

IKEA Sustainable Living Challenge

Official Contest Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

1. How To Enter: The IKEA Sustainable Living Challenge (the "Promotion") is open to all legal residents of the fifty (50) United States and the District of Columbia, age 18 and older. Visit participating U.S. IKEA locations (except Renton, WA) during regular store hours on March 22, 2017 (the "Promotion Date"), download the free IKEA Sustainable Living Challenge app from the Google Play or Apple iTunes store and complete the challenge to win a prize. Customers must be present to win. All entry forms and materials submitted by entrant to enter the contest become the sole property of IKEA North America Services ("Sponsor" or "IKEA") and will not be acknowledged or returned.

2. Sponsor: IKEA North America Services, LLC 420 Alan Wood Road Conshohocken, PA 19428

3. Prize: Customers that complete the challenge on the Promotion Date in accordance with Section 5 below will win a prize (until all prizes at a participating location have been handed out). Limit: one (1) prize per person. Prizes may vary, but will not exceed \$1.99. All prizes awarded are non-transferable and are not redeemable for cash. IKEA is not responsible for lost or stolen gift cards or prize items. Terms and conditions of gift card apply. The winner is responsible for all federal, state and local taxes on the prizes and for delivery and assembly of the IKEA merchandise, where required. Any portion of prize not used by winner is forfeit and no cash substitute will be offered or permitted.

4. Eligibility: Entrants must be legal residents of the fifty (50) United States who are at least eighteen (18) years old. Employees of IKEA, its advertising and promotional agencies, and their respective parent and affiliate companies (collectively, the "Promotion Parties") as well as their immediate families and household members are not eligible to participate. The Promotion is subject to all federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules, which are final and binding in all matters relating to the Promotion. Winning the prize is contingent upon fulfilling all requirements set forth in the Official Rules.

5. Selection of Winner: To win a prize (while prizes last), obtain a badge on the Promotion Date by completing the quests in the IKEA Sustainable Living Challenge app. Customer must show badge to an IKEA representative in order to confirm completion and receive prize. Customers must be present to win. All decisions by IKEA (including the IKEA representatives) are final.

6. Limitations on Liability: By participating in the Promotion and/or accepting the prize, each entrant releases and holds harmless the Promotion Parties and their respective employees, agents, and officers from any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, personal injury, death or damage to or loss of property in connection with participation in the Promotion and use or misuse of the prize or for any cause of action based on publicity rights, defamation or invasion of privacy or merchandise delivery.

7. Publicity Release: Except where legally prohibited, winner's acceptance of prize constitutes the winner's agreement and consent for IKEA and its designees to the use of his/her name and likeness, photograph, voice, opinions and city and state of residence in

print, TV, radio, broadcast, or Internet and other forms of media now known or hereafter devised for advertising, trade, promotional and/or marketing purposes in any media worldwide without additional compensation, limitation, restriction, notice, review or approval.

8. Privacy: Personal information collected by IKEA will be used for administration of the Promotion and awarding the prize. For information about how IKEA North America Services, LLC uses your personal information, please see Sponsor's privacy policy located on the IKEA website.

9. Right to Cancel: IKEA reserves the right to cancel, terminate, modify or suspend this Promotion if it is not capable of running it as planned, including for any causes beyond the control of IKEA which affect administration, security, fairness, integrity or proper conduct of this Promotion. IKEA reserves the right to disqualify any individual it finds tampering with the entry process or operation of the Promotion. IKEA reserves the right to correct typographical errors in any Promotion-related materials.

10. Disputes: By entering the Promotion, entrants agree that any disputes, claims, and causes of action arising out of or connected with the Promotion, or any prize awarded, shall be resolved individually, without resort to any class action and all claims, awards and judgments shall be limited to actual out of pocket costs incurred, including costs associated with entering the Promotion, but in no event attorneys' fees. No entrant is permitted to obtain any award for, and waives all rights to claim punitive, incidental, or consequential damages. Except where prohibited, all issues and questions concerning the validity, construction, and enforceability of these Official Rules, or the rights and obligations of the entrants and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Pennsylvania without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Pennsylvania, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Pennsylvania. In addition, any dispute relating to the Promotion or Official Rules shall be brought in the appropriate state or federal court having jurisdiction over the subject matter located in the county of Montgomery, Pennsylvania. Entrants hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non conveniens or lack of personal jurisdiction they may have.