

## Cord Blood Registry x @AshleeFrazier Newborn Stem Cell Bundle

### Sweepstakes Rules

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. THE PURCHASE OF ANY GOOD OR SERVICE WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS VOID WHERE PROHIBITED BY LAW.

1. The Cord Blood Registry x @AshleeFrazier Newborn Stem Cell Bundle Sweepstakes Promotion (the "Sweepstakes") is sponsored by Cord Blood Registry, 6550 S. Bay Colony Dr., Tucson, AZ 85756 ("Sponsor" or "Cord Blood Registry").
2. The Sweepstakes begins at 12:01 am Pacific Time on September 29, 2020, and ends at 11:59 pm Pacific Time on October 5, 2020 ("Sweepstakes Period").
3. **HOW TO ENTER:** You are not required to register as a customer with, or make any payment to, Cord Blood Registry in order to enter (or win) the Sweepstakes. Go to <http://www.cordblood.com/AshleeFrazier> to access, complete, and enter the Sweepstakes. You will be prompted to enter your first and last name, zip code, phone number, email address, and baby's due date. Entrants must complete all fields in the online entry form and submit it online. Only one entry per email address per Sweepstakes Period allowed for the length of the Sweepstakes. Multiple entries will be deleted. Sponsor assumes no responsibility for garbled, incomplete, late, lost, or misdirected entries. In the event of a dispute as to who submitted an entry to the Sweepstakes, the authorized account holder of the email address shall be considered the valid entrant. All entries must be received by the Cord Blood Registry server no later than 11:59 pm Pacific Time on October 5, 2020, the applicable Sweepstakes Period. All entries are the exclusive property of the Sponsor.
  - b. Alternate Entry by Mail. To enter the Contest via U.S. mail, send your complete first and last name, complete street address, city, state, zip/postal code, email address, and telephone number (including area code) on a 3.5" x 5" postcard, postage prepaid, addressed to:

Cord Blood Registry x @AshleeFrazier Newborn  
Stem Cell Bundle

Attention: Rebecca Rothstein  
6550 S Bay Colony Drive Suite 100  
Tucson, AZ 85756

All required information must be completed and received by Sponsor no later than October 5, 2020, or mail entry will be deemed void.  
Regardless of the means of entry, entries will not be acknowledged or returned.

4. **ELIGIBILITY:** The Sweepstakes is offered electronically via the Internet and/or other advertising channels. It is only within the United States and not where otherwise prohibited by law. Entries will be deemed made by the authorized account holder of the email address submitted at the time of entry. The "authorized account holder" is defined as the natural person who is assigned to 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 email address. The Sweepstakes is open to all natural persons who are legal residents of the United States, who have Internet access with a valid email address, mailing address, zip code, and telephone number and are 18 years of age or older at the time of entry. Employees, officers, and directors of Sponsor, its parent

companies, affiliates, subsidiaries; advertising, promotion, and fulfillment agencies; legal advisors, their immediate family members, and persons living in their same household are not eligible to participate in the Sweepstakes. Entrants who have won a prize from the Sponsor within the last year also are not eligible to participate in the Sweepstakes. All federal, state, and local laws and regulations apply.

5. **PRIZE:** One (1) entrant per The Cord Blood Registry x @AshleeFrazier Newborn Stem Cell Bundle Sweepstakes Promotion Period (the "Winner") will be selected to receive:

- Free shipping and processing for cord blood and cord tissue
- Free one (1) year of storage for cord blood and (1) year of storage for cord tissue from Cord Blood Registry (the "Prize"). The total value of the Prize is \$3,070.00 [the non-discounted amount charged by CBR for the initial processing and preparation, shipping, and the current value of the annual storage fees for one year of storage]. Winners will be responsible for annual storage fees if a Winner decides to continue storing his/her baby's cord blood and cord tissue after the first year. All federal, state, and local taxes, licenses, and all other costs related to receiving and owning the Prize are the sole responsibility of the Winner. The Winner must present to the Sponsor a valid U.S. driver's license or valid U.S. I.D. in order to receive the Prize. Sponsor will not award any alternative prize, cash equivalent, or other substitution of the Prize. No reimbursements will be given to current clients of CBR. No other promotions, such as client referral fees, can be combined with the Prize amount. The Prize is transferable. The Prize must be redeemed within one (1) year of receipt, or it will be forfeited.

6. **SELECTION OF WINNERS:** Three Winners will be determined by a random drawing from all eligible entries, to be held within 3 days of the end of the The Cord Blood Registry x @AshleeFrazier Newborn Stem Cell Bundle Sweepstakes Promotion Period. All decisions are final and binding. The odds of winning will be determined by the number of eligible entries received. Sponsor will initially attempt to notify the Winner by telephone and/or email. The Winner will have 7 days from being notified to accept the Prize by email. The Winner may choose to forfeit the Prize.

The Winner will be required to sign and return a release of liability, affidavit or declaration of eligibility, and, where lawful, a publicity consent agreement, as instructed upon notification. By accepting the Prize, the Winner grants Sponsor the use of his/her name, voice, hometown, and likeness for the purpose of advertising, trade, or promotion without further compensation, unless prohibited by law.

If the Winner is ineligible, chooses to forfeit the Prize, cannot be notified, or fails to timely return the completed and executed affidavit or declaration and release, the Prize will be forfeited. In this case, an alternate winner will be selected by a random drawing and notified as set forth above.

7. **CONDITIONS:** By entering the Sweepstakes, you agree to be bound by these Official Promotion Rules and the decisions of Cord Blood Registry, which shall be final. Sponsor, agents, and representatives of Sponsor, their parent companies, affiliates, subsidiaries, advertising; promotion; fulfillment agencies and legal advisors are not responsible for and shall not be liable for: (i) late, lost, delayed, damaged, misdirected, incomplete, or unintelligible entries; (ii) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (iii) failed, incomplete, garbled, or delayed computer transmissions; (iv) any condition caused by events beyond the control of Sponsor that may cause the Sweepstakes to be disrupted or corrupted; (v) any injuries, losses, or damages of any kind arising in connection with or as a result of the

Prize, or acceptance, possession, or use of the Prize, or from participation in the Sweepstakes; or (vi) any printing or typographical errors in any materials associated with the Sweepstakes.

By participating in the Sweepstakes participants agree to release and hold Sponsor and the employees, officers, directors, shareholders, agents, and representatives of Sponsor, their parent companies, affiliates, subsidiaries, advertising; promotion; fulfillment agencies and legal advisors harmless from any and all losses, damages, rights, claims, and actions of any kind in connection with the Sweepstakes or resulting from acceptance, possession, or use of the Prize.

8. **PRIVACY STATEMENT:** This Sweepstakes is governed by CBR's [Privacy Policy](#).

9. **DISCLAIMER:** The use of cord blood is determined by the treating physician and is influenced by many factors, including the patient's medical condition, the characteristics of the sample, and whether the cord blood should come from the patient or an appropriately matched donor. Cord blood has established uses in transplant medicine; however, its use in regenerative medicine is still being researched. There is no guarantee that potential medical applications being studied in the laboratory or clinical trials will become available. Cord tissue use is still in early research stages, and there is no guarantee that treatments using cord tissue will be available in the future. Cord tissue is stored whole. Additional processing prior to use will be required to extract and prepare any of the multiple cell types from cryopreserved cord tissue. Cbr Systems, Inc.'s activities for New York State residents are limited to collection of umbilical cord tissue and long-term storage of umbilical cord-derived stem cells. Cbr Systems, Inc.'s possession of a New York State license for such collection and long-term storage does not indicate approval or endorsement of possible future uses or future suitability of these cells.

10. **WINNER'S LIST:** To obtain a Winner's List, send a self-addressed stamped envelope to:

The Cord Blood Registry x @AshleeFrazier  
Newborn Stem Cell Bundle Sweepstakes  
Promotion Attention: Rebecca Rothstein  
6550 S Bay Colony Drive Suite 100  
Tucson, AZ 85756

Email all sweepstakes inquiries or other comments to [bfawcett@cordblood.com](mailto:bfawcett@cordblood.com). Please reference The Cord Blood Registry x @AshleeFrazier Newborn Stem Cell Bundle Sweepstakes Promotion in your email.

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