

**“#JENNYSCOOKIECLUB” SWEEPSTAKES
OFFICIAL RULES**

**NO PURCHASE NECESSARY. PURCHASE WILL NOT ENHANCE CHANCES OF
WINNING.**

**THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED OR
ADMINISTERED BY, OR ASSOCIATED WITH INSTAGRAM OR TWITTER.**

1. ELIGIBILITY: The “#JennysCookieClub Sweeps” Sweepstakes (“Sweepstakes”) is open and offered only to legal residents of the contiguous Continental United States, who are thirteen (13) years of age and older at the time of entry. If you are at least 13 years of age but still a minor in your jurisdiction of residence, you represent and warrant that you have permission from your parent or legal guardian to enter this Sweepstakes and they have read and agree to these Official Rules on your behalf. Employees and directors of Simon & Schuster, Inc. (“Sponsor”) and their respective subsidiaries and affiliated companies, advertising, promotion, or production agencies, web masters and web suppliers (and their respective IRS dependents, immediate family members and individuals residing in their same household) are not eligible to participate. All applicable federal, state and local laws apply. By participating, all entrants agree to be bound by these Official Rules.

2. TO ENTER: The Sweepstakes begins on or about 12:00 a.m. (midnight) Eastern Time (“ET”) on Tuesday, May 2, 2017 and ends at 11:59 PM ET on Wednesday, May 31, 2017 (“Promotion Period”). Entrants may enter the Sweepstakes via Instagram and Twitter as more fully described below.

To participate in the Sweepstakes, you must have an Instagram or Twitter account. Entrant’s Instagram and/or Twitter account must be set to “public.”

To enter:

Via Twitter:

1. Log onto your Twitter account and follow the links and instructions to become a follower of Sponsor’s page on Twitter, located at **@ SimonTEEN**.
2. Tweet an original image of any book or books in the To All The Boys I’ve Loved Before series by Jenny Han (*To All The Boys I’ve Loved Before*; *P.S. I Still Love You*; *Always and Forever, Lara Jean*) in any format (hardcover, paperback, e-book, audio, etc.) on Instagram.
3. Photo must include a copy of any or all of the above books, in addition to any cookie to be considered a valid entry.
4. Caption must include the hashtags **#AlwaysandForeverLaraJean** **#JennysCookieClub** and **#Entry**.

5. You must be an active holder of a non-private Twitter account and be a follower of **@SimonTEEN** to be eligible to enter this Sweepstakes via Twitter (i.e., you must make sure your tweets are set to “public” and not “private”).
6. Once posted, copy the link to your post and submit it to the Sweepstakes Entry Form located at: simonandschusterpublishing.com/alwaysandforever

You must have a Twitter account to enter via this method. If you do not have a Twitter account, you can create one by visiting www.twitter.com. Twitter accounts are free.

Via Instagram:

1. Access the Instagram application on your mobile device, and follow the links and instructions to become a follower of **@ SimonTEEN**.
2. Post an original image of any book or books in the To All The Boys I’ve Loved Before series by Jenny Han (*To All The Boys I’ve Loved Before*; *P.S. I Still Love You*; *Always and Forever, Lara Jean*) in any format (hardcover, paperback, e-book, audio, etc.) on Instagram.
3. Photo must include a copy of any or all of the above books, in addition to any cookie to be considered a valid entry.
4. Caption must include the hashtags **#AlwaysandForeverLaraJean** **#JennysCookieClub** and **#Entry**.
5. You must make sure the “Photos Are Private” option in the account settings on your Instagram account are set to “OFF”.
6. Once posted, copy the link to your post and submit it to the Sweepstakes Entry Form located at: simonandschusterpublishing.com/alwaysandforever

You must have an Instagram app and account to enter via this method. If you do not have the Instagram app, you may download it through the application store on your device. The Instagram app is free.

An “Entry” consists of an entrant’s Instagram or Twitter post that includes an original image using the entry guidelines above. Partial or incomplete/piecemeal submissions (e.g., submission without the **#JennysCookieClub**) will NOT be eligible.

By submitting an Entry, Entrant hereby grants permission for the Submission/Entry to be posted/re-posted on the Sweepstakes Site or other Sponsor websites. Entrant agrees that Released Parties (as defined below) are not responsible for any unauthorized use of Entries by third parties. Sponsor does not guarantee the posting of any Submission/Entry.

Entrants are eligible to enter once per day per platform during the Promotion Period, for a total of fifty-eight (58) entries, provided that each Submission is unique and satisfies the entry requirements.

Important Note: By connecting to Instagram or Twitter via your wireless mobile device (which may only be available via participating wireless carriers and is not required to enter the Sweepstakes), standard data rates may apply according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on rate plans and charges relating to your participation in this Sweepstakes. Participation in this Sweepstakes by mobile phone means that you understand that you may receive messages from Sponsor and/or its authorized designee(s) relating to this Sweepstakes, including possibly notifying you if you are a potential winner in this Sweepstakes, which will be subject to the charges pursuant to your carrier's rate plan. Internet access may not be available from all mobile phone service carriers and/or handset models. Cell phone service may not be available in all areas. Check your wireless device's capabilities for specific instructions.

3. ADDITIONAL ENTRY RULES AND RESTRICTIONS: Entry may not contain, and Sponsor, in its sole discretion, may disqualify any Entry that contains any content that: (a) violates any law or regulation; (b) violates or infringes any right of any third party, including but not limited to intellectual property rights, such as but not limited to rights of copyright, trademark or patent, or rights of publicity or privacy; (c) embodies the names, likenesses, or other indicia identifying any person besides the entrant; (d) is defamatory, slanderous, libelous or scandalous or obscene; (e) is sexually explicit or suggestive or contains nudity; (f) is offensive or derogatory of any ethnic, racial, gender, religious, professional or age group, (g) promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); (h) promotes any activities that may appear unsafe or dangerous, promotes any particular political agenda or message; (i) includes any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (j) communicates messages or images inconsistent with Sponsor's reputation, image and/or goodwill; or (k) is otherwise inappropriate, objectionable, or unsuitable for the uses contemplated in these Official Rules, as determined by Sponsor in its sole discretion.

4. WINNER SELECTION AND NOTIFICATION: Potential winners will be selected in random drawings following each Sweepstakes Period on or about June 5, 2017 (the "Drawing Time") from among all eligible Entries received during the Sweepstakes Period.

The Sponsor will notify the potential winners by submitting a Direct Message using Instagram Direct or Twitter via the @SimonTeen account. If a Twitter entrant is a potential winner, he/she will be notified by a Twitter direct message (note: in order to receive such direct message, potential winner has to (a) be following @SimonTEEN and (b) has to have his/her Tweet Privacy settings "unchecked"). If an Instagram entrant is a potential winner, he/she will be notified by an Instagram direct message. Entrants are encouraged to regularly check their alerts during and immediately following the Drawing Time and Date. A potential winner must respond to the initial notification by contacting Sponsor at the email address provided within the time frame indicated by the initial notification, and will be sent additional verification paperwork via email, postal mail and/or express mail at Sponsor's sole

discretion. If [any] winner is considered a minor in his/her jurisdiction of residence, Affidavit of Eligibility, Liability/Publicity and rights transfer document must be signed by his/her parent or legal guardian.

If a potential Winner does not respond within two (2) business days of the first notification attempt or if a potential Winner is found to be ineligible, does not comply with these Official Rules, if a prize or prize notification is returned as undeliverable, if a potential Winner does not execute and return the "Prize Claim Documents" within the allotted time as set forth below, or if a potential Winner cannot or does not accept the prize for any reason, the potential Winner will be disqualified and an alternate potential Winner will be selected from the remaining eligible entries for the applicable drawing. Sponsor, in its sole discretion, will attempt to contact up to two (2) potential Winners of a prize in accordance with the above procedure (time permitting), after which the prize in question may go unawarded if it remains unclaimed.

5. PRIZES: Three (3) Prizes are available.

- One (1) Grand Prize winner will receive one (1) hand-decorated Kitchen-Aid mixer (approximate retail value or "ARV": \$800)

- Three (3) second place winners will receive one (1) Lara Jean Prize Pack including one (1) pink satin eye mask (ARV: \$13.99), one (1) USB drive (ARV: \$13.99), one (1) package of ear plugs (ARV: \$5.41), and one (1) makeup bag (ARV: \$20.00). Approximate retail value or "ARV" of all prizes in this tier: \$160.17)

- Ten (10) third place winners will receive one (1) copy of Jenny Han's chocolate chip cookie recipe (ARV: \$1.00) and one (1) signed bookplate (ARV: \$1.00) and one (1) set of Lara Jean nail decals (\$5.00). Approximate retail value or "ARV" of all prizes in this tier: \$70.00

FOR ALL PRIZES: The total ARV of all Prizes is up to one thousand and thirty dollars and seventeen cents (ARV \$1,030.17) Limit one (1) Prize per person. All details of prizes (model number, styles, colors) will be determined by Sponsor in its sole discretion. Winners are not entitled to exchange or transfer prizes or to obtain cash or other substitutes, except Sponsor reserves the right to substitute prize(s) or portions thereof of equal or greater value if a prize listed or any portion thereof is unavailable for any reason. No endorsement is implied by the manufacturers of products that are listed as part of a prize. Prize Winners shall be solely responsible for all federal, state and/or local taxes, and the reporting consequences thereof.

Odds of winning a Prize depend on the total number of eligible entries received during each Sweepstakes Period Drawing.

By accepting a prize, and without limiting any other term herein, each Winner grants Sponsor and its designees permission to use their Entry materials, name, Instagram user name, voice, likeness, photograph, prize information, biographical data and city and state of residence on a winner's list (if applicable) and for programming, publicity and promotional purposes (including

without limitation, posting such winner's name on the Simon & Schuster official social media pages and other Simon & Schuster branded websites and social media pages), worldwide in all forms of media now known or hereafter developed, in perpetuity, without further compensation unless prohibited by law. Sponsor and its designees are not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation.

5. CONDITIONS: Participants agree that: (a) Sponsor and its parents, subsidiaries, and owners of the participating web sites, affiliated companies, advertising and promotion agencies, and all of their respective officers, directors, employees, shareholders, representatives and agents (collectively the "Released Parties") will have no liability whatsoever for and shall be held harmless by participants for any liability for any injuries, losses or damages of any kind to persons, including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of or inability to use any Prize or from participation or inability to participate in this Sweepstakes, including any travel or Sweepstakes related activity, (b) Released Parties will have no liability whatsoever for failure to supply a Prize or any part thereof, by reason of any acts of God, any severe weather, hurricane, flood, fire, war, transportation interruption of any kind, or any other cause beyond their control, (c) except where legally prohibited, winner grants (and agrees to confirm that grant in writing) permission for the Released Parties and those acting under their authority to use his/her name, photograph, voice, statements and/or likeness, for advertising, trade and/or publicity purposes without additional compensation in all media now known or hereafter discovered, worldwide, including, without limitation, on the World Wide Web, without notice, review or approval, (d) if any Prize notification or Prize is returned as non-deliverable, or if winner is found to be ineligible or not in compliance with these Official Rules, such Prize will be forfeited and an alternate winner may be determined at Sponsor's discretion, (e) noncompliance with any of the foregoing may result in disqualification and awarding of prize to an alternate winner as determined in the sole discretion of the Sponsor. Federal, state and local taxes and all other expenses not specified herein are winner's sole responsibility.

6. LIMITATIONS ON LIABILITY: Persons who tamper with or abuse any aspect of the Sweepstakes or any website, as solely determined by the Sponsor, will be disqualified, and Sponsor reserves the right to terminate such entrant's eligibility. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes, and determine winners from Entries received prior to action taken based upon the Judging Criteria stated above or as otherwise deemed fair and appropriate by Sponsor. Released Parties are not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes, and assumes no responsibility for any error, interruption, deletion, defect, delay in operation, or transmission, communications line failure, technical failure, theft or destruction, or unauthorized use of any technology used in connection with this Sweepstakes. Any use of micro, automatic, programmed, robotic, or like entry methods will void all such entries by such methods, and entrants using such methods will be disqualified.

7. OFFICIAL RULES AND WINNER LIST: For an additional copy of these Official Rules or the names of the Winners, send a self-addressed stamped envelope to: Simon & Schuster Children's Department, Attn: "#JennysCookieClub" Sweepstakes, 1230 Avenue of the Americas, 4th Floor, New York, NY 10020. Vermont residents may omit return postage. Requests received after December 5, 2017 will not be honored. This Sweepstakes shall be governed by the laws of the state of New York in the United States of America and is subject to all applicable federal, state and local laws. Void where prohibited by law.

8. SPONSOR: Simon & Schuster, Inc, 1230 Avenue of the Americas, New York, NY 10020

THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH INSTAGRAM OR TWITTER. YOU ARE PROVIDING YOUR INFORMATION TO SPONSOR AND NOT TO INSTAGRAM OR TWITTER.