

2018 STREAMY AWARDS

MILK-BONE “DOG OF THE YEAR” HONOR

Voting Rules (“Rules”)

THE FAN VOTE: Fans will have the opportunity to vote and select the recipient of the Milk-Bone “Dog of The Year” Honor (“Honor”) to be given at the *2018 Streamy Awards* ceremony (“Awards Ceremony”) which will be held on October 22, 2018 (“Event Date”) and simultaneously live-streamed on YouTube starting at 6:00 p.m. Pacific (“PT”) / 9:00 p.m. Eastern Time.

ELIGIBILITY: Anyone with a valid Twitter account can vote regardless of location.

VOTING PERIOD: You can cast votes to determine the recipient of the Honor during the period starting October 1, 2018, at 9:00:01 a.m. PT and continuing until October 19, 2018, at 8:59:59 p.m. PT (the “Voting Period”).

HOW TO VOTE: The vote for the recipient of the Honor will be conducted using the Twitter website, platform, application, and/or service (“Twitter”) as follows:

- In order to vote, you must be registered with Twitter and logged into your Twitter account.
- Your Twitter account must be set to Public.
- If you do not currently have a Twitter account, you will not be able to vote unless you register for a Twitter account (go to [Twitter.com](https://twitter.com) to register). Registration on Twitter is free.
- To cast a vote, you may use either of the following methods:
 - Visit the webpage located at www.streamys.org/Milk-Bone to view the three (3) finalists for the Honor (“Finalist(s)”) and use the voting interface to generate a pre-populated message voting for the Finalist of your choice which you can publish from your Twitter account (“Tweet Vote”); and/or
 - Using the Twitter application, you may directly compose a Tweet Vote that contains the official hashtag assigned to the Finalist for whom you wish to vote (as set forth below) and publish it from your Twitter account;
- The official hashtags for the Finalists are set forth below:

| FINALIST | OFFICIAL HASHTAG |
|----------------------------|--------------------|
| Todd the Hero Dog | #ToddForStreamys |
| Louboutina the Hugging Dog | #LoubieForStreamys |
| Pierre Don’t Care | #PierreForStreamys |

- An example of a valid Tweet Vote would be:

I just voted for Pierre Don't Care #PierreForStreamys for Milk-Bone's Dog of the Year Honor!

- Only Tweet Votes published during the Voting Period that comply with the foregoing instructions and include the required elements will be counted as valid votes.
- If multiple Finalist hashtags are included in a Tweet Vote, that Tweet Vote will be disqualified and will not be counted.
- If you re-tweet a third party's valid Tweet Vote, it will count as a valid Tweet Vote by you, subject to the same rules for ordinary Tweet Votes set forth herein.
- Tweet Votes must comply with all other Twitter requirements (e.g., number of characters, etc.) and may not include any derogatory, defamatory, or obscene language or images.

VOTING RESTRICTIONS:

You may only cast one (1) Tweet Vote per day. More than one (1) Tweet Vote per day will not be counted.

Voting is free, except for standard internet access charges which may apply if you are using a web browser or standard data charges which may apply if you are voting via your mobile device.

Any attempt to deliberately undermine, circumvent, or manipulate the legitimate operation of the vote process is strictly prohibited, including, without limitation, use of fraudulent, robotic, or ghost Twitter accounts, use of multiple email addresses to set up multiple Twitter accounts, and/or automated voting scripts, programs, or macros. Tubefilter, Inc. and dick clark productions, llc ("Producers") reserve the right to disqualify the votes from any individuals/entities that they suspect or find: (a) to have engaged in manipulated and/or inauthentic voting practices; (b) to have tampered with the voting process; or (c) to be acting in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten, or harass any other person. Producers are not responsible for (i) technical, hardware, software, or telephone malfunctions of any kind; (ii) lost or unavailable network connections; (iii) the failure or unavailability of Twitter; (iv) any issues or inaccessibility of your Twitter account or your inability to register for a Twitter account; (v) failed, incorrect, incomplete, inaccurate, garbled, or delayed electronic communications, including Tweet Votes; (vi) any of the equipment or programming associated with or utilized in the voting process and/or by Twitter; and/or (vii) any electronic and/or human error which may occur in the tabulation of votes. Producers reserve the right to change, alter, or modify the voting procedures, eligibility, methods, rules, and/or period at any time during the Voting Period and will post any changes in a timely manner on the Streamy Awards website located at www.streamys.org ("Streamys Website").

VOTING RESULTS:

The total number of Tweet Votes submitted during the Voting Period for the Honor will be tabulated, and the Finalist receiving the highest total number of valid Tweet Votes will be declared the recipient of the Honor.

The recipient of the Honor will be announced during the Awards Ceremony. Results will also be posted on the Streamys Website after the end of the Awards Ceremony.

If the voting process is interrupted for any reason, is found to have been tampered with in any way, or for any other reason that Producers believe to be reasonably necessary (for example, in instances of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical or system failures or disruption, 'Acts of God' or terrorist attacks, or any other causes beyond our control), Producers reserve the right to select the recipient of the Honor and may take into consideration the number of Tweet Votes received by any Finalist up until the time of the interruption or cancelation of the voting process.

RELEASE: By participating in the vote for the Honor, you agree to release and hold harmless Producers and each of their respective parent companies, subsidiaries, and affiliates and each of the foregoing's officers, directors, members, managers, employees, and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of your participation in the voting process and/or in any way related to the Honor or the Awards Ceremony.

GENERAL CONDITIONS: Producers reserve the right, in their sole discretion, to (i) cancel, suspend, and/or modify the voting process for the Honor if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the voting process, as determined by Producers in their sole discretion; (ii) disqualify any individual they find to be tampering with the voting process or to be acting in violation of these Rules or acting in an unsportsmanlike or disruptive manner; and/or (iii) to change these Rules at any time during the Voting Period. Any attempt by any person to deliberately undermine the legitimate operation of the voting process may be a violation of criminal and civil law. Should a person make such an attempt, Producers reserve the right to seek damages from such person to the fullest extent permitted by law. Any failure to enforce any term of these Rules shall not constitute a waiver of Producers' rights or this provision.

LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (i) any incorrect or inaccurate information, including, without limitation, that is the result of any printing errors or by any of the equipment or programming associated with or used in the voting process and whether caused by Producers, Twitter, or voters; (ii) technical failures of any kind, including, without limitation, malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (iii) unauthorized human intervention in any part of the voting process; (iv) technical or human error which may occur in the administration of the voting process or the counting of votes; or (v) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from your participation in the voting process.

DISPUTES: By participating in the voting process, you agree that: (i) any and all disputes, claims, and causes of action arising out of or connected with the voting process and/or the selection of the recipient of the Honor shall be resolved individually without resort to any form of class action and exclusively by the state or federal court located in Los Angeles County, California, having jurisdiction over the claim; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred and but in no event shall include attorneys' fees; and (iii) under no circumstances will you be permitted to obtain awards for, and you hereby waive all rights to claim, indirect, punitive, incidental, and consequential damages 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 Rules shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the

application of the laws of any jurisdiction other than the State of California.

DISCLAIMER: Notwithstanding the fact that the Awards Ceremony will be live streamed on YouTube this year and that the voting process for the Honor is being conducted using Twitter, the vote for the Honor is not sponsored, endorsed, or administered by Twitter or YouTube.