

1. **Promotion Period.** The Promotion Period will run from 12/22/2021 to 12/31/2021.
2. **Consideration.** Shopmonkey will offer a fifty percent (50%) discount to regular subscription rates for the first four (4) months of service for new customers subscribing during the Promotion Period. The discount will apply to all tiers of service at the standard published rates. No substitution will be permitted. The discount is nontransferable and cannot be combined with other offers. It is not available to existing customers or to upgrades on service.
3. **Governing Law.** This Promotion and the rights and obligations of Sponsor and contestants will be governed by and controlled by the laws of the State of California, applicable to contracts made and performed therein without reference to the applicable choice of law provisions. All actions, proceedings or litigation relating hereto will be instituted and prosecuted solely within the State of California, Santa Clara County.