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DOVE Mother's Day 2023 Sweepstakes
eyebrow

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

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

The DOVE Mother's Day 2023 Sweepstakes (the "Sweepstakes") starts on May 8, 2023 at 12:00 a.m. Eastern Time ("ET") and ends on May 12, 2023 at 11:59 p.m. ET (the "Sweepstakes Period").

ELIGIBILITY: Sweepstakes is open to legal residents of the fifty (50) United States and the District of Columbia who are eighteen (18) years of age or older. Employees of DOVE Chocolate ("Sponsor"), Weber Shandwick ("Administrator"), and their respective parents, subsidiaries, affiliates and their promotion and advertising agencies, and members of their immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to enter or win. Sweepstakes is void outside of the United States and where prohibited and is subject to all applicable federal, state and local laws.

HOW TO ENTER: To enter the Sweepstakes, you'll first need to become a registered user of www.instagram.com ("Instagram") or log-in to your Instagram account. If you do not have an account, go to www.instagram.com to create one. Instagram accounts are free. By submitting your information and creating an Instagram account, you agree to the Instagram Terms of Use and Privacy Notice. If you do not agree to such Terms of Use and Privacy Notice, you cannot create an Instagram account, or participate in this Sweepstakes. Additionally, to enter, your Instagram account must be set to public.

During the Sweepstakes Period, post a photo on Instagram, tag @DoveChocolate and a mom you want to honor, and include the hashtags #DoveChocolateMOMents and #sweepstakes to receive one (1) entry into the Sweepstakes. Entries must be received by May 12, 2023 at 11:59 p.m. ET in order to be eligible **[NOTE: To align with FTC endorsement and testimonial guidelines, a hashtag disclosure must be included in the participation mechanic. This can be accomplished by revising the one hashtag or including a second hashtag requirement, as we have done here.]**

Limit of one (1) entry per person using only one (1) Instagram account throughout the Sweepstakes Period. Entries received from any person or Instagram account in excess of the stated limitation will be void. Entries generated by script, macro, or other automated means and entries made by any means or practices which subvert the entry process are void. All entries become the property of Sponsor.

RANDOM DRAWING/ODDS: On or about May 13, 2023, Administrator will select three (3) potential winners in a random drawing from among all eligible entries received. Odds of winning a prize depend on the number of eligible entries received throughout the Sweepstakes Period.

WINNER NOTIFICATION: Potential winners will be notified by e-mail. Potential winners may be required to sign an affidavit of eligibility and liability release within five (5) days of notification. If any prize or prize notification is returned as undeliverable, Sponsor or Administrator is unable to contact a potential winner or a potential winner is not in compliance with these Official Rules, prize will be forfeited and, at Sponsor's discretion, an alternate winner may be selected. If a potential winner is an eligible minor in their jurisdiction of residence, prize may be awarded in the name of their parent or legal guardian who will be responsible for fulfilling all requirements imposed on winner set forth herein. Sponsor/Administrator, in their sole discretion, will attempt to contact up to two (2) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed.

PRIZES (3): Each Prize ("Prize") consists of one (1) \$300 SpaFinder Gift Card, a Dove Chocolate Prize Pack of Sponsor's choosing, and a chance to be featured on Dove Chocolate's Instagram page. Gift Card Terms and Conditions apply. Approximate Retail Value ("ARV") of each prize package: \$325.00.

PRIZE CONDITIONS: All federal, state and local taxes and all other costs associated with prize acceptance are the sole responsibility of the winners. Winners may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute prize (or portion thereof) with one of comparable or greater value. All prize details are at Sponsor's sole discretion. Total ARV of all prizes: \$975.00.

GENERAL CONDITIONS: By participating, each entrant agrees: (a) to abide by these Official Rules and decisions of Sponsor, which shall be final and binding in all respects relating to this Sweepstakes; (b) to release, discharge and hold harmless Sponsor, Administrator, Instagram, and their respective affiliates and their franchisees, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the foregoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Sweepstakes or any Sweepstakes-related activity or the acceptance, possession, use or misuse of a prize (or any portion thereof); and (c) to the use of their name, photograph, entry, and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use. By participating, entrant also agrees not to release any publicity or other materials on their own or through someone else regarding their participation in the Sweepstakes without the prior consent of the Sponsor, which may be withheld in its sole discretion. All causes of action arising out of or connected with this Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any form of class action.

LICENSE/USE OF POSTS: By posting on entry on Instagram, and to the extent allowed by law, you grant the Released Parties a perpetual, worldwide, royalty-free, non-exclusive, sub licensable, unconditional and transferable license to edit, modify, cut, rearrange, add to, delete from, reproduce, encode, store, modify, copy, transmit, publish, post, broadcast, display, adapt, exhibit and/or otherwise use or reuse your entry, name, Instagram post, and biographical material including, but not limited to, all materials submitted in connection with the Sweepstakes in any and all media, throughout the world, and in any manner, for trade, advertising, promotional, commercial, or any other purposes without further review, notice, approval, consideration, or compensation to entrant or any third party.

MISCELLANEOUS: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled entries, or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prizes, or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or

utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Sweepstakes or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised for any reason, including virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes (or portion thereof) and, if terminated, at its discretion, select the potential winners from among all non-suspect, eligible entries received prior to action taken. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ANY AND ALL REMEDIES AVAILABLE FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of New Jersey, USA without giving effect to any choice of law or conflict of law provisions.

NAMES OF WINNERS: For a list of the winners (available after May 22, 2023), send a self-addressed stamped envelope to "DOVE Mother's Day 2023 Sweepstakes", Weber Shandwick, 875 N Michigan Ave #2400, Chicago, IL 60611 by June 22, 2023.

SPONSOR: DOVE Chocolate 700 High St, Hackettstown, NJ 07840.

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