

OFFICIAL CHALLENGE RULES
REVLON LOVE IS ON 2016 MILLION DOLLAR CHALLENGE
Sponsored by Revlon Consumer Products Corporation

NO PURCHASE, PAYMENT OR DONATION OF ANY KIND IS REQUIRED TO APPLY FOR, ENTER OR WIN THE REVLON “LOVE IS ON MILLION DOLLAR CHALLENGE 2016” ON CROWDRISE.COM. VOID WHERE PROHIBITED.

APPLICATIONS MUST BE SUBMITTED ONLINE PRIOR TO SEPTEMBER 21, 2016 AT 5:00:00 PM EASTERN TIME.

1. Introduction: The “2016 Revlon LOVE IS ON Million Dollar Challenge” (hereinafter, the “Challenge” or “Revlon Challenge”) is a fundraising promotion sponsored by Revlon for eligible United States and Canadian (excluding Quebec) charities with a demonstrated commitment to supporting women’s or girls’ health to raise money for their cause and compete to win Grand Prizes and other promotions with up to a total of \$1,425,000 in Challenge Grants (the “Challenge Grants”) from Revlon Consumer Products Corporation (“Revlon”) located at One New York Plaza, New York, NY 10004. Revlon is the Sponsor (the “Sponsor”) and Prize Provider (the “Prize Provider”) for the Challenge. CrowdRise, Inc. (“CrowdRise”), located at 130 West 5th Street, Royal Oak, MI 48067, provides the technology platform and is the Administrator (the Administrator”) of the Challenge. You hereby acknowledge and agree that neither CrowdRise nor Revlon – either on their own or in any of their other capacities/roles related to the Revlon Challenge - are providing any fundraising or legal advice or any other counseling to any Participants in this Challenge.

The Challenge is open to the following entities, approved by Revlon to participate: (a) charities in Canada registered under paragraph 149(1)(f) of the *Income Tax Act* (Canada), as amended, except those incorporated in, or represented in this Challenge by an Applicant (defined below) who is a resident of, Quebec; (b) United States 501(c)(3) tax-exempt public charities; or (c) United States charity organizations that have a fiscal sponsorship agreement with another tax exempt charity (each an “Eligible Charity” or “Charity,” and collectively ”Charities”). Additional eligibility restrictions apply, as further described below.

The Challenge starts on September 14, 2016 at 12:00:00pm Eastern Time (“ET”) and ends on October 26, 2016 at 1:59:59 pm ET (the “Challenge Period”). The Challenge is hosted on the CrowdRise platform, at: www.crowdrise.com/RevlonChallenge (the “Challenge Website” or the “Website”). The Challenge is further governed by the CrowdRise Terms and Conditions located at www.crowdrise.com/about/terms (“CrowdRise Terms”). In the event of a conflict between these Official Challenge Rules (the “Challenge Rules”) and the CrowdRise Terms, these Challenge Rules govern and control only to the extent of such conflict. Each Charity that participates in the Challenge will have a fundraising page on the Challenge leaderboard (“Challenge Leaderboard”). The top five (5) Eligible Charities that raise the most eligible monetary donations online through their fundraising page (“Fundraising Page”) on the Website during the Challenge Period (as specified in these Challenge Rules) are the potential winners of the five (5) Grand Prize Challenge Grants totaling \$1,250,000 USD. The Five (5) Grand Prize Challenge Grants are \$1,000,000, \$100,000, \$75,000, \$50,000 and \$25,000 respectively (“Grand Prizes”). At the sole discretion of the Prize Provider,

Charities may win additional Challenge Grants up to a total of \$175,000 from the Prize Provider during additional promotions called “Bonus Challenges” that are run throughout the course of the Challenge Period. Each Bonus Challenge will have separate additional rules that will be available when Bonus Challenges are posted. All references to dollars in these Challenge Rules are in United States currency. The Challenge Grants are for Eligible Charities, not donors and other individuals such as fundraisers, team members or Applicants.

These Challenge Rules govern the operation of the Challenge and apply to any Participant in the Challenge, including each applicant, Charity, organization, fiscal sponsor, fundraiser, team member, donor, entrant, potential winner, winner of the Challenge, and any other users (entities and individuals) of the CrowdRise platform that are involved in the Challenge in any manner (each a “Participant” and collectively, “Participants” and/or “you”). All Participants must comply with all facets of the Challenge Rules and the CrowdRise Terms. You hereby unconditionally agree to these Challenge Rules and the CrowdRise Terms, and to abide by any and all decisions by Revlon and CrowdRise, which are final and binding in all matters related to this Challenge. All donations made in connection with the Challenge are governed by these Challenge Rules and the CrowdRise Terms. All applicable federal, state, provincial, municipal and local laws, rules and regulations apply. Void where prohibited by law.

2. Additional Eligibility Requirements: The representative signing on behalf of the Charity (the “Applicant”) hereby represents and warrants that they are a representative of the Charity; has authority to bind that Charity to the Challenge Rules and the CrowdRise Terms; and hereby agrees to the Challenge Rules and CrowdRise Terms on behalf of their respective Charity. Charities may also be referred to as “Charity teams”, “teams” and “organizations”. If Applicant does not agree and/or does not have the authority to agree to the Challenge Rules and CrowdRise Terms on behalf of his/her Charity, neither he/she nor the Charity may register or participate. All Applicants must be at least age 18 or the age of majority in your jurisdiction, whichever is greater, at the time of entry, and reside in the United States or Canada (excluding Quebec). Applicant may not be an employee of CrowdRise, Revlon or their respective parents, affiliate companies, subsidiaries, agents, judges, advertising and promotion agencies and anyone involved in the development or execution of the Challenge, as well as the immediate family (spouse, parents, siblings, and children and their respective spouses, regardless of where they live) and household members of each such employee, whether or not related.

To participate in the Challenge, each Charity must: (a) have a legally registered account on the Website; (b) be able to receive donation(s) via the Website without any customization of the Website or donation process; and (c) be in current and ongoing good standing under all applicable federal, state, provincial, municipal and local laws, rules and regulations throughout the Challenge Period, including without limitation laws and regulations applicable to Charity’s fundraising activities. A charitable organization that does not meet the above requirements on its own may be eligible to participate if it has a verifiable contractual relationship with a fiscal sponsor.

The following organizations are not permitted to participate in this Challenge: (i) organizations that practice discrimination by race, creed, color, gender, sexual orientation, age, or national origin; (ii) organizations that serve only their own

memberships (such as those types of fraternal organizations, pageants, labor organizations or religious groups that do not provide services to persons who are not members (or relatives) of the particular group); and (iii) organizations affiliated with political parties, political candidates, and /or political lobbyists. Sponsor and Administrator reserve the right, in each of their respective and absolute discretion, to exclude any Charity, organization, fundraising team, fundraiser or Participant they determine is inappropriate for any reason, or with or without cause, at any time. All donations made in connection with the Challenge are governed by these Challenge Rules and CrowdRise Terms.

In order to take part in the Challenge and to be eligible to win and receive a Challenge Grant, each Eligible Charity hereby agrees that they have read, agreed to, and will comply with the CrowdRise Terms and Conditions and these Challenge Rules, and further agrees that all decisions by Revlon or CrowdRise are final and binding in all matters related to this Challenge.

3. How to Apply:

Step One: To be considered for participation in the Challenge, the Applicant must apply online here: <https://www.crowdrise.com/revlonchallengeapplication> Your application must be submitted and received by September 21, 2016 at 5:00:00 pm ET.

Step Two: Revlon shall review each application and deem whether the Charity is approved to participate in the Challenge. Charities will be notified of their acceptance (or denial) by CrowdRise within ten (10) business days. Acceptance into the Challenge does not constitute or imply Revlon's or CrowdRise's endorsement, recommendation or favoring of any Charity participating in this Challenge. Denial does not constitute disfavor of your organization. Due to time constraints, and for no other reason, organizations will not receive a substantive reason explaining Revlon's denial or acceptance of any organization that wishes to participate in the Challenge.

Step Three: If your Charity is accepted to participate in the Challenge, the Charity must agree that: (a) Sponsor and Administrator may register a new Challenge fundraising page for your Charity on the Website using the information in your application (the "Fundraising Page"); (b) Sponsor and Administrator may use Charity's logo on the Website; (c) Charities must agree to participate in Revlon's "Promotional Plan" for the Challenge and to win a Grand Prize, Charities must submit six (6) verifiable records, screenshots preferred, that it has participated in the Promotional Plan before and/or during the Challenge Period. Examples include, but are not limited to: (i) email to the charity's list, (ii) email to its Board Members, (iii) email to its fundraisers and/or (iv) social media post about your Fundraiser for the Challenge. These six (6) required efforts must have taken place on different dates. Please submit your records in one email at the end of the Challenge to Administrator at Lucy@CrowdRise.com.

4. Donation Restrictions: The following restrictions govern donations made through the Challenge and Charities agree that any determination by Sponsor or Administrator as to whether a donation complies with these restrictions and requirements shall be final and binding.

- a. The minimum donation is ten dollars (\$10).

- b. Limit of ten thousand dollars (\$10,000) per donation.
- c. Donations must be made on the Website via the Charity's Fundraising Page using a credit card and successfully processed to completion (and not subject to any chargebacks or disputes) through CrowdRise and its third party payment processor during the Challenge Period to count toward the Challenge. Donations made outside of the Challenge, outside the Challenge Period and/or offline, even if recorded on the Website, including, but not limited to, donations by cash, credit card, money order, donations made to a Charity's non-Challenge website or an ineligible fundraising page on CrowdRise.com, or any other donations not successfully processed online via credit card ("offline donations") are not eligible and will not be counted toward the Challenge. The only exceptions are (1) the funds that are donated through the "Donate to All Charities" button on the Revlon Challenge Event page here: <https://crowdrise.com/RevlonChallenge> and distributed evenly to "Active Charities" on September 27, 2016. As defined in Section 4 above, "Active Charities" are defined as charities that have raised at least five hundred dollars (\$500 USD) as shown on on their fundraising page and the Challenge leaderboard between September 14, 2016 at 12:00:00pm and September 26, 2016 at 11:59:59pm from their supporters and/or won in a Bonus Challenge (an "Active Charity"). For further discussion, see Section 6 below; and (2) the Bonus Challenge prize values that represent the prizes/that will be awarded by Sponsor. Bonus Challenge grants shall be governed by separate terms and rules. Verified Bonus Challenge grants shall be added by Sponsor to a Charity's fundraising total; shall be included on the Challenge Leaderboard; and shall count towards the total donations raised by winning Charity during the Challenge Period. For example, if Charity A wins Bonus Challenge #1 with a grant value of \$5,000, Charity A's fundraising total for the Challenge shall include this \$5000 as a donation; the \$5,000 donation shall appear on the Challenge Leaderboard; and the \$5,000 donation will count towards Charity A's total donations for the Challenge.
- d. A Charity or its proxy may not donate any money to its own Fundraising Page that would be counted towards its donations for the Challenge, whether by taking money from its own account(s) to donate to itself or otherwise, no matter the intent. This includes, without limitation, receiving cash donations or having an employee, the Applicant, or other individual act as a proxy for the Charity.
- e. No Unique Donor's donation may account for more than 75% of the total raised by any Charity participating in the Challenge. If a Unique Donor accounts for more than 75% of the total raised, every donation made by that Unique Donor to that Charity's team will not count for determination of the winners of the Challenge. A "Unique Donor" is defined as any single donor that has billing information (first name, last name, and address) distinct from any other donor who makes a donation to the same Charity.

5. Additional Restrictions: (a) Charities and their Applicants agree that they are solely responsible for ensuring that funds raised are used in accordance with the Charity's charitable mission; (b) Two or more Charities that are distinct and have unique Tax IDs (EINs) or business numbers, as the case may be, may not share one Fundraising Page in order to increase their odds in the Challenge without express

written permission of Sponsor; (c) Charities have a “Donate” button and “Join the Team” button on their Fundraising Page. The “Donate” button will turn on when the Challenge begins and turn off at the end of the Challenge Period. Donations must appear on your Challenge Fundraising Page. Administrator cannot transfer donations from another Fundraising Page on the Website to your Challenge Fundraising Page. The “Join the Team” button is active as soon as Charities have a registered page in the Challenge and charities may invite individuals/entities to join their team to fundraise alongside them for their charity; (d) Charities may not invite nonprofits or charitable organizations not accepted into the Challenge to join their team without express written permission of the Sponsor. Charities found in violation of the Challenge Rules are subject to disqualification at the sole discretion of Sponsor or Administrator.

6. “Donate to All Charities” Funds and Distribution of “Donate to All” Values and Funds: Donors will have an opportunity to make a donation that will be automatically divided amongst all “Active Charities” equally. As defined in Section 4 above, “Active Charities” are defined as charities that have raised at least five hundred dollars (\$500 USD) as shown on their fundraising page and the Challenge leaderboard between September 14, 2016 at 12:00:00pm and September 26, 2016 at 11:59:59pm from their supporters and/or won in a Bonus Challenge.

To make a “Donate to All” donation to Active Charities, donor may click on a button named “Donate to All Charities” that is located on the Revlon Challenge Page here: <https://crowdrise.com/RevlonChallenge> at any time during the Challenge Period.

The “Donate to All Charities” donations that are made between September 14, 2016 and September 26, 2016 will be treated as follows:

- a. The total value will be added to the Active Charities’ fundraising pages, appearing on the leaderboard and count toward the following contests: grand prizes and the Mid-Challenge Pitch Opportunity.
- b. “Donate to All Charities” donations made after September 26, 2016 will be distributed after the Challenge Period to the Active Charities only and not count toward any contests.
- c. The funds will be distributed after the end of the Challenge Period, October 26, 2016, in accordance with these Official Challenge Rules, through fiscal sponsor Edward Charles Foundation, less a transaction fee of ten percent (10%), plus the Website platform fees. After the Challenge has concluded, Edward Charles Foundation will distribute the donations to all the eligible, qualifying charities equally. (See <http://edwardcharlesfoundation.org/>). For any questions, please contact the Challenge Administrator, Lucy@CrowdRise.com.

7. Challenge Period and Donations: Donors may donate to a Charity via the Website at any time during the Challenge Period. CrowdRise’s server and computer clock is the official time-keeping device. Donations are counted towards the Challenge after such donation has been successfully processed to completion through CrowdRise and its third party payment processor(s) and verified by Sponsor in its sole discretion (and which has not been subject to subsequent chargeback or dispute). Donations can take time to process. Donations shall only count toward the Challenge if they are successfully processed before the end of the Challenge Period as determined by Sponsor and/or Administrator in their sole respective discretion. The amount of donations listed on the Challenge Leaderboard or on the scrolling list of donations on

any particular Charity's Fundraising Page do not constitute the official donation results and are subject to confirmation by Sponsor and/or Administrator before such donations are included in the final official Challenge Leaderboard results.

8. Challenge Leaderboard; Donation Scroll Box; Tallies: During the Challenge, Administrator will provide a Challenge Leaderboard on the Challenge Website. The Challenge Leaderboard will track the amount of donations and Bonus Challenge Grants, if any, made to the Charity teams via the CrowdRise platform. The Challenge Leaderboard is intended to provide Challenge participants with a general idea of how much money they have raised as compared to other Charities during the Challenge Period. CrowdRise will make reasonable efforts to update and maintain the accuracy of the Challenge Leaderboard as a convenience to Challenge participants. All charities that have raised at least ten dollars (\$10 USD) in the Challenge will appear on the leaderboard in the order of amount raised. Charities that have not raised at least \$10 USD do not have a spot on the leaderboard until they have raised at least \$10 USD in the Challenge. However, neither CrowdRise nor Sponsor make any representations, warranties or promises of any kind that the Challenge Leaderboard will: (i) be updated on a real-time basis; (ii) always be accurate; (iii) represent the official standings, results or leaders of the Challenge at any time before, during or after the Challenge Period. CrowdRise also provides a donation scroll box on each Charity Fundraising Page that provides the names of donors (if they agree to publicize their name), the amounts donated and total raised. The Challenge Leaderboard, donation scroll lists, total raised and any similar lists tallying donations are unofficial tallies of the amounts of donations and names for purposes of display only and may not accurately reflect the donations or donor's actual names based on a variety of factors. All Challenge participants expressly acknowledge and agree to these limitations; agree that they have no claim whatsoever against the Sponsor or CrowdRise based upon information in either the leaderboard or donation scroll boxes; and that the Challenge Leaderboard, the donation scroll, or the totals raised represent official results of the Challenge. Challenge participants agree that Sponsor verifies the winners and expressly announces the final results and winners only after verification of the Challenge results at the conclusion of the Challenge.

9. Challenge Grants: Five (5) Challenge Grants are available to the 1st through 5th place winners of the Challenge. The winners are determined based on the amount of money that the Charity raises through the Website during the Challenge Period. Winning a Challenge Grant is dependent upon each Charity's fundraising skills. The Charity team that raises the most amount of money during the Challenge Period wins the 1st place Challenge Grant, a one million dollar (\$1,000,000 USD) donation from Sponsor; the Charity that raises the second most amount of money during the Challenge Period wins the 2nd place Challenge Grant, a one hundred thousand (\$100,000 USD) donation from Sponsor; the Charity that raises the third most amount of money during the Challenge Period wins the 3rd place Challenge Grant, a seventy five thousand (\$75,000 USD) donation from Sponsor; the Charity that raises the fourth most amount of money during the Challenge Period wins the 4th place Challenge Grant, a fifty thousand (\$50,000 USD) donation from Sponsor; the Charity that raises the fifth most amount of money during the Challenge Period wins the 5th place Challenge Grant, a twenty five thousand (\$25,000 USD) donation from Sponsor.

Potential Winner(s) will be notified by email and/or telephone within seven (7) business

days after verification by Sponsor or Administrator or their representative. You will be notified only at the email address Applicant used to register on CrowdRise.com or email his/her entry. Administrator will make three (3) attempts to contact the Potential Winner. Email us at Lucy@CrowdRise.com to change your email address and/or add email addresses to receive Challenge communication and/or unsubscribe.

Potential Winners are not declared final and shall not receive a Challenge Grant until verified by Sponsor. Sponsor's obligation to provide the Challenge Grants during the Challenge is contingent upon all recipients complying with the Grand Prize and Restricted Funding Requirements in section 10 below, submitting an affidavit or declaration of eligibility and liability release and, where permitted, a publicity release and a Form W9 (or other similar forms, as may be required by law). Charities must also have participated in Revlon's "Promotional Plan" for the Challenge to win a Grand Prize. Charities must have submitted six (6) verifiable records, screenshots preferred, that it has participated in the Promotional Plan before and/or during the Challenge Period. Examples include, but are not limited to: email to the charity's list, email to its Board Members, email to its fundraisers and/or social media post about your Fundraiser for the Challenge. These six (6) required efforts must have taken place on different dates. Records must be submitted in one email at the end of the Challenge to Administrator at Lucy@CrowdRise.com.

Additional paperwork, releases, and additional information, to the extent allowed by law, may also be required before a Challenge Grant can be awarded. Additionally, if Sponsor is unable to contact a Potential Winner, if Potential Winner is ineligible or if Potential Winner declines the Challenge Grant, the Challenge Grant will be potentially awarded to the Charity that raised the next highest amount of money during the Challenge Period.

The 1st Place Grand Prize Challenge Grant winner must have at least (1) representative (the "Rep") available to attend Grand Prize check presentation celebration (the "Event") in New York City on a date in 2016 to be determined by Sponsor. If the Rep or his/her single companion is required to travel more than 100 miles from their home residence for the Event, Sponsor will provide : (i) round-trip coach air transportation between the Rep's home residence and New York City for the Rep and one (1) companion; (ii) four-star hotel accommodations in the New York City metropolitan area for the Rep plus 1 additional room at the same hotel for the Rep's companion (provided, however, hotel accommodations will not be provided for Rep if the Rep maintains a home residence within 50 miles of New York City, and will not be provided for the companion if the companion maintains a home residence within 50 miles of New York City); (iii) a total of \$300 per diem for meals and incidentals for both the Rep and his/her companion ; and (iv) ground transportation for Rep and companion to and from New York City area airports and between Rep and companion hotel and the location of Event.

If in connection with Event, the Rep's home residence is less than 100 miles from the location of the Event, Sponsor shall provide the Rep with ground transportation between the Rep's home residence and the Event. If in connection with Event, the companion's home residence is less than 100 miles from the location of the Event, Sponsor shall provide the companion with ground transportation between the companion's home residence and the Event.

10. Tie Breakers: In the event of a tie in the amounts raised by two or more Charities, the winners will be determined as follows:

If two or more Charities that raise the top five greatest amounts of money raise the identical amount of money during the Challenge Period, the Charities will equally split the sum of the Challenge Grants they would each win had they ranked in succession.

So, for example, if Charities A and B tie for 1st place, they will split the sum of the 1st and 2nd place Challenge Grants (i.e. splitting \$1,100,000). In no event will the total amount of Grand Prizes awarded exceed \$1,250,000. Any Charity or Applicant who does not follow all of the restrictions, requirements, provide the required information, or abide by these Official Challenge Rules or other instructions of Sponsor, may be disqualified at Sponsor's sole and absolute discretion. All required information that is late, illegible, incomplete, damaged, destroyed, forged or otherwise not in compliance with the Official Challenge Rules may result in a Charity being disqualified from the Challenge at Sponsor's sole and absolute discretion.

In the event of a dispute as to the identity of any Applicant or Charity that submits an entry, the entry will be deemed submitted by the account holder of the email from which it was sent, and if not a valid email or entrant, then from the account holder on CrowdRise.com, but only if such person is otherwise eligible. The "account holder" is the person assigned an email address or username by its service provider, or CrowdRise.com upon entry to the Challenge or upon registration on CrowdRise. All Potential Winners may be required to show proof of being the registered account holder and proof of identity and authority to agree to bind Charity to the Challenge Rules and CrowdRise Terms. If a dispute cannot be resolved to the Sponsor's satisfaction, the entry will be deemed ineligible. Sponsor is not responsible for lost, misdirected, misplaced, stolen, tampered with, deleted, or invalid fundraising pages, team pages, donations, refunds or chargebacks on the Challenge page.

11. Restricted Funding; \$1 Million Grand Prize and all Cash Prize Requirements: Each Charity agrees that all funds it raises and receives, including all Challenge Grants and Bonus Challenge Grants (if any), shall be used by the Charity for program(s) that directly benefit women's and/or girls' health (the "Program"). If no Program exists on September 14, 2016, funds must be used to create and execute such a Program. For Charities that are unable to carry out such a Program for reasons beyond the Charity's control, such Charity may grant funds raised and received from the Challenge to another US 501(c)3 or Canadian registered charity carrying out one or more such Programs, subject to a requirement that the funds must be used exclusively in such Program(s). Sponsor shall determine in its sole discretion the reasonableness of a Charity's inability to carry out a Program and whether awarded funds may be granted to another Charity.

The verified winner of the 1st Place \$1 Million Grand Prize will receive the prize according to the following payment schedule : (i) the 1st Place \$1,000,000 Grand Prize donation will be dispersed by Sponsor in 4 quarterly installments (of \$250,000), subject to the winning Charity complying with the Challenge Rules; (ii) the winning Charity must show Sponsor how and where they are using the Challenge Grant for one or more of the Program purposes; (iii) if the winning Charity wishes to use the Grand Prize donation to fast track research or a similar program, it can request the remaining installment

funds after the 1st quarter installment and must demonstrate to Sponsor how and where it is using the Grand Prize donation for the Program purposes and demonstrate the need for the accelerated payment of the remaining installments. Any such decision to accelerate payment of the remaining installments of the \$1 Million Grand Prize donation will be in Sponsor's sole and absolute discretion.

For the verified winners of each Grand Prize Challenge Grant and Bonus Challenge Grants, Sponsor has the right to conduct a physical on-site audit of the winning Charities' books and records starting 3 months from the distribution of the Challenge Grant to ensure that the donation is being used properly for one or more of the Program purposes. A minimum of 80% of the funds must be used for Program work and a maximum of 20% may be used on the winning Charity's administrative overhead. If Sponsor determines based on any such audit that the winning charity is not using the \$1 Million Grand Prize donation for the Program purposes or is not expending such funds in accordance with the Official Challenge Rules, Revlon reserves the right to suspend any further outstanding installments of the \$1 Million Grand Prize donation and to have the winning charity reimburse any previously paid installments of the \$1 Million Grand Prize donation. The winning Charity acknowledges and agrees that the provisions in this section 10 are material terms of the Challenge and it agrees to reimburse such funds if it is not adhering to the Challenge Rules. Sponsor's obligation to provide the Challenge Grants during the Challenge is contingent upon all recipients submitting an affidavit or declaration of eligibility and liability release, a completed Form W-9, and, where permitted, a publicity release. As a condition of awarding Prizes, Sponsor may require the winning Charity to submit additional paperwork, releases, and additional information requested by Sponsor in its sole and absolute discretion in the time frame designated by Sponsor.

12. Intellectual Property, Publicity and Privacy: Each winning Charity also consents to CrowdRise's and Sponsor's use of the winning Charity's name, trademarks, trade names, service marks, and logos, as well as the winning Charity's Applicant's and Rep's likenesses, photographs, voices, opinions and/or hometowns and states/provinces/territories for advertising, promotional, and other purposes in any manner, in any and all media, now known or hereinafter devised, worldwide, in perpetuity, without further payment or consideration, notification, or permission to the full extent permitted by law. The Applicant and/or Rep may be required to sign a document to this effect. The winning Charity and its authorized representatives irrevocably grant CrowdRise and Sponsor the royalty-free right to use, reuse, copy, publish, republish, broadcast or re-broadcast, in whole or in part, edit, modify, rearrange, or otherwise exploit any materials and information based on winning Charity's participation in the Challenge for any lawful purpose whatsoever in any medium (whether now or hereafter known) throughout the world, in perpetuity, without further permission, consideration, or payment of any kind, unless prohibited by law. Each winning Charity also agrees to participate in and cooperate with any promotional activity and/or publicity relating to the Challenge as Sponsor shall reasonably request from time to time, including without limitation permission to post winning Charity's names, trademarks, trade names, service marks, and logos on Sponsor's websites.

By entering the Challenge, Applicant consents to the collection, use and disclosure of your personal information by Sponsor and Administrator for the purpose of administering the Challenge. You may also have the opportunity to sign up to receive

promotional emails from parties associated with the Challenge; your choice to consent to such emails or to opt out of such emails in future does not impact your chances of winning. To the full extent permitted by law, the name, address (city and state/province), image and biographical information of Applicant and/or Rep may be used by Sponsor in a published winners list and for advertising, promotional, and other purposes in any manner, in any and all media, now known or hereinafter devised, worldwide, in perpetuity, without further payment or consideration, notification, or permission. Information collected from entrants is subject to these Official Rules as well as Sponsor's Privacy Policy located at <http://www.revlon.com/privacy>, and CrowdRise's Privacy Policy, located at <https://www.crowdrise.com/about/privacy>.

13. General Conditions. This Challenge (including the Application process) is void where prohibited or restricted by law and subject to all applicable federal, state, provincial and local laws and regulations.

Revlon, CrowdRise, and their advertising and promotion agencies, and their respective agents, and any other person or entity responsible for the Challenge (collectively, the "Challenge Parties") reserve the right to disqualify any Participant if, in the sole discretion of any of them, such Participant's conduct during the Challenge Period is not in alignment with the Challenge Parties' values; such Participant has acted fraudulently in any way, prior, during or after the Application Period or Challenge Period; or if a Charity's participation in the Challenge could result in public disrepute, contempt, scandal or ridicule for any of the Challenge Parties; or could reflect unfavorably on the Challenge Parties. Any Charity that has engaged in any abusive or fraudulent behavior or disparages or defames Revlon or CrowdRise in any manner will not be accepted into the Challenge, or if accepted, may be disqualified. The Challenge Parties shall have absolute discretion to determine if behavior is fraudulent or abusive. If any Charities' mission, purpose or intended use of funds raised or won are not legal at the provincial, state and federal levels, they may be ineligible. Additionally, in all such cases, if the Challenge Parties have already accepted a charity into the Challenge, the Challenge Parties reserve the right to disqualify the Charity from participation in the Challenge.

The Challenge Parties reserve the right, in their sole discretion, to prohibit any person or Charity from participating in the Challenge for any reason, including without limitation: (i) any attempt by any such party to undermine the legitimate operation of the Challenge by cheating, hacking, deception, or any other unfair practices; (ii) acting in violation of these Challenge Rules or CrowdRise Terms; or (iii) acting in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or charity. Without limiting the foregoing, the use of automated software or computer programs is prohibited and any individual who uses or attempts to use such methods to apply for, enter, or otherwise participate in any way in the Challenge will be disqualified.

The Challenge Parties reserve the right, at their sole discretion, to modify, cancel, terminate or suspend the Challenge should any virus, bug, technical failures, unauthorized human intervention, force majeure, or other causes beyond the Challenge Parties' control corrupt or affect the administration, security, fairness, integrity or proper conduct of the Challenge. If the Challenge is terminated before the designated end date, the Challenge Parties will (if possible) select the winner based on eligible, non-suspect results received as of the date of the event giving rise to the termination.

CAUTION. ANY ATTEMPT BY ANY PARTICIPANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CHALLENGE IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE CHALLENGE PARTIES RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

All participants acknowledge and agree that normal Internet access, phone and usage charges imposed by their online, phone or similar providers may apply and are their sole responsibility.

Sponsor's failure to enforce any term of these rules shall not constitute a waiver of such provision. The invalidity or unenforceability of any provision of these Challenge Rules shall not affect the validity or enforceability of any other provision. If any provision of the Challenge Rules is determined to be invalid or otherwise unenforceable, then the rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

14. General Release and Limitation of Liability. All Applicants and Charities expressly agree to release and hold harmless the Challenge Parties and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and prize suppliers and each of their respective parent companies and each such company's officers, directors, employees, members, shareholders and agents (collectively, the "Released Parties") from any and all liability for any claim, cause of action, loss, harm, damages, costs or expenses, including without limitation property damages, personal injury or death arising out of participation in the application process, the Challenge or (if applicable) receipt, acceptance, possession, use or misuse of any prize awarded as part of this Challenge, and claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. All Applicants and Charities acknowledge and agree that the Released Parties are not responsible or liable in any way for: (i) late, lost, delayed, damaged, incomplete, illegible, unintelligible, misdirected or otherwise undeliverable applications, entries, donations or other communications; (ii) telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation any damage to any computer system resulting from participation in, or accessing or downloading information in connection with, the application or the Challenge; (iii) any condition caused by events beyond the control of the Challenge Parties that may cause the application process or the Challenge or any results in the Challenge to be changed, disrupted or corrupted; (iv) any printing, processing, payment, banking, credit card, computer, human, typographical or other errors or ambiguities in (or involving) any materials, assessments, or otherwise associated with the application processor the Challenge; (v) any and all losses, damages, rights, claims and action of any kind in connection with or resulting from participation in the application process or the Challenge; (vi) acceptance, possession, or use of the Grand Prize or any other prize; (vii) claims based on publicity rights, defamation, or invasion of privacy relating to participation in the application process or the Challenge; (viii) for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in any party's email account to receive email messages or insufficient space on any party's computer, and (iv) any alleged violation by the applicant, charity or Participant of any law, regulation, or right held by a third

party. Released Parties reserve the right to correct clerical or typographical errors in promotional materials.

NOTWITHSTANDING ANYTHING HEREIN TO THE CONTRARY AND TO THE FULL EXTENT PERMITTED BY LAW, IN NO EVENT SHALL THE RELEASED PARTIES BE LIABLE FOR INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES OF ANY KIND, HOWEVER ARISING, EVEN IF THE RELEASED PARTIES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THE PARTIES AGREE TO THE ALLOCATION OF RISK SET FORTH HEREIN.

15. Governing Law and Disputes: All federal, state, provincial, municipal and local laws, rules and regulations apply. Void where prohibited by law. Except where prohibited, Participants agree that to the full extent permitted by law: (1) any and all disputes, claims and causes of action arising out of or connected with the Challenge, any prize, prize awarded, Challenge Grant, or Bonus Challenge Grant shall be resolved individually, without resort to any form of class action, and exclusively by the federal and state courts located in New York, New York; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with the Challenge, and in no event will Participants be entitled to receive attorneys' fees or other legal costs; and (3) under no circumstances will Participants be permitted to obtain awards for, and they 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 Official Challenge Rules, or the rights and obligations of the Participants and the Challenge Parties in connection with the Challenge, 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.

TO THE FULL EXTENT PERMITTED BY LAW, YOU AND REVLON AND CROWDRISE AGREE THAT ANY PROCEEDINGS TO RESOLVE OR LITIGATE ANY DISPUTE WILL BE CONDUCTED SOLELY ON AN INDIVIDUAL BASIS, AND THAT NEITHER YOU NOR REVLON OR CROWDRISE WILL SEEK TO HAVE ANY DISPUTE HEARD AS A CLASS ACTION, A REPRESENTATIVE ACTION, A COLLECTIVE ACTION, A PRIVATE ATTORNEY-GENERAL ACTION, OR IN ANY PROCEEDING IN WHICH YOU OR REVLON OR CROWDRISE ACTS OR PROPOSES TO ACT IN A REPRESENTATIVE CAPACITY. YOU AND REVLON OR CROWDRISE FURTHER AGREE THAT NO PROCEEDING WILL BE JOINED, CONSOLIDATED, OR COMBINED WITH ANOTHER PROCEEDING WITHOUT THE PRIOR WRITTEN CONSENT OF YOU, REVLON AND CROWDRISE, AND ANY OTHER PARTIES TO ANY SUCH PROCEEDING.

16. Winners List: To obtain list of winners, send an email to Lucy@CrowdRise.com with the following subject line: "Please send the winners list for Revlon LOVE IS ON Million Dollar Challenge." Requests must be submitted after the Challenge has ended. A request for the winners list must be received by October 21, 2017. The list will be sent to requesting parties after selection and verification of winners. The list of winners also will be posted on the Website after selection and verification of winners.

All right, title and interest in the REVLON trademark shall remain with Revlon Consumer Products Corporation at all times and no Applicant, Entrant or charity shall have any right to use the REVLON trademark or any other trademark or trade name of Revlon Consumer Products Corporation by virtue of its participation in the Challenge or for any other reason.

17. QUESTIONS REGARDING THE CHALLENGE? Email the Challenge Administrator, Lucy at Lucy@CrowdRise.com.