

GOOD Worldwide, LLC
GOOD GETAWAY SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. NO ENTRY FEE. ENTRANTS MUST BE AT 21 YEARS OF AGE OR OLDER. VOID WHERE PROHIBITED.

The GOOD Getaway Sweepstakes (the “**GOOD Sweepstakes**”) is an online promotion which will give one winner 2 tickets to the Outstanding in the Field event in Austin, Texas on October 23, 2011, 3 nights accomodation courtesy of Airbnb, and \$1500 in cash from GOOD. In order to participate in the GOOD Sweepstakes, Participants (defined below), must sign up for the Daily GOOD via the contest page located on www.GOOD.is (the “**Entry**”).

BY PARTICIPATING IN THE SWEEPSTAKES, YOU AGREE TO THE SPONSOR’S TERMS AND PRIVACY POLICY, AVAILABLE ON WWW.GOOD.IS (THE “**SITE**”) AND YOU UNDERSTAND AND AGREE THAT YOUR ENTRY AND THE PERSONAL INFORMATION COLLECTED FROM YOU IN CONNECTION WITH THE GOOD SWEEPSTAKES WILL BE SHARED WITH SPONSOR AND THAT YOU MAY BE CONTACTED BY THE SPONSOR IN CONNECTION WITH THE GOOD SWEEPSTAKES. PARTICIPATION IN THE GOOD SWEEPSTAKES CONSTITUTES PARTICIPANT’S FULL AND UNCONDITIONAL AGREEMENT TO AND ACCEPTANCE OF THESE OFFICIAL RULES AND REGULATIONS (“**OFFICIAL RULES**”).

1. Eligibility. The GOOD Sweepstakes is open to residents of the United States, excluding Puerto Rico, 21 years of age or older as of the beginning of the GOOD Sweepstakes Period (defined below). Employees of GOOD, Outstanding in the Field, and Airbnb, and their parent companies, affiliates, subsidiaries, advertising, promotion, fulfillment or other coordinating agencies, and their respective immediate family members and persons living in their same household, are not eligible to participate in the GOOD Sweepstakes.

2. GOOD Sweepstakes Period. The opportunity to participate in the GOOD Sweepstakes begins August 1, 2011 (the first date/time you can submit an Entry) and ends September 15, 2011 (the last day you may submit a Entry) (the “**Sweepstakes Period**”).

3. Prize. The prize to be awarded from the GOOD Sweepstakes is 2 tickets to the Outstanding in the Field Event in Austin, Texas on October 23, 2011, 3 nights accomodation courtesy of Airbnb, and \$1500 in cash from GOOD (the “**Prize**”). The winner of the Prize (the “**Winner**”) will be announced by GOOD on September 16, 2011. The Winner will also be notified via email.

3. How Submit an Entry. During the Sweepstakes Period, interested individuals must go to the Site and follow the directions to enter the sweepstakes (“**Participant**”). Participants must signup for the Daily GOOD and include a Participant’s first and last name, email, and zip code. To be eligible to win, an Entry must (i) be submitted through the Site by the end of the Sweepstakes Period and (ii) comply with these Official Rules. Limit one (1) Entry per Participant during the Sweepstakes Period.

All Entries may be reviewed for compliance with these Official Rules; however, such review does not relieve Participant from responsibility for compliance with these Official Rules, and Participant will have sole liability for all third party claims relating to or regarding the content of the Entry. Participants and Entries that do not comply with these Official Rules or that otherwise contain prohibited or inappropriate content as determined by GOOD in its sole and absolute discretion may be disqualified at any time.

Once submitted, an Entry will not be returned. GOOD may, in its sole and absolute discretion, reject, refuse, remove, delete and/or disqualify or disallow any Entry that GOOD, in its sole and absolute discretion, deems inappropriate or otherwise non-compliant with these Official Rules.

4. Winner Selection. Once the Sweepstakes Period has ended, GOOD will randomly select a Participant (“*Winner*”) to receive the Prize.

The Winner will be required to complete a winner agreement (“*Winner Agreement*”). No substitution of a Prize is offered, except at the sole and absolute discretion of GOOD. The Prize is non-transferable. GOOD is not responsible for a lost or stolen Prize.

5. Taxes. There may be some tax implications for the Winner. GOOD recommends that Participants review their Entry with their legal/tax advisor to determine their potential tax liability, if any, in connection with receiving a Prize as part of the GOOD Sweepstakes. If there is any tax liability, it will be the sole responsibility of the Winner.

6. Winner Agreement. The form and substance of the Winner Agreement will be determined by GOOD, in its sole and absolute discretion, and will require that the Winner certify that his or her Entry is in compliance with all applicable laws and regulations.

Upon email notification that they are the Winner, the winning Participant will provide GOOD with their address and any other information requested within three (3) days of receipt. The Winner will complete, sign and return the Winner Agreement within fourteen (14) days of receipt. The Winner Agreement will be mailed to the address provided by the Participant upon email notification that they are the Winner. If the Winner Agreement and any required documents are not returned within the required period, or if any mail is returned to GOOD as undeliverable mail without a forwarding address, the Prize may be forfeited in GOOD's sole and absolute discretion, and GOOD will not have any further responsibility to Participant in connection with this GOOD Sweepstakes.

If the Winner is unwilling or unable to sign the Prize Agreement, GOOD will void the Winner's eligibility as a Winner, and GOOD will not have any further obligation to the Winner or to otherwise award the Prize. If the Winner is unwilling or unable to provide the items set forth in the Winner Agreement, the Prize will be not provided to the Winner and GOOD will not have any further obligation to the Winner. If GOOD determines, in its sole and absolute discretion, that the Winner has misused the Prize, GOOD will report to the Internal Revenue Service (IRS) the amount of funds provided to Participant and the IRS may deem those funds as taxable income to the Participant.

7. General Conditions. In the event of a dispute regarding who submitted an Entry, the Entry will be deemed submitted by the authorized account holder of the e-mail account specified in the Entry. “*Authorized Account Holder*” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. It is the sole responsibility of the Participant to notify GOOD in writing if the Participant changes his or her e-mail or postal address during the Sweepstakes Period.

By entering the GOOD Sweepstakes, you agree to be bound by these Official Rules. The GOOD Sweepstakes is offered by GOOD, which is not responsible for (i) late, lost, delayed, damaged, postage-due, incomplete, illegible, misdirected or undeliverable Entries, responses, or other correspondence, whether by e-mail or postal mail or otherwise; (ii) theft, destruction, unauthorized access to or alterations

of Entrys; or (iii) phone, electrical, network, computer, hardware, software program or transmission malfunctions, failures or difficulties.

By entering the GOOD Sweepstakes, you further agree to release, indemnify, defend and hold GOOD and its parent, affiliates, subsidiaries, directors, officers, employees, sponsors and agents, including advertising and promotion agencies, and assigns, and any other organizations related to the GOOD Sweepstakes, harmless, from any and all claims, injuries, damages, expenses or losses to person or property and/or liabilities of any nature that in any way arise from participation in this GOOD Sweepstakes or acceptance or use of a Prize or parts thereof, including, without limitation, (i) any condition caused by events beyond GOOD's control that may cause the GOOD Sweepstakes to be disrupted or corrupted; (ii) any injuries, losses, or damages (compensatory, direct, incidental, consequential or otherwise) of any kind arising in connection with or as a result of the Prize, or acceptance, possession, or use of the Prize, or from participation in the GOOD Sweepstakes; and (iii) any printing or typographical errors in any materials associated with the GOOD Sweepstakes. Winners agree to be bound by these Official Rules, and GOOD's decisions in all respects relative to the GOOD Sweepstakes are final.

IN NO EVENT WILL GOOD BE LIABLE TO YOU FOR ANY DIRECT, SPECIAL, INCIDENTAL, EXEMPLARY, PUNITIVE OR CONSEQUENTIAL DAMAGES (INCLUDING LOSS OF USE, DATA, BUSINESS OR PROFITS) ARISING OUT OF OR IN CONNECTION WITH YOUR PARTICIPATION IN THE GOOD SWEEPSTAKES WHETHER SUCH LIABILITY ARISES FROM ANY CLAIM BASED UPON CONTRACT, WARRANTY, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY OR OTHERWISE, AND WHETHER OR NOT SPONSOR HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages, so the above limitation or exclusion may not apply to you.

All Entrys become property of GOOD and none will be acknowledged or returned. Allow 4 weeks for delivery of the Prize. The Winner will receive the Prize via USPS sent to the Winner's address provided when the Winner submitted the Entry.

GOOD reserves the right, in its sole discretion, to cancel, modify or suspend the GOOD Sweepstakes in whole or in part, in the event of fraud, technical or other difficulties or if the integrity of the GOOD Sweepstakes are compromised, without liability to the Participant. GOOD reserves the right to disqualify any Participant or Winner, as determined by GOOD, in its sole discretion. The GOOD Sweepstakes is subject to these Official Rules and all applicable federal, state, provincial and local laws and regulations apply. As stated above, the GOOD Sweepstakes is void where prohibited or restricted by law. By participating in this GOOD Sweepstakes, you acknowledge that you have read these Official Rules and agree to abide by them and by the decisions of GOOD, which are final and binding on all matters pertaining to the GOOD Sweepstakes. These Official Rules are governed by the law of the State of California, excluding rules governing choice of laws. Any action, suit or case arising out of, or in connection with, this GOOD Sweepstakes or these Official Rules must be brought in either the federal or state courts located in Los Angeles County, California.

8. GOOD Address: GOOD, 915 N. Citrus Ave., Los Angeles, CA 90038.