

The Children's Place Great Easter Egg Hunt 2023

Official Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: The Children's Place Great Easter Egg Hunt 2023 (the "Easter Egg Hunt Game") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees, officers, and representatives of The Children's Place, Inc. (the "Sponsor"), Merkle Inc. (the "Administrator"), as well as the immediate family (spouse, parents, siblings, and children and their respective spouses, regardless of where they reside) and household members of each such employee, whether or not related, are not eligible. The Easter Egg Hunt Game is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation in the Easter Egg Hunt Game constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Easter Egg Hunt Game. Winning a prize is contingent upon fulfilling all requirements set forth herein. There are three (3) separate and distinct Easter Egg Hunt Games: (1) an in-store Easter Egg Hunt Game (the "In-store Easter Egg Hunt Game"), (2) an online Easter Egg Hunt Game (the "Online Easter Egg Hunt Game"), and (3) an Instagram Easter Egg Hunt Game (the "Instagram Easter Egg Hunt Game"). **If entering via a mobile device and using your wireless carrier's network, data charges from your wireless carrier may apply.**

To play the In-store Easter Egg Hunt Game and/or the Online Easter Egg Hunt Game, you must have a My Place Rewards loyalty program account ("Account"). If you have not created a My Place Rewards Account, follow the instructions to create one. Membership is free but subject to the My Place Rewards Loyalty Program [Terms and Conditions](#). Entrants are responsible for keeping their contact information associated with their Account current. Sponsor is not responsible for any change in email or mailing address. Entrants and potential winners must comply with the My Place Rewards Loyalty Program Terms and Conditions through the entire Promotion Period (as defined below).

To participate in the Instagram Easter Egg Hunt Game, you will need to have an Instagram account. Creating an Instagram account is free but is subject to its [Terms of Service](#).

2. Sponsor: The Children's Place, Inc., 500 Plaza Drive, Secaucus, NJ 07094. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Easter Egg Hunt Game begins on March 6, 2023 at 12:00 a.m. Eastern Time ("ET") and ends on April 3, 2023 at 11:59 p.m. ET (the "Promotion Period").

For purposes of the **Easter Egg Hunt Game**, a "Week" begins each Monday and ends the following Sunday, except the last Week which starts on Monday, March 27, 2023 and ends on Monday, April 3, 2023.

For the **Instagram Easter Egg Hunt Game**, there are twenty-nine (29) separate and distinct daily entry periods (each a "Daily Entry Period"). Each Daily Entry Period begins approximately at 9:00 a.m. ET and ends at 6:00 p.m. ET.

Administrator's computer is the official time-keeping device for the Easter Egg Hunt Game.

4. How to Enter the In-store Easter Egg Hunt Game and Online Easter Egg Hunt Game:

- a. In-store Easter Egg Hunt Game:** During the Promotion Period, visit a participating The Children's Place location and locate In-store Easter Egg Hunt Game "Easter egg" signs. Use your smart phone or other web-enabled device to scan a quick response ("QR") code featured on the Easter egg signage and you will be directed to a mobile web page. There are five (5) unique QR codes in each participating store on five (5) separate Easter egg signs (i.e., 1 QR code per sign). Or, to participate without visiting a location or scanning the QR codes, you may simply visit the following five (5) unique URLs:

<https://www.childrensplace.com/us/content/easter-egg-hunt-two>

<https://www.childrensplace.com/us/content/easter-egg-hunt-three>

<https://www.childrensplace.com/us/content/easter-egg-hunt-four>

<https://www.childrensplace.com/us/content/easter-egg-hunt-five>

<https://www.childrensplace.com/us/content/easter-egg-hunt-six>.

Once on the web page, follow the links and instructions to complete and submit the registration form. You must include the email address associated with your Account. You will receive one (1) play. Follow the links and instructions to play the game. The results will be instantly displayed. You will either be a potential winner of an In-store Easter Egg Hunt Game prize (as described below) or receive one (1) My Place Rewards loyalty program point. Potential prize winners will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the In-store Easter Egg Hunt Game. Limit: Limit one (1) play per unique QR code or URL per day for a maximum of five (5) plays per day during the Promotion Period. Any entrant may earn a maximum of five (5) My Place Rewards loyalty program points per day in the In-Store Easter Egg Hunt Game during the Promotion Period.

- b. Online Easter Egg Hunt Game:** During the Promotion Period, visit <https://www.childrensplace.com/us/content/easter-egg-hunt-seven>. Follow the links and instructions to complete and submit the registration form. You must include the email address associated with your Account. You will receive one (1) play for that day. Follow the links and instructions to play the game. The results will be instantly displayed. You will either be a potential winner of an Online Easter Egg Hunt Game prize (as described below) or receive one (1) My Place Rewards loyalty program point. Potential prize winners will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Online Easter Egg Hunt Game. Limit: Each entrant may play the Online Easter Egg Hunt Game one (1) time per day during the Promotion Period and may earn up to one (1) My Place Rewards loyalty program point per day in the Online Easter Egg Hunt Game during the Promotion Period.

All points will be fulfilled within approximately 48 hours of playing the applicable Easter Egg Hunt Game. Multiple entrants are not permitted to share the same email address or Account. Any attempt by any entrant to obtain more than the stated number of plays or My Place Rewards loyalty program points by using multiple/different email addresses, Accounts, identities, registrations and logins, or any other methods will void that entrant's plays and/or points (as applicable) and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Released Parties (as defined below) are not responsible for lost, late, incomplete, invalid, unintelligible, delayed, or misdirected registrations, plays or points, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player and must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider, Internet service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

5. How to Enter the Instagram Easter Egg Hunt Game:

At approximately 9:00 a.m. ET, 12:00 p.m. ET, and 3:00 p.m. ET during each Daily Entry Period of the Promotion Period, the Sponsor will post three (3) graphics containing a hidden egg in its feed or stories (the "Daily Promotion Post") on its Instagram account (@childrensplace). To enter during any Daily Entry Period, locate the Sponsor's Daily Promotion Post(s) during that Daily Entry Period and take the following actions to receive an entry:

- (a) Follow @childrensplace on Instagram;
- (b) Like the Daily Promotion Post;
- (c) Comment on the post or story with the egg emoticon provided in Sponsor's Daily Promotion Post. Your comment need not include any other content, including any reference to Sponsor's products or services. However, if you choose to include additional content, it must meet the Guidelines and Content Restrictions listed below; and
- (d) On Instagram, direct message ("DM") @childrensplace the exact location of the hidden egg in the Daily Promotion Post. Your DM need not include any other content, including any reference to Sponsor's products or services. However, if you choose to include additional content, it must meet the Guidelines and Content Restrictions listed below.

There is no requirement that your Instagram handle is public. However, you must not change your Instagram handle during the Promotion Period and until the prizes are awarded (as described in Section 8).

Guidelines and Content Restrictions: Your comment/DM must be your original work and must not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights, disparage Sponsor or any other person or party, or contain material that is unlawful in any way.

By posting and direct messaging content that conforms to all of the above requirements, you will receive one (1) "Entry" into the Daily Entry Period associated with the date and time of your direct message. Sponsor, in its sole discretion, may disqualify any Entry that it finds unlawful, or in violation of these Official Rules. Correct answers to the exact location of Egg shall be determined in Sponsor's sole discretion.

Entry Limit: The Sponsor will post three (3) Daily Promotion Posts for each Daily Entry Period during the Promotion Period. You may enter one (1) time per Daily Promotion Post. Multiple entrants are not permitted to share the same Instagram account. Any attempt by any entrant to obtain more than the stated limit by using multiple/different Instagram accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any entry, the authorized account holder of the Instagram account used to enter will be deemed to be the entrant and must comply with these Official Rules. The "authorized account holder" is the natural person assigned the Instagram account. Each potential winner may be required to show proof of being the authorized account holder. Released Parties are not responsible for lost, late, unreceived, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected comments, direct messages or entries or failure to receive entries due to limitations of third-party social network platforms, all of which will be void.

6. Sponsor's Use of Social Post Content: Submitting an entry constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such entries in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Entry.

7. ALL POTENTIAL WINNING PLAYS AND ENTRIES ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE OR POINTS, EVEN IF THE EASTER EGG HUNT GAME SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING OR RECEIVING POINTS IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY OR ENTRY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY OR ENTRY, IS VOID, AND WILL NOT BE HONORED.

8. Easter Egg Hunt Game Prize Selection and Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. Administrator is an independent judging organization whose decisions as to the administration and operation of the Easter Egg Hunt Game and the selection of potential winners are final and binding in all matters related to the Easter Egg Hunt Game.

Each potential winner (or parent/legal guardian if winner is a minor in his/her state of residence) of prizes with cumulative value of \$600 or more will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim the prize.

In-store Easter Egg Hunt Game: There will be forty (40) total (ten (10) per Week) random, computer-generated winning times during the Promotion Period. If you are the first player to play the In-store Easter Egg Hunt Game at or after one of the randomly generated times, you will be a potential instant winner of the In-store Easter Egg Hunt Game Prize. If any potential winner cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or if prize is returned as undeliverable, potential winner forfeits prize. If a potential winner of an In-store Easter Egg Hunt Game prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all non-winning eligible game plays received in the In-store Easter Egg Hunt Game for the applicable Week. There will be three (3) alternate drawings after which the prize will remain un-awarded.

Online Easter Egg Hunt Game: There will be forty (40) total (ten (10) per Week) random, computer-generated winning times during the Promotion Period. If you are the first player to play the Online Easter Egg Hunt Game at or after one of the randomly generated times, you will be a potential instant winner of the Online Easter Egg Hunt Game Prize. If any potential winner cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or if prize is returned as undeliverable, potential winner forfeits prize. If a potential winner of an Online Easter Egg Hunt Game prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all non-winning eligible game plays received in the Online Easter Egg Hunt Game for the applicable Week. There will be three (3) alternate drawings after which the prize will remain un-awarded.

Instagram Easter Egg Hunt Game: Golden Egg: One time per Week, the Sponsor's Daily Promotion Post will contain a golden egg. The first five (5) entrants who direct message @childrensplace with the correct location of the golden egg who have also met all entry criteria outlined in Section 5 above will be deemed the potential winners of an Instagram Easter Egg Hunt Grand Prize (as described below). **Non-Golden Eggs:** For each Daily Promotion Post where the egg is any color other than gold, the first entrant who direct messages @childrensplace with the correct location of the non-golden egg who has also met all entry criteria outlined in Section 5 above will be deemed a potential winner of the Instagram Easter Egg Hunt Game First Prize (as described below). Each potential winner will be notified by a direct message from @childrensplace and will be asked to provide their first and last name, email address, age, and state of residence to confirm eligibility and for prize fulfillment purposes within 24 hours of the time notice or attempted notice is sent into order to claim the prize. Each potential Daily Promotion Post winner will also be announced at approximately 8:00 p.m. ET by Sponsor on @childrensplace's Instagram Stories. Notwithstanding the foregoing, all potential winners are subject to verification by Sponsor, whose decisions are final and binding in all matters related to the Promotion. An entrant is not a winner of any prize, even if announced as a potential winner on Instagram Stories, unless and until entrant responds to Sponsor's DM and Sponsor has verified entrant's eligibility. In the event that a potential winner of an Instagram Easter Egg Hunt Game prize is disqualified for any reason, fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by selecting the next fastest entrant to DM the correct location of the egg to @childrensplace on Instagram who has also met all entry criteria outlined in Section 5 above for the applicable Daily Promotion Post. Sponsor will only

notify up to three (3) alternate potential winners per prize, after which the prize will remain un-awarded.

Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Easter Egg Hunt Game.

9. Prizes/Odds:

In-store Easter Egg Hunt Game Prizes:

FORTY (40) IN-STORE EASTER EGG HUNT GAME PRIZES (ten (10) per Week): A \$250.00 The Children's Place gift card (fulfilled digitally), terms and conditions apply. Approximate Retail Value ("ARV"): \$250.00. Odds of winning depend on the date/time of entry, the number of prizes remaining available for the In-store Easter Egg Hunt Game at the time of entry and number of In-store Easter Egg Hunt Game plays received. The number of prizes available to be won will diminish as they are awarded. Limit: One (1) In-store Easter Egg Hunt Game prize per person for the entire Promotion Period.

Online Easter Egg Hunt Game:

FORTY (40) ONLINE EASTER EGG HUNT GAME PRIZES (ten (10) per Week): A \$250.00 The Children's Place gift card (fulfilled digitally), terms and conditions apply. ARV: \$250.00. Odds of winning depend on the date/time of entry, the number of prizes remaining available for the Online Easter Egg Hunt Game at the time of entry and number of Online Easter Egg Hunt Game plays received. The number of prizes available to be won will diminish as they are awarded. Limit: One (1) Online Easter Egg Hunt Game prize per person for the Promotion Period.

Instagram Easter Egg Hunt Game Prizes:

TWENTY (20) INSTAGRAM GRAND PRIZES (five (5) per Week for the hidden golden egg): A \$250.00 The Children's Place gift card (fulfilled digitally), terms and conditions apply. ARV: \$250.00.

EIGHTY-THREE (83) INSTAGRAM FIRST PRIZES (one (1) per Daily Promotion Post for all hidden non-golden eggs): A \$100.00 The Children's Place gift card (fulfilled digitally), terms and conditions apply. ARV: \$100.00.

Odds of winning a prize depend on the number of eligible entries received for the applicable Daily Promotion Post during the applicable Daily Entry Period and the timing of such entries. Limit: One (1) Instagram Easter Egg Hunt Game prize per person for the entire Promotion Period.

For all Prizes: No cash or other substitution, assignment or transfer of any prizes permitted, except by Sponsor, who reserves the right to substitute a prize or prize component with cash or another prize of comparable or greater value. Winners are responsible for all federal, state, and local taxes and fees associated with prize receipt and/or use. Prizes will be awarded "as is" with no warranty or guarantee, either express or implied offered by Sponsor. All prize details are at Sponsor's sole discretion.

10. Publicity: Except where prohibited, participation in the Easter Egg Hunt Game constitutes winner's consent to Sponsor's use of winner's name, Instagram handle (where applicable), likeness, photograph (including profile photo), voice, opinions, biographical information, hometown, and state for advertising and promotional purposes in any and all media now or hereafter devised, worldwide in perpetuity without further payment or consideration, notification or permission.

11. General Conditions: Sponsor reserves the right to cancel or modify the Easter Egg Hunt Game (or any portion thereof) if fraud, technical failures, human error or any other factor impairs the integrity of the Easter Egg Hunt Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes for the Easter Egg Hunt Game component at issue at random (i) if the In-store Easter Egg Hunt Game, from among the non-winning, non-suspect game plays received for the Week(s) at issue up to the time of the impairment or as otherwise deemed fair and appropriate by Sponsor, (ii) if the Online Easter Egg Hunt Game, from among the non-winning, non-suspect game plays received for the Week(s) at issue up to the time of the impairment or as otherwise deemed fair and appropriate by Sponsor, and (iii) for the Instagram Easter Egg Hunt Game, from among the non-winning,

non-suspect eligible entries received for the Promotion Post(s) at issue up to the time of the impairment or as otherwise deemed fair and appropriate by Sponsor. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Easter Egg Hunt Game, or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner and void all associated plays/entries/points/prize claims. Any attempt by any person to deliberately damage any website or platform or undermine the legitimate operation of the Easter Egg Hunt Game is a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Release: By participating, each entrant agrees to release and hold harmless Sponsor, Administrator, Meta Platforms, Inc. (dba Instagram), and any promotional partners, each of their parent, subsidiary, affiliate, and related companies, and each of its and their respective officers, directors, employees, and agents (collectively the "Released Parties") from and against any losses, damages, rights, claim, or cause of action of any kind arising, in whole or in part, directly or indirectly, out of participation in the Easter Egg Hunt Game or resulting directly or indirectly, from acceptance, possession, use, or misuse of any prize awarded in connection with the Easter Egg Hunt Game, including without limitation personal injury, illness, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

13. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Easter Egg Hunt Game; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines, or network hardware, or software; (3) unauthorized human intervention in any part of the entry process or the Easter Egg Hunt Game; (4) technical, network, typographical, mechanical, human or other error or problem which may occur in connection with the administration of the Easter Egg Hunt Game, the processing of plays or entries, the announcement of the prizes, or in any Easter Egg Hunt Game-related materials; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Easter Egg Hunt Game, or receipt, or use of any prize or while traveling to or from any prize-related activity. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Easter Egg Hunt Game, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes for the Easter Egg Hunt Game component at issue by a random drawing among all legitimate, un-awarded, eligible prize claims for the applicable prize.

14. Disputes: Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Easter Egg Hunt Game or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Southern District of New York or the appropriate New York State Court located in Manhattan; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Easter Egg Hunt Game but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Easter Egg Hunt Game, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

15. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy (<https://www.childrensplace.com/us/help-center/policies#privacypolicy>).

16. Winners List: For a winners list, please [click here](#). The winners list will be posted after winner confirmation is complete.

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