

## **Regional & National Odor-Eaters Rotten Sneaker Contest™**

### **Official Rules**

**NO PURCHASE NECESSARY TO ENTER OR WIN CONTEST. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. CONTEST MAY ONLY BE ENTERED BY LEGAL RESIDENTS OF THE FIFTY UNITED STATES AND WASHINGTON D.C. BETWEEN (AND INCLUDING) THE AGES OF 5 AND 15 YEARS OLD AS OF THE DATE OF ENTRY WHO WERE SELECTED AS FINALISTS IN ONE OF THE REGIONAL COMPETITIONS. CONTESTANTS RESIDING OUTSIDE OF THE 50 UNITED STATES AND WASHINGTON DC AND WHERE CONTEST PROHIBITED OR RESTRICTED BY LAW MAY NOT PARTICIPATE IN CONTEST. BY PARTICIPATING IN THE CONTEST ENTRANTS AND THEIR PARENTS/LEGAL GUARDIANS AGREE THEY HAVE READ AND UNDERSTOOD THESE RULES AND AGREE TO BE BOUND BY ALL OF THE TERMS OF HEREIN.**

**1. Eligibility: NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING.** Entrant must be a legal resident the 50 United States and D.C. between (and including) the ages of five (5) and fifteen (15) years old as of date of entry. Employees of Blistex Incorporated (“Sponsor”), its respective parents, subsidiaries, affiliates, advertising and promotion agencies and their family/household members (defined as parents, spouse, children, siblings, grandparents) are not eligible to enter. **Entrants must wear the exact same pair of naturally worn and torn sneakers used in the Regional Competition to Contest.** Parent/legal guardian must accompany child to Contest. Contestants residing outside of the 50 United States and Washington DC and where Contest prohibited, taxed, or restricted by law may not participate in Contest. All federal, state and/or local rules and regulations apply.

**2. How to Enter:** To qualify for the National Odor Eaters Rotten Sneaker Contest™ in Montpelier, Vermont (“Contest”) Entrants must have been selected as a Finalist in one of the eight Regional Competitions held in 1) Flint, MI; 2) St. Charles, IL; 3) Salt Lake City, UT; 4) Eagle River, AK; 5) White Sands Missile Base, NM; 6) Bristol, CT; 7) Montpelier, VT, 8) Marietta, GA. Entrants must be accompanied by a parent/ legal guardian. Entrants must wear the exact same pair of naturally worn and torn sneakers used in the Regional Competition to the Contest. No footwear not used in the Regional Competition, or any footwear not being worn by Entrants at time of entry in the Contest is allowed. No footwear other than sneakers allowed (as way of example only: no sandals, boots, dress shoes, etc.) Parent/legal guardian of Entrants must complete and submit an **Eligibility, Consent and Release Agreement** in order for his/her child to

participate in Contest. The Grand Prize Winner must complete and submit a **Consent and Release Agreement** before receiving his/her Grand Prize.

**3. Judging for Contest:** One (1) Grand Prize winner will be selected, from among the eight Finalists at the National Competition in Montpelier, Vermont on March 27, 2012.

Regional & Grand Prize Winner will be selected at the Contest based on the following criteria in equal measure: 1) condition of shoe heel; 2) condition of shoe sole; 3) condition of shoe tongue; 4) condition of shoe toe; 5) condition of shoe laces or Velcro; 6) condition of shoe eyelets/grommets; 7) overall condition of shoe; 8) odor of shoe; and 9) Entrant's verbal response to the question of "Why he/she feels that he/she has the dirtiest sneakers and how they got that way." Each criterion will be scored on a basis of one (1) to five (5), with five being a bad condition/good answer and one (1) being a really horrendous condition/great answer. The Entrant with the lowest overall score will be named the Grand Prize Winner. The Contest will take place under the supervision of Sponsor (Blistex). In the Event of a tie, the Grand Prize Winner will be determined based on the overall condition of the shoes.

Participants in Contest agree to be bound by these rules and the decision of Sponsor and judges, whose decisions are final. Each Entrant, as well as their accompanying parent/legal guardian must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements.

**4. Prizes:** The following prizes will be awarded for the regional contests:

- \$200 in cash, the golden sneaker award, a merit certificate and a year's supply of Odor-Eaters® products.
- At the National Odor-Eaters Rotten Sneaker Contest™ the Grand Prize Winner will receive a Two Thousand Five Hundred Dollar (\$2500) and a 3 day/2 night trip for Grand Prize Winner and parent/legal guardian to New York City, from March 28-30, 2012. Approximate retail value of Grand Prize: \$4000. Odds of winning Grand Prize are one in eight.

Sponsors make no warranties with regard to any prizes. Prizes are nontransferable and must be accepted as awarded. No cash or other substitution may be made, except by Sponsor in the event that any prize cannot be awarded for any reason, in which case, Sponsor will substitute a prize of equal or greater value. All taxes, fees and surcharges on all prizes are the sole responsibility of Grand Prize winner and his/her parent/legal guardian. Accommodations, airport and airline to be determined by Sponsor in its sole discretion. Grand Prize Winner and his/her respective parent/legal guardian are solely responsible for any and all meals, gratuities, travel upgrades, personal incidentals and other expenses not specified herein. **Travel Companion of Grand Prize Winner must be that person's parent/ legal guardian.**

**5. Eligibility, Consent and Release Agreement:** Prior to participating in the Contest, parent/legal guardian of Entrants will be required to execute an **Eligibility, Consent and Release Agreement** on behalf of themselves and their child. Such form must be returned to: Joy Robinson, on behalf of Blistex, 48 Skyview Lane, New Rochelle, NY 10804 by February 18, 2012.

**6. Consent and Release Agreement/Prizes:** The parent/legal guardian of the Grand Prize Winner will be required to execute a **Consent and Release Agreement** on behalf of themselves and their child before receiving the Grand Prize. All prizes will be awarded to the parent/legal guardian of Grand Prize Winner, who must sign and return all required documents in order to receive prize. If Grand Prize Winner or parent/legal guardian rejects his/her prize or in the event of noncompliance with these Contest rules and requirements, such prize will be forfeited and the runner-up Entrant from the Contest will be declared the alternate winner, time permitting. Upon prize forfeiture, no compensation will be given. Limit one prize per person or household.

**7. Conditions:** Entry constitutes permission to use Finalists', Grand Prize Winner's and each of their parents'/legal guardians' name, picture, likeness, and city and state of residence for purposes of trade, publicity, or promotion for no additional compensation except where prohibited by law. By participating, Finalists, Grand Prize Winner and parent/legal guardians agree to release and hold harmless Sponsor, and its respective parent companies, subsidiaries, affiliates, advertising and promotions agencies, partners, representatives, agents, successors, assigns, contest judges, employees, officers and directors or others working on their behalf and any publishers, or other interested media from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Contest, possession, acceptance and/or use or misuse of potential prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsor is not responsible if Contest cannot take place, if a Finalist can not attend a Contest, or if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.

**8. Sponsor(s):** The Sponsor of this Contest is Blistex Incorporated, 1800 Swift Drive, Oak Brook, IL 60523-1574.

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