

**DAFNI “Badge Scan”
Sweepstakes Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. THIS SWEEPSTAKES IS INTENDED FOR VIEWING IN THE UNITED STATES ONLY AND SHALL ONLY BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW.

Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. The DAFNI “Badge Scan” (“Sweepstakes”) will begin at 09:31am Eastern Time (ET) on March 12, 2017 (“Sweepstakes Start Date”), and ends at 04:29 pm ET on March 14, 2017, (“Sweepstakes End Date”). Entries must be scanned, by the DAFNI booth lead retrieval system at the DAFNI Trade booth at the International Beauty Show (“IBS”) at the Jacob Javitz Center, New York, New York, during the Sweepstakes period. Sponsor is responsible for all aspects of this Sweepstakes.

SPONSOR/ADMINISTRATOR: The Sweepstakes is sponsored by PNY Technologies, Inc., 100 Jefferson Road, Parsippany, New Jersey 07054 (the “Sponsor”).

ELIGIBILITY: To take part in the Sweepstakes, participants must be legal residents of the United State (including D.C.), who have the age of majority in his or her state of residence at the time of entry. There is no cost to participate. This Sweepstakes is open to the general public. Employees, officers and representatives of Sponsor, and any of their respective parent companies, affiliates, franchisees, licensees, distributors, suppliers, subsidiaries, retailers, advertising/promotion agencies (collectively, “Released Parties”) and members of the immediate family (mother, father, brothers, sisters, sons, daughters and spouse, regardless of where they reside) and household members of each such employee, whether or not related, are not eligible to participate. Winning a prize is contingent upon fulfilling all requirements set forth herein. **Void in Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries, and where prohibited, or restricted by law.**

How to Enter: Entrants must be attendees of the IBS 2017 trade show held in New York, New York, and have their badge scanned by the DAFNI lead retrieval system located at the DAFNI Booth. DAFNI will chose three (3) names, from random, at the end of the show on march 14, 2017. Released Parties are not responsible for lost, late, incomplete, illegible, incorrect, delayed, garbled, undelivered, misdirected, stolen, postage-due registrations, entries or mail. Sponsor reserves the right to disqualify any person or post submitted. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. All entries can be reposted and/or used by DAFNI in other Social Media or advertising. By participating, you consent for Sponsor to obtain, use, and transfer your name, address, likeness, and posted content and other information for the sole purpose of administering this Sweepstakes.

Limitations of Liability: Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process (if applicable) or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in a disruptive manner., Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Sponsor is

not responsible for: lost, late, incomplete, illegible, incorrect, delayed, garbled, undelivered, or misdirected entries; theft, destruction or unauthorized access to, or alteration of, entries; failures or malfunctions of phones, phone lines or telephone or data transmission systems; interrupted or unavailable network, server or other connections; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion on the Internet or any technical problem, including but not limited to any injury or damage to any person's computer related to or resulting from Sweepstakes participation; typographical, printing or other errors or omissions in these Official Rules, in any Sweepstakes-related advertisements or other materials, or other problems or errors of any kind whether computer, network, mechanical, human, electronic, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or problems which may occur in connection with the administration of the Sweepstakes, in the processing of entries, in the selection or announcement of winners or in the awarding of prizes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Sponsor also is not responsible for incorrect or inaccurate entry information, whether caused by Internet users, by any of the equipment or programming associated with, or utilized in the Sweepstakes or by any technical or human error, which may occur in the processing of the entries in the Sweepstakes. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute regarding the identity of an individual who actually submitted an online entry, the entry will be deemed submitted by the authorized account holder of the email account. "Authorized account holder" is defined as the natural person who is assigned to an email account by an Internet access provider, online service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Potential winner may be required to show proof of being the authorized account holder.

Prizes: There will be three (3) Prizes awarded during the Sweepstakes period. The Winners will each receive one (1) DAFNI® – Special Edition Hair Straightening Brush—approximate retail value (“ARV”) \$149.99.

By accepting any of the aforementioned prizes, the winner agrees to release the Released Parties from any and all liability whatsoever for any injuries, losses, or damages of any kind caused by entering the promotion or for damages of any kind caused by any prize or resulting from acceptance, possession, or use/misuse of prize awarded, or while preparing for, participating in, and/or traveling to and from any prize-related activity. Prizes are not exchangeable, transferable, or redeemable for cash. There are no substitutions unless specified by the Sponsor. The Sponsor reserves the right at its sole discretion to substitute any prize package with another prize of equal or greater value.

DRAWING AND NOTIFICATION: The Prize winners will be announced, after the show on March 14, 2017. Winners do not need to be present to win. Winners will be notified by email after the show and asked to provide a shipping address. The Winners will be selected

at random by PNY employees, whose decisions are final in all matters relating to the Sweepstakes. Odds of winning will depend on the total number of badges scanned.

PRIZE CONDITIONS: Prize Winners are solely responsible for all applicable federal, state, and local taxes (if applicable) associated with the receipt of any prize. Upon initial notification and verification of each potential Prize Winner, confirmation will be posted at DAFNIhairus.com. Each potential Prize Winner will be required to sign an Affidavit of Eligibility and Liability/Publicity Release and return the Affidavit within seven (7) days.

Note: The Affidavit sent to the potential Prize Winners will require that the Winner provide their Social Security Number to the Administrator, which will be used solely for tax reporting purposes. If a prize or prize notification is returned as unclaimed or undeliverable to a potential winner, if a potential winner does not claim the Prize within 24 hours from the first notification attempt, if a potential winner fails to return requisite document within the specified time period, or if a potential winner is not in compliance with these Official Rules, then such person shall be disqualified and an alternate winner will be selected for the prize at issue. ALL EXPENSES OR COSTS ASSOCIATED WITH ACCEPTANCE OF A PRIZE NOT MENTIONED HEREIN ARE THE SOLE RESPONSIBILITY OF THE PRIZE WINNERS. PRIZE WINNERS WILL NOT HAVE THE RIGHT TO SUBSTITUTE ANOTHER PRIZE PACKAGE. ANY DIFFERENCE BETWEEN THE STATED APPROXIMATE RETAIL VALUE OF ANY PRIZE AND THE ACTUAL VALUE OF SUCH PRIZE WILL NOT BE AWARDED. ANY UNCLAIMED PRIZE WILL NOT BE AWARDED.

MISCELLANEOUS: By accepting the a Prize, where permitted by law, the Prize Winners grant to the Released Parties and those acting pursuant to the authority of Sponsor and the Released Parties (which grant will be confirmed in writing upon Sponsor's request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time a Prize Winner's full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification. IN NO EVENT WILL RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES. By participating, Entrants release and agree to hold harmless the Released Parties from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the Prize(s). The Prize Winners also acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prize.

Disputes: By entering the Sweepstakes, entrants agree that 1.) Any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action; 2.) Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes but in no event

attorneys' fees; and 3.) Under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrants and Sponsor or the Released Parties in connection with the Sweepstakes, shall be governed by, and construed in accordance with United States law. Any legal proceedings arising out of this Sweepstakes or relating to these Official Rules shall be instituted only in the federal or state courts of New Jersey, and the parties consent to jurisdiction therein with respect to any legal proceedings or disputes of whatever nature arising under or relating to these Official Rules. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. The value of the prizes set forth above represents Sponsor's good faith determinations of the ARV thereof and such determinations are final and binding and cannot be appealed. If the actual value of any prize turns out to be less than the stated ARV, the difference will not be awarded in cash.

Winners List: To request the names of the winners, please send a self-addressed, stamped business size envelope, by March 31, 2017, to DAFNI "Badge Scan" Sweepstakes Winners List Request, DAFNI 100 Jefferson Road, Parsippany, NY 07054.