

GOFUNDME MATCHING OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR CLAIM PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

THESE OFFICIAL RULES CONTAIN AN ARBITRATION AGREEMENT, WHICH WILL, WITH LIMITED EXCEPTION, REQUIRE YOU TO SUBMIT CLAIMS YOU HAVE AGAINST GOFUNDME, INC. TO BINDING AND FINAL ARBITRATION. UNDER THE ARBITRATION AGREEMENT, (1) YOU WILL ONLY BE PERMITTED TO PURSUE CLAIMS AGAINST GOFUNDME, INC. ON AN INDIVIDUAL BASIS, NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY CLASS OR REPRESENTATIVE ACTION OR PROCEEDING, AND (2) YOU WILL ONLY BE PERMITTED TO SEEK RELIEF (INCLUDING MONETARY, INJUNCTIVE, AND DECLARATORY RELIEF) ON AN INDIVIDUAL BASIS.

The GoFundMe Matching Program (“Promotion”) begins at **12:00 p.m. PST on October 26, 2016** (the “Promotion Start Date”) and ends at **12:00 p.m. PST on December 1, 2016** (the “Promotion End Date”), such period referred to herein as the “Promotion Period”. The Promotion is sponsored by GoFundMe, Inc. (the “Promotion Sponsor”). The Promotion Sponsor’s computer is the official clock for the Promotion.

1. How to qualify for a matching donation:

- (a) Create a GoFundMe campaign to raise funds for your graduate or undergraduate school tuition or related educational expenses (“Campaign”);
- (b) When creating the Campaign, clearly describe the educational cause for which you are raising funds and to whom, if not you, the funds will be delivered; and
- (c) Raise at least \$500 from five (5) unique, online donors.

By entering the Promotion, you agree that you have read and will abide by these Official Rules. Limit of one (1) entry per entrant. Participation in the Promotion is voluntary and does not require you to purchase anything from the Promotion Sponsor. All entries are subject to the Promotion Sponsor’s Terms of Service located at www.gofundme.com/terms/ and Privacy Policy located at www.gofundme.com/privacy/.

2. Matching Prize: Campaigns that meet all qualifications for the promotion will be awarded a \$100 donation to their campaign from the Promotion Sponsor.

The odds of receiving a matching prize through this Promotion are affected by the number of eligible entries received by the Promotion Sponsor by the Promotion End Date. The Promotion Sponsor reserves the right to limit the Promotion to the first two-thousand (2000) entrants. All prizes will be deposited into the winners’ respective Campaigns no later than October 14, 2016. There is no substitution or transfer of prizes allowed. In order to receive a prize, winners may be required to provide proof of identification or eligibility. All federal, state, and local taxes, if any, are the responsibility of the winner.

3. Eligibility: The Promotion is open to (a) legal residents of the 50 United States and the District of Columbia who are at least 18 years old at the time of entry, and (b) legal entities incorporated or organized within the 50 United States or the District of Columbia. By participating in the Promotion, each entrant accepts the terms and conditions stated in these Official Rules, agrees to be bound by the decisions of the Promotion Sponsor and warrants that s/he is eligible to participate in the Promotion. Employees, independent contractors, officers, and directors of the Promotion Sponsor, its affiliates and subsidiaries, and their respective advertising, promotion, and fulfillment agencies, and legal advisors, and their immediate family members and persons living in the same household, are not eligible to participate in the Promotion. PROMOTION IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW and is subject to applicable federal, state, provincial/territorial and local laws and regulations. Entries that are submitted in connection with the Promotion will only be eligible if (a) the entrant’s Campaign, and related content posted by the entrant, does not contain content that is

unlawful, hateful or obscene, in the Promotion Sponsor's sole discretion, and (b) the funds from the Campaign are being used, and will continue to be used, solely for the purpose of supporting the educational cause as stated on the Campaign.

4. Selection of Winner: All Promotion winners and will be notified by the Promotion Sponsor of a donation to their campaign via e-mail. The Promotion Sponsor is not responsible for and shall not be liable for late, lost, misdirected or unsuccessful efforts to notify the potential winner(s). The winners agree to the use of his/her/its name, address (by reference only to the state, province, county or region), likeness, and/or prize information by Promotion Sponsor for promotional purposes in any medium without additional permission or compensation to the extent permitted by law. Where lawful, the potential winner may be required to sign and return a Publicity Consent and Liability Release.

5. Conditions: The Promotion Sponsor and its agents, directors, officers, shareholders, employees, insurers, servants, parents, subsidiaries, divisions, affiliates, predecessors, successors, representatives, advertising, promotion, and fulfillment agencies, and legal advisors (the "Released Entities"), are not responsible for, shall not be liable for, and hereby disclaim, to the fullest extent permitted by law) all liability arising from or relating to: (a) late, lost, stolen, delayed, damaged, misdirected, misaddressed, incomplete, unintelligible or postage-due entries; (b) telephone, electronic, hardware or software program, network, Internet, computer or other malfunctions, failures, or difficulties of any kind, whether human or technical; (c) failed, incomplete, garbled, or delayed computer or e-mail transmissions; (d) any condition caused by events beyond the control of the Promotion Sponsor; (e) any injuries, losses, or damages of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from participation in the Promotion; or (f) any printing or typographical errors in any materials associated with the Promotion. The Promotion Sponsor reserves the right, in its sole discretion, to suspend, modify or cancel the Promotion should any unauthorized human intervention or other causes beyond the Promotion Sponsor's control corrupt or affect the administration, security, fairness or proper conduct of the Promotion. In the event that proper administration of the Promotion is prevented by such causes as contemplated above, the Promotion Sponsor will select the winner from all eligible, non-suspect entries received prior to such occurrence. By participating in the Promotion, participants and winner agree to release, discharge and hold harmless the Released Entities, and all others associated with the development and execution of the Promotion, from any and all losses, damages, rights, claims and actions of any kind arising out of or relating to the Promotion, participation in the Promotion, the prize, and/or acceptance, possession, use or misuse of the prize, including but not limited to statutory and common law claims for misappropriation or participant's right of publicity. The Promotion, and all disputes, claims or controversies arising from these Official Rules, shall be governed by California law, without regard to its conflict of laws provisions.

6. Arbitration Agreement; Dispute Resolution by Binding Arbitration:

PLEASE READ THIS SECTION CAREFULLY AS IT AFFECTS YOUR RIGHTS.

(a) Agreement to Arbitrate: This Section is referred to in these Official Rules as the "Arbitration Agreement." You agree that any and all disputes or claims that have arisen or may arise between you and the Promotion Sponsor, whether arising out of or relating to these Official Rules, the Promotion, your participation in the Promotion, the prize, acceptance, possession, use or misuse of the prize, any advertising, or any aspect of the relationship between us, shall be resolved exclusively through final and binding arbitration, rather than a court, in accordance with the terms of this Arbitration Agreement, except that you may assert individual claims in small claims court, if your claims qualify. Further, this Arbitration Agreement does not preclude you from bringing issues to the attention of federal, state or local agencies, and such agencies can, if the law allows, seek relief against us on your behalf. You agree that, by participating in the Promotion, you and the Promotion Sponsor are each waiving the right to a trial by jury or to participate in a class action. Your rights will be determined by a neutral arbitrator, not a judge or jury. The Federal Arbitration Act governs the interpretation and enforcement of this Arbitration Agreement.

(b) Prohibition of Class and Representative Actions and Non-Individualized Relief: ***YOU AND THE PROMOTION SPONSOR AGREE THAT EACH OF US MAY BRING CLAIMS AGAINST THE OTHER ONLY ON AN INDIVIDUAL BASIS AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE ACTION OR PROCEEDING. UNLESS BOTH YOU AND THE PROMOTION SPONSOR AGREE OTHERWISE, THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN MORE THAN ONE PERSON'S OR PARTY'S CLAIMS AND MAY NOT OTHERWISE PRESIDE OVER ANY FORM OF A CONSOLIDATED, REPRESENTATIVE, OR CLASS PROCEEDING. ALSO, THE ARBITRATOR MAY AWARD RELIEF (INCLUDING MONETARY, INJUNCTIVE, AND DECLARATORY RELIEF) ONLY IN FAVOR OF THE***

INDIVIDUAL PARTY SEEKING RELIEF AND ONLY TO THE EXTENT NECESSARY TO PROVIDE RELIEF NECESSITATED BY THAT PARTY'S INDIVIDUAL CLAIM(S).

(c) Pre-Arbitration Dispute Resolution: The Promotion Sponsor is always interested in resolving disputes amicably and efficiently, and most participant concerns can be resolved quickly and to the participant's satisfaction by emailing the Promotion Sponsor's support team at kmadsen@gofundme.com. If such efforts prove unsuccessful, a party who intends to seek arbitration must first send to the other, by certified mail, a written Notice of Dispute ("Notice"). The Notice to the Promotion Sponsor should be sent to GoFundMe, Inc., Attn: Corporate Counsel, P.O. Box 1329, 855 Jefferson Avenue, Redwood City, CA 94063 ("Notice Address"). The Notice must (i) describe the nature and basis of the claim or dispute and (ii) set forth the specific relief sought. If the Promotion Sponsor and you do not resolve the claim within sixty (60) calendar days after the Notice is received, you or the Promotion Sponsor may commence an arbitration proceeding. During the arbitration, the amount of any settlement offer made by the Promotion Sponsor or you shall not be disclosed to the arbitrator until after the arbitrator determines the amount, if any, to which you or the Promotion Sponsor is entitled.

(d) Arbitration Procedures: Arbitration will be conducted by a neutral arbitrator in accordance with the American Arbitration Association's ("AAA") rules and procedures, including the AAA's Supplementary Procedures for Consumer-Related Disputes (collectively, the "AAA Rules"), as modified by this Arbitration Agreement. For information on the AAA, please visit its website, <http://www.adr.org>. Information about the AAA Rules and fees for consumer disputes can be found at the AAA's consumer arbitration page, http://www.adr.org/consumer_arbitration. If there is any inconsistency between any term of the AAA Rules and any term of this Arbitration Agreement, the applicable terms of this Arbitration Agreement will control unless the arbitrator determines that the application of the inconsistent Arbitration Agreement terms would not result in a fundamentally fair arbitration. The arbitrator must also follow the provisions of these Official Rules as a court would. All issues are for the arbitrator to decide, including, but not limited to, issues relating to the scope, enforceability, and arbitrability of this Arbitration Agreement. Although arbitration proceedings are usually simpler and more streamlined than trials and other judicial proceedings, the arbitrator can award the same damages and relief on an individual basis that a court can award to an individual under these Official Rules and applicable law. Decisions by the arbitrator are enforceable in court and may be overturned by a court only for very limited reasons.

Unless the Promotion Sponsor and you agree otherwise, any arbitration hearings will take place in a reasonably convenient location for both parties with due consideration of their ability to travel and other pertinent circumstances. If the parties are unable to agree on a location, the determination shall be made by AAA. If your claim is for \$10,000 or less, the Promotion Sponsor agrees that you may choose whether the arbitration will be conducted solely on the basis of documents submitted to the arbitrator, through a telephonic hearing or by an in-person hearing as established by the AAA Rules. If your claim exceeds \$10,000, the right to a hearing will be determined by the AAA Rules. Regardless of the manner in which the arbitration is conducted, the arbitrator shall issue a reasoned written decision sufficient to explain the essential findings and conclusions on which the award is based.

(e) Costs of Arbitration: Payment of all filing, administration, and arbitrator fees (collectively, the "Arbitration Fees") will be governed by the AAA Rules, unless otherwise provided in this Arbitration Agreement. Any payment of attorneys' fees will be governed by the AAA Rules.

(f) Confidentiality: All aspects of the arbitration proceeding, and any ruling, decision, or award by the arbitrator, will be strictly confidential for the benefit of all parties.

(g) Severability: If a court or the arbitrator decides that any term or provision of this Arbitration Agreement other than clause (b) above is invalid or unenforceable, the parties agree to replace such term or provision with a term or provision that is valid and enforceable and that comes closest to expressing the intention of the invalid or unenforceable term or provision, and this Arbitration Agreement shall be enforceable as so modified. If a court or the arbitrator decides that any of the provisions of clause (b) is invalid or unenforceable, then the entirety of this Arbitration Agreement shall be null and void. The remainder of these Official Rules will continue to apply.

(h) Conflict: In the event of any conflict between any term or condition in this Section 6 and any term or condition in the GoFundMe Terms of Service located at www.gofundme.com/terms/, then the applicable term or condition in this Section 6 shall apply.

7. Promotion Sponsor:

GoFundMe, Inc.
P.O. Box 1329
855 Jefferson Avenue
Redwood City, CA 94063

8. Notice: The Promotion Sponsor reserves the right to prosecute and seek damages against any individual who attempts to deliberately undermine the proper operation of the Promotion in violation of these Official Rules and/or criminal and/or civil law.

9. Copyright © 2016 GoFundMe, Inc. All rights reserved. GoFundMe and any associated logos are trademarks of the Promotion Sponsor. Any other trademarks in these Official Rules are used for prize identification purposes ONLY and are the properties of their respective owners.