry if deemed invalid or ineligible.



Winners will be required to complete, sign, and return an affidavit of eligibility and liability and publicity releases and may, in Sponsor's sole discretion, be required to consent to a confidential background check. In the event that Sponsor determines winner(s) are not appropriate brand representatives based on the results of the confidential background check, prize will be forfeited.

Sponsor's Use of Entries: By submitting an Entry, you agree that your entry is gratuitous and made without restriction, that Sponsor is free to publish or use your entry to anyone, including the public at large, without any additional compensation to you. By participating, you acknowledge that your entry may be posted on the Sponsor's website(s) in Sponsor's sole discretion.

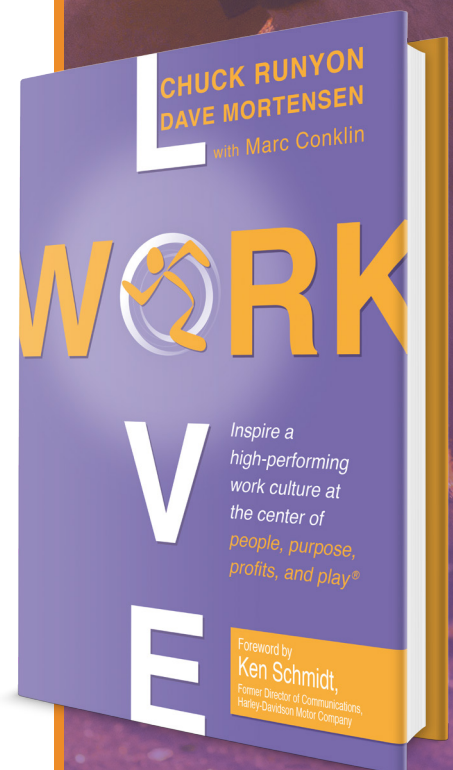
Grand Prize. Up to fifty (50) Grand Prizes will be awarded. Grand Prize consists of: free registration for a 2-day conference held at Self Esteem Brands, LLC Headquarters in Woodbury, MN. Events are expected to include presentations by Chuck Runyon, Dave Mortensen, and other leadership experts, various workshops, and dinner at the home of Chuck or Dave. Costs associated with hotel lodging, meals, and transportation to and from hotels and other Conference venues will be paid by Self Esteem Brands, LLC.

Winner is responsible to arrange, and for the cost of, their own travel to Minneapolis, Minnesota to attend the LOVEWORK Conference on the dates to be specified. Any other expenses not specifically mentioned above are solely the winner's responsibility. Winner will be required to provide a valid credit card to hotel to cover incidentals which are not included in Grand Prize package.

Winner agrees to accept the Grand Prize "as is" and entrants hereby acknowledge that Sponsor is not, in any manner, responsible or liable for any warranty, representation, or guarantee relative to the Grand Prize. Additional terms and conditions may apply and Sponsor shall not be responsible or liable in any way for any cancellations, losses or damages.

Approximate retail value of the Grand Prize is \$4,000 depending on fluctuations in accommodations. Any difference between stated approximate retail value and actual value of Grand Prize will not be awarded. Winner is solely responsible for any federal, state, and local taxes. Winner must provide Sponsor with a valid Social Security number or taxpayer identification number before prize will be awarded. Prize is non-transferable and no substitution or cash equivalent is permitted. Winner is responsible for federal, state, and local taxes, if applicable. Each prize is awarded "as is" with no warranty or guarantee, either express or implied, by Sponsor. **LIMIT ONE PRIZE PER PERSON.**

Odds. The odds of winning will depend on the number of books sold and other eligible entries received.



WARNING: ANY ATTEMPT BY ANY PERSON, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER WITH OR VANDALIZE ANY SPONSOR-OWNED WEBSITE OR MOBILE APPLICATION OR RELATED SOCIAL NETWORKING SITE, THE ENTRY PROCESS, OR OTHERWISE INTERFERE WITH OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES, MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

General Terms. By entering this Sweepstakes, you promise to abide by the Official Rules and decisions of Sponsor, which will be final and binding in all respects. Sponsor reserves the right, at its sole discretion, to refuse, disqualify or withdraw any entry at any time and is not responsible for any lost, late, stolen incomplete, illegible, inaccurate, undelivered, delayed, or misdirected Purple Tickets or entries. Sponsor will not be responsible for any injury, damage or loss of any kind arising out of your participation in the Sweepstakes.

YOU AGREE TO RELEASE, DISCHARGE, AND HOLD HARMLESS SPONSOR, ITS AFFILIATES, SUBSIDIARIES, EMPLOYEES, OFFICERS, DIRECTORS, AGENTS AND ASSIGNS FROM AND AGAINST ANY OR ALL CLAIMS, LOSSES, INJURIES, OR DAMAGES RESULTING FROM PARTICIPATION IN THE SWEEPSTAKES.

Except where prohibited by law, by accepting any prize, winner hereby grants Sponsor a perpetual, worldwide, royalty-free license to use your name, photograph, voice, and/or likeness without further authorization, compensation, or remuneration of any kind for advertising, promotion and other publicity purposes, in any and all media, now or hereafter known throughout the world.

Sponsor reserves the right to cancel, suspend, and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by the Sponsor in its sole discretion.

Winners Names. The name of Grand Prize winners are available only within thirty (30) days after the close of the Sweepstakes. To receive the name of the winners, where permitted by law, or a printed copy of the Sweepstakes Official Rules, please contact Sponsor by email at lovework@sebrands.com

