

**Cord Blood Registry®  
UPPAbaby® and SNOObear® Giveaway**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. THE PURCHASE OF ANY GOOD OR SERVICE WILL NOT INCREASE YOUR CHANCES OF WINNING. U.S. RESIDENTS OVER 18 ONLY. NEW YORK STATE RESIDENTS ARE NOT ELIGIBLE. THIS GIVEAWAY IS VOID WHERE PROHIBITED BY LAW.

The Cord Blood Registry® 2024 UPPAbaby® and SNOObear® Giveaway (the “**Giveaway**”) is sponsored by CBR Systems, Inc., with offices at 11915 La Grange Ave., Los Angeles, CA 90025 (“**Sponsor**” 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. The Giveaway begins on October 1, 2024 at 12:01am PT and ends at 11:59pm PT on October 31, 2024 (the “**Giveaway Period**”).

**HOW TO ENTER:** Complete the form at [learn.cordblood.com](https://learn.cordblood.com) during the Giveaway Period and you will be automatically entered to win the prize described below (the “**Prize**”). You may only enter once.

As an alternative method of entry, you may enter without a purchase by emailing your name and phone number to [media@generate.com](mailto:media@generate.com) during the Giveaway Period. Only one entry per email address during the Giveaway Period allowed. Multiple entries will be deleted.

CBR assumes no responsibility for garbled, incomplete, late, lost or misdirected entries. All entries must be received by CBR no later than 11:59pm PT on October 31, 2024 for the Giveaway. All entries are the exclusive property of CBR.

**ELIGIBILITY:** The Giveaway is offered online only. The Giveaway 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; and legal advisors, and all their immediate family members and persons living in their same household are not eligible to participate in the Giveaway. Entrants who have won a prize from Sponsor in the last year also are not eligible to participate in the Giveaway. All federal, state, and local laws and regulations apply.

**PRIZE:** There will be one (1) winner (“**Winner**”) who will receive the following prizes (the “**Prize(s)**”):

- CBR® Cord Blood and Cord Tissue kit & processing + 1 year of storage (retail value \$2,880)
- Uppababy® Vista V2 Stroller (retail value of \$1,100)
- Uppababy Mesa® V2 Infant Car Seat (retail value of \$330)
- SNOObear® 3-in-1 White Noise Lovey (retail value \$59.95)

Total estimated retail value of the above Prize is \$4,369.95 without tax. CBR will ship the Prize to a location within the United States. The above is based upon availability of each Prize at the time. CBR may substitute similar items of approximately similar or greater value if any or all the Prize is not available. The Prize may be shipped at different times and/or may arrive at different times. CBR shall not be responsible for any delays in shipment of the Prize. CBR will not be able to store the Prize for the Winner.

One (1) Winner will be randomly selected by CBR at the end of the Giveaway Period.

Winner cannot redeem the Prizes for a cash payment or apply the cash value of the Prize to a previous or future purchase. No alternative prizes will be awarded.

All federal, state and local taxes, fees, and all other costs related to winning the awarded Prize are the sole responsibility of each Winner. The Winner may be asked to present 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.

The manufacturers and/or sellers of the Prizes (the “**Manufacturers**”) have not endorsed this Giveaway, participated in this Giveaway or been involved in this Giveaway and shall not be responsible for or liable in connection with this Giveaway in any way. CBR has purchased each of the Prizes for this Giveaway. UPPAbaby is a registered trademark of Monahan Products LLC. SNOO is a trademark of Happiest Baby.

**SELECTION OF WINNER.** One (1) Winner will be randomly selected by CBR from all eligible entries at the end of the giveaway period. The odds of winning will depend on the number of entries received.

The Winner will be contacted by CBR via email or phone. CBR will obtain a mailing address from Winner to deliver the Prizes.

The Winner will have seven (7) days from the initial contact by CBR 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 by CBR until the Prize has been awarded to the extent feasible.

By accepting the Prizes, the Winner grants CBR 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 acknowledgment of Winner’s eligibility for the Giveaway and an acknowledgment of the Rules and agreement to be bound by the Rules will be required. By accepting the Prizes, the Winner agrees to release and hold harmless CBR and its parent companies, and their 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**”). Winner further recognizes that the Manufacturers have had no involvement in this Giveaway and further agrees, on behalf of themselves, their heirs, executors and administrators, to release and hold harmless the Manufacturers of the Prizes from all liability, disputes, claims and causes of action arising out of or in connection with the Official Rules, the Giveaway, my participation in this Giveaway, and my receipt of the Prizes.

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: CBR Systems, Inc., Attention: 2024 UPPAbaby® and SNOObear® Giveaway, 6550 S. Bay Colony Dr. Suite 160, Tucson, AZ 85756.

**GENERAL RULES.** By entering the Giveaway, each entrant grants 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 CBR’s advertising, trade, or promotion, unless prohibited by law.

By entering the Giveaway, each entrant agrees to release and hold harmless 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 this Giveaway and their participation in this Giveaway.

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 2024 UPPAbaby® and SNOObear® 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 its sole discretion to suspend or terminate the Giveaway.

**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 and CBR 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.

**PRIVACY STATEMENT.** This Giveaway is governed by CBR's Privacy Policy.

**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. ("**CBR**"). I understand and acknowledge that CBR will rely on this Statement in connection with the 2024 UPPAbaby® and SNOObear® Giveaway ("**Giveaway**"). Subject to my eligibility, and my completion of and signature on this Statement, I will be granted the right to the Prizes 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: \_\_\_\_\_

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 Prizes.

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 any of the Prizes, get a cash payment or apply the cash value of the Prize to a previous or future purchase. No alternative items will be awarded.

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

I understand that the total retail value of the Prizes is an estimate without tax and that CBR will ship to one location in the United States. I also understand that CBR may substitute similar items of approximately similar or greater value if any or all the Prizes are not available. The Prizes may be shipped at different times and/or may arrive at different times. CBR shall not be responsible for any delays in shipment of the Prizes. CBR will not be able to store any of the Prizes for me.

By accepting the Prizes, I grant CBR 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 understand that the manufacturers and/or sellers of the Prizes (the "**Manufacturers**") have not endorsed this Giveaway, participated in this Giveaway or been involved in this Giveaway.

I agree, on behalf of myself, my heirs, my executors and administrators, to release and hold harmless CBR and its parent companies, and their 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**"). I further agree, on behalf of myself, my heirs, my executors and administrators, to release and hold harmless the Manufacturers from all liability, disputes, claims and causes of action arising out of or in connection with the Official Rules, the Giveaway, my participation in this Giveaway, and my receipt of the Prizes. 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 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 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.