

Please read and understand the Giveaway rules before proceeding.

**BURRY CHRISTMAS GIVEAWAY
OFFICIAL RULES**

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

This Burry Christmas Giveaway (the "Giveaway") is sponsored by Strawburry17 Inc. with a principal place of business at 3940 Laurel Canyon Blvd #925, Studio City, CA 91604 ("Strawburry17"). The Giveaway is governed by these Official Rules, as well as by the laws of the State of California and applicable United States federal law, without regard to any conflicts of laws principles. The Giveaway is void where prohibited, licensed, taxed or restricted by law. By entering the Giveaway, each entrant agrees to abide by of these Official Rules and by the decisions of Strawburry17 with respect to the interpretation and application thereof, all of which are final and binding on all matters pertaining to the Giveaway.

The Giveaway is being conducted via the website located at Strawburry17.com (the "Website"). Entrants' use of the Website, both while participating in the Giveaway and otherwise, are governed by Strawburry17's Terms and Conditions, Privacy Notice, and any and all other policies that Strawburry17 may implement from time to time. In the event of any conflict between these Official Rules and any of the Website policies, these Official Rules will govern.

HOW TO ENTER:

To enter, each potential entrant must complete the registration form located at the Website and complete any additional tasks announced from time to time.

Each entrant grants to Strawburry17 the right to display, reproduce, perform, promote and otherwise use his or her name and registration information in connection with the Giveaway in any way that it sees fit, without notification to or further consent of the entrant. Incomplete, illegible, false or deceptive entries are void. **ONLY ONE ENTRY PER PLATFORM PER ENTRANT PER DAY IS ALLOWED.** The Giveaway will begin at 12:01 AM PST, on November 25, 2016, and will end at 11:59 PM PST, on December 17, 2016.

ODDS OF WINNING:

A total of twenty-five (25) winners will be selected in electronic, random drawings chosen from all entries received during the Giveaway. Odds of winning depend on the number of entries received for each particular drawing. Winners will be selected on such dates and at such times during November and December 2016 as Strawburry17 determines to be appropriate, in its sole discretion.

NOTIFICATION & ACCEPTANCE:

When a winner is selected, the winner will be notified either by e-mail or via the social media platform that he or she used to enter the Giveaway. The winner will be required to provide his or her full mailing address for the purpose of receiving the Prize as defined below. If the originally selected winner of the Prize does not respond within the required time period or is not willing to comply with these Official Rules, then another entrant may be selected by Strawburry17 to receive the Prize.

PRIZE:

Each eligible winner will receive only one of the prizes listed below (the "Prize(s)"). Strawburry17 has sole discretion as to which Prize each winner receives. The Prize is not transferable or exchangeable. No exchange or substitution of Prizes by the winner is allowed. No compensation will be made in the event that the Prize is not awarded, or is not awarded within a certain time period, due to circumstances beyond Strawburry17's control. Reporting and payment of any federal, state, local, or other taxes, fees, customs, duties, or other amounts owed in connection with the Prize are the sole responsibility of the winning entrant. The possible Prizes include:

- Pins
- Patches
- Key chains
- Postcards
- Air fresheners
- Socks
- Small comics
- Japanese candy kits

PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND WINNERS HEREBY DISCLAIM ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

ELIGIBILITY:

The Giveaway is open to any natural person who is 13 years or older at the time of entry. Officers and employees of Strawburry17 and/or its parents, subsidiaries, affiliates, divisions or agents (including but not limited to advertising, promotion and production agencies) and members of their immediate families (including spouse, parents, siblings, grandparents, grandchildren, step-children, step-parents and in-laws), are not eligible. Normal internet access and usage charges imposed by the entrant's online service provider may apply. In addition, registrations that are incomplete, or have been tampered with or altered in any way are not eligible and are void. Registration will be deemed made by the authorized account holder of the e-mail address submitted at the time of registration. In the event of a dispute, a potential winner may be required to provide proof that he/she is the authorized account holder of the e-mail

address associated with his/her registration. It is the sole responsibility of each entrant to notify Strawburry17 in the event of a change in e-mail address or other contact information. By entering the Giveaway, each entrant is certifying that he/she meets the eligibility requirements as set forth in these Official Rules.

DISQUALIFICATION:

Strawburry17 reserves the right, in its sole discretion, to disqualify any entrant that Strawburry17 determines: (1) has tampered with the registration process or the operation of the Giveaway or the Website; (2) has acted in an unsportsmanlike or disruptive manner or with the intent to annoy or harass Strawburry17 or any other person or entity; (3) has not satisfied all of the requirements for entry in the Giveaway; or (4) to be otherwise ineligible under, or in violation of, these Official Rules. Any attempt by an entrant to commit any of the above-listed acts of misconduct may be a violation of civil or criminal law and Strawburry17 reserves the right to seek damages from such entrant to the fullest extent permitted by applicable law.

Any registration or portion thereof that is, in Strawburry17's sole discretion, obscene, profane, lewd, defamatory, or otherwise violates or infringes (or may infringe) any copyright, trademark, or other proprietary right of any person, living or deceased (including, but not limited to, rights of privacy or publicity or portrayal in a false light), or entity, or is otherwise objectionable, will not be considered and may disqualify the entrant.

REPRESENTATIONS:

By entering the Giveaway, each entrant represents and warrants that he or she has the right to grant any and all rights provided herein, free and clear of all claims and encumbrances, without violating the rights of any other person or entity.

LIABILITY/TERMS AND CONDITIONS:

Each entrant (each, a "Releasor") releases and holds harmless Strawburry17, the sponsor of any Prize, any other persons or entities involved in the Giveaway, each of its and their respective parents, subsidiaries and affiliates, and each of its and their respective officers, directors, employees and agents (collectively, the "Released Parties") from any liability for any losses, damages or costs of any kind whatsoever ("Losses") arising out of or resulting from (1) his or her registration or inability to register for the Giveaway, (2) lost or delayed data transmission, and/or (3) any other error in the administration of the Giveaway, due to any cause, including, but not limited to, any technical malfunction, failure, interruption or defect of the Website or any network, equipment, software, or due to human error, or any combination of the any of the foregoing.

Each Releasor further releases and holds harmless all Released Parties any from liability for any Losses arising out of (1) any determination by Strawburry17 to disqualify the Releasor for any reason, including but not limited to a violation of these Official Rules or applicable laws; (2) the acceptance, delivery, receipt, possession or use of a Prize; (3) any injury or damage to any

computer or other device related to or resulting from the Releasor's participation in or downloading of any materials in connection with the Giveaway; and/or (4) any conditions arising from events beyond Strawburry17's control.

WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, NEITHER STRAWBURRY17 NOR ANY OF THE RELEASED PARTIES SHALL BE LIABLE FOR ANY SPECIAL, INCIDENTAL, INDIRECT, PUNITIVE, EXEMPLARY, OR CONSEQUENTIAL DAMAGES ARISING OUT OF OR RELATING TO THE GIVEAWAY, HOWSOEVER CAUSED, WHETHER ARISING IN STATUTE, TORT, CONTRACT, OR OTHER LEGAL THEORY, AND REGARDLESS OF WHETHER SUCH RELEASED PARTY WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. ALL SUCH DAMAGES ARE HEREBY DISCLAIMED AND EXCLUDED.

PUBLICITY:

By entering the Giveaway, each entrant grants to Strawburry17 the right to publish such entrant's name and city and state of residence, both online and in print, in connection with the administration, promotion and marketing of the Giveaway, without additional compensation, except to the extent prohibited by law. This right will include using the winners' information in a Strawburry17 video and on a winners' page on the Website.

PRIVACY DISCLOSURES:

Strawburry17 uses cookies and web beacons to collect and process information relating to each entrant's participation in the Giveaway. The information collected by means of these technologies is used for purposes of administration of the Giveaway. In addition, such information, including each entrant's contact information, may be shared with third party sponsors of the Giveaway. For information about Strawburry17's other privacy practices, please see Strawburry17's Privacy Notice at www.strawburry17.com/privacy-policy. In the event of any conflict between these Official Rules and Strawburry17's Privacy Notice, these Official Rules will govern.

TERMINATION:

Strawburry17 reserves the right, in its sole discretion, to cancel, modify, suspend or terminate the Giveaway at any time for any reason, including but not limited to any cause that affects the administration, security, fairness, integrity or proper conduct of the Giveaway. These Official Rules may be changed at any time, without prior notice.

NO ENDORSEMENT:

Nothing contained in these Official Rules or in any of the Giveaway materials should be construed as an endorsement by Strawburry17 of any third party product or service.

WINNERS LIST:

The names of the winners will be posted on Strawberry17's website within 30 days after the completion of the Giveaway.

For the names of the winners, entrants may also send a stamped, self-addressed envelope, after the close of the Giveaway, to:

Strawburry17 Inc., 3940 Laurel Canyon Blvd, #925, Studio City, CA 91604

INQUIRIES:

Any inquiries regarding this contest may be sent via email to website@strawburry17.com or by regular mail to Strawberry17 Inc., 3940 Laurel Canyon Blvd, #925, Studio City, CA 91604.

All entries must be received by no later than December 17, 2016.

PRIVACY NOTICE AND TERMS AND CONDITIONS:

By entering this Giveaway, each entrant acknowledges and agrees that (i) the entrant has opted-in to Strawberry17's Privacy Notice; and (ii) by opting-in, the entrant has read and consents to Strawberry17's Privacy Notice and Terms and Conditions. Each entrant further acknowledges that if he/she is chosen as a winner, certain of his/her identifying information may be disclosed to third parties at least required by law including, without limitation, on a winner's list.

NO SPONSORSHIP:

This Giveaway is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter or Instagram. Entrants are providing information to Strawberry17, not to Facebook, Twitter or Instagram.