

## **OFFICIAL RULES**

### Cord Blood Registry® Instagram Influencer Newborn Stem Cell Bundle Giveaway

NO PURCHASE NECESSARY TO ENTER OR WIN. THIS GIVEAWAY IS VOID WHERE PROHIBITED BY LAW. RESTRICTIONS APPLY.

The Cord Blood Registry® Instagram Influencer Newborn Stem Cell Bundle Giveaway (“**Giveaway**”) is administered by Cbr Systems, Inc., with offices at 11915 La Grange Ave., Los Angeles, CA 90025 (“**Cord Blood Registry**” or “**CBR**”). By entering or otherwise participating in this Giveaway, you agree to be bound fully and unconditionally by these Official Rules (“**Rules**”) and to CBR’s decisions, which are final and binding in all respects.

#### **A. WHO CAN ENTER.**

The Giveaway is offered only within the United States. The Giveaway is open to all natural persons who (i) are legal residents of the United States, (ii) have Internet access with a valid email address, mailing address and telephone number (iii) are 18 years of age or older at the time of entry; and (iv) submit a valid entry during the Giveaway period which begins at 12:01 a.m. PST on February 24, 2026 at 12:01am PT and ends at 11:59pm PT on February 27th, 2026 (“**Giveaway Period**”). Winner will be announced on March 3, 2026. All federal, state, and local laws and regulations apply.

#### **B. HOW TO ENTER.**

No purchase necessary to enter and win a prize. To enter the Giveaway, the entrant must take the following steps:

1. Follow @stirandstyle and @cordbloodregistry on instagram
2. Like the giveaway instagram post
3. Tag a friend who’s expecting or response with a ❤️ (every comment is an entry)

As an alternative method of entry, you may enter the Giveaway by emailing media@generate.com. Entering the Giveaway through this alternative method of entry will provide you with one (1) entry per email address. Duplicates will be deleted.

#### **C. PRIZE DETAILS.**

One (1) winner will be randomly selected and contacted by CBR at the end of the Giveaway Period (the “**Winner**”). The Winner will receive:

- One (1) free Newborn Stem Cell Bundle (collectively, the “**Prize**”), which includes:
  - Newborn stem cell collection kit;
  - Free shipping and processing of cord blood and cord tissue;
  - One year storage for one (1) child.
- Winner has one (1) year to redeem the Prize. Additional storage fees will be charged annually, beginning on your child's first birthday

The Estimated Retail Value of the Prize is \$2,890 (the non-discounted amount charged by CBR for the initial processing and preparation, shipping and the current value of one year of storage). Winner cannot redeem the Prize for a cash payment, apply the cash value of the Prize to a previous or future purchase or use any promotions or discounts. No alternative prizes will be awarded. Current pricing can be found at <https://www.cordblood.com>.

All federal, state and local taxes, fees, and all other costs related to using the awarded Prize are the

sole responsibility of the Winner. The Winner may be asked to present to CBR a valid U.S. driver's license or valid U.S. I.D. in order to receive the Prize, and Winner will be asked to sign a statement (similar in form to that included below) agreeing to the terms and conditions of these Rules and a Form W-9 Request for Taxpayer Identification Number and Certification prior to receiving the Prize.

#### **D. SELECTION OF WINNER.**

One (1) Winner will be randomly selected by CBR from all eligible entries on March 3, 2026. The odds of winning will depend on the number of postings, tags and emails received.

The Winner will be contacted by through Instagram direct message to obtain an email address and a mailing address to deliver the Prize, if applicable.

The Winner will have seven (7) days from receipt of the initial email to respond and provide the documentation. If a Winner is ineligible, chooses to forfeit a Prize or cannot be notified, an alternate Winner will be randomly selected until the Prize has been awarded to the extent feasible.

By accepting a Prize, the Winner grants CBR and @stirandstyle a non-exclusive, irrevocable, royalty-free license and right to publish and use worldwide and in perpetuity Winner's name, biographical information, hometown, and likeness in any media or form now known or hereafter created for the purpose of advertising, trade, or promotion or for providing a list of Winners should anyone request such as allowed below, without further compensation, royalties, remuneration or consideration, unless otherwise prohibited by law.

An executed acknowledgement of Winner's eligibility for the Giveaway, and an acknowledgement of the Rules and agreement to be bound by the Rules will be required. By accepting a Giveaway Prize, the Winner agrees to release and hold harmless CBR, June Quan, Instagram, and their respective parent companies, affiliates and subsidiaries and advertising/promotion agencies, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "**Released Parties**") from all liability, claims or cause of actions, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of or in connection with Winner's participation in this Giveaway, or receipt, acceptance or use or misuse of any prize.

To request the identity of the Winner, please send a self-addressed stamped legal-size envelope (residents of WA and VT may omit return postage) no later than fourteen (14) days after the Winner is announced to: Cord Blood Registry, Attention: Quan Newborn Stem Cell Giveaway, 11915 La Grange Ave., Los Angeles, CA 90025.

#### **E. GENERAL RULES.**

By entering the Giveaway, each entrant grants @stirandstyle and CBR a non-exclusive, irrevocable, royalty-free license and right to publish and use worldwide in perpetuity entrant's name, biographical information, hometown and likeness in any media or form now known or hereafter created, for the purpose of the Giveaway and in connection with @stirandstyle and CBR's advertising, trade, or promotion, unless prohibited by law.

CBR is not responsible for typographical errors in the promotional or informational materials for this Giveaway.

CBR is not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, for incorrect or inaccurate entry information howsoever caused or other error of any kind whether human, mechanical or electronic.

This Giveaway is provided without any guarantee or warranty, including without limitation any express, implied or statutory warranty, including without limitation the warranties of fitness for a particular purpose or non-infringement.

All inquiries or other comments you may have about the Giveaway should be sent by email to: [media@generate.com](mailto:media@generate.com) and reference the Influencer Newborn Stem Cell Giveaway.

Entrants found tampering with or abusing any aspect of this Giveaway, as solely determined by CBR, will be disqualified. If disqualified for any of the above abuses, CBR reserves the right to terminate entrant's eligibility to win the Giveaway.

In the event this Giveaway is compromised by virus, bugs, unauthorized intervention or other causes beyond the control of CBR which corrupt, or impair the administration, security, fairness or proper play of the Giveaway, CBR reserves the right in their sole discretion to suspend or terminate the Giveaway.

#### **F. DISCLAIMER.**

This Giveaway is in no way sponsored, endorsed, approved or administered by, or associated with Instagram. Entrants agree to release Instagram from all liability related to this Giveaway.

#### **G. DISPUTES.**

Except where prohibited, each entrant agrees that all issues and questions concerning the construction, validity, interpretation and enforcement of these Rules or the rights and obligations of entrant, CBR and June Quan and their agents, shall be governed by and construed exclusively in accordance with laws of the State of Delaware, and entrant hereby consents and submits the personal jurisdiction of such courts for the purposes of litigating any such claims.

Further, except where prohibited by law, each entrant (including the Winner) agrees that any and all disputes, claims, and causes of action arising from or connected with the Giveaway, shall be resolved individually, without resort to any form of class action and any and all claims, judgments and awards shall be limited to Five Hundred Dollars (\$500) but in no event shall any entrant be entitled to recover punitive, exemplary, consequential or incidental damages, including attorney's fees or other related costs of bringing a claim, or be entitled to rescind this agreement or seek injunctive or any other equitable relief.

#### **H. WINNER'S STATEMENT**

Each Winner will be asked to sign a statement similar to the form below:

I hereby submit this Statement of Eligibility, Liability/Publicity Release, and Acceptance of Official Rules (this "Statement") to CBR Systems, Inc. ("Cord blood Registry" or "CBR"). I understand and acknowledge that CBR will rely on this Statement in connection with the Cord Blood Registry Instagram Influencer Newborn Stem Cell Bundle Giveaway ("Giveaway"). Subject to my eligibility, and my completion of and signature on this Statement, I will be granted the right to receive a Newborn Stem Cell Bundle (the "Prize") as further described in CBR's Official Rules ("Official Rules").

I hereby represent and warrant that:

My full legal name is:

I am a legal resident of (City and State):

My date of birth is: \_\_\_\_/\_\_\_\_/\_\_\_\_

My telephone number is:

My email address is:

My Instagram Account used to enter the Giveaway is:

If I am not eligible for any reason (which may include my failure to sign this Statement, any inaccuracies in this Statement, or my failure to follow through with any requirements in the Official Rules), I will not be entitled to receive the Prize.

I will abide by any and all of the terms and conditions of the Official Rules (attached hereto and incorporated herein by this reference) even if not specifically listed in this Statement, including but not limited to the following:

I cannot, in lieu of receiving the Prize, get a cash payment, apply the cash value of the Prize to a previous or future purchase or apply any discounts or promotions. No alternative items will be awarded.

All federal, state and local taxes and any other costs and expenses associated with the receipt of the Prize shall be my sole and exclusive responsibility and I will report the value of the Prize for tax purposes as required by law.

By accepting the Prize, I grant CBR and @stiranstyle a license and right to publish and use worldwide my name, biographical information, hometown, and likeness in any media or form, in connection with CBR's advertising, trade or promotion or for providing a list of Winners should anyone request such, without further compensation, royalties, remuneration or consideration, unless otherwise prohibited by law.

I agree, on behalf of myself, my heirs, my executors and administrators, to release and hold harmless June Quan, CBR and its parent companies, affiliates and subsidiaries, officers, directors, employees and agents (collectively, the "Released Parties") from all liability, disputes, claims and causes of action arising out of or in connection with the Official Rules, my participation in this Giveaway, and my receipt, acceptance, use or misuse of the Prize (the "Claims"). Any Claims shall be governed by and construed exclusively in accordance with the laws of the State of Delaware (without regard to conflict of laws principles). In no event shall I be entitled to recover punitive, exemplary, consequential or incidental damages including but not limited to attorneys' fees or other related costs. Further, except where prohibited by law, I agree that any and all Claims arising from or connected with the Giveaway, shall be resolved individually, without resort to any form of class action and any and all claims, judgments and awards shall be limited to Five Hundred Dollars (\$500) but in no event will I be entitled to recover punitive, exemplary, consequential or incidental damages, including attorney's fees or other related costs of bringing a claim, or be entitled to rescind this agreement or seek injunctive or any other equitable relief.

I hereby represent and warrant that all statements made by me in this Statement are true, accurate, and complete, and I hereby indemnify the Released Parties from and against any and all losses or damages (including attorneys' fees) arising out of or relating to any statements or representations made by me in this Statement. I agree that I will not receive the Prize if any material statement or representation made by me in this Statement is false or misleading.

I have been given a full opportunity to review, analyze, and ask questions in connection with this Statement as well as the Official Rules. I fully and completely understand all of the terms and conditions of this Statement and sign it voluntarily, freely, and knowingly.