

## **Regional Odor-Eaters Rotten Sneaker Contest** <sup>SM</sup>

### 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 (50) UNITED STATES AND WASHINGTON D.C. BETWEEN (AND INCLUDING) THE AGES OF FIVE (5) AND FIFTEEN (15) YEARS OLD AS OF THE DATE OF ENTRY. CONTESTANTS RESIDING OUTSIDE OF THE FIFTY (50) UNITED STATES AND WASHINGTON D.C. AND WHERE CONTEST PROHIBITED OR RESTRICTED BY LAW MAY NOT PARTICIPATE IN CONTEST.**

**1. Eligibility: NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING.** Entrant must be a legal resident of one of the fifty (50) United States or Washington D.C. between (and including) the ages of five (5) and fifteen (15) years old as of date of entry. Employees of Combe Incorporated (“Sponsor”), its respective parent, 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 naturally worn and torn sneakers to contest. Parent/legal guardian must accompany child to contest. Contestants residing outside of the fifty (50) United States and Washington D.C. and where Contest is 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 enter this Contest, Entrants must personally attend the Regional Odor- Eaters Rotten Sneaker Contests. The Contests are one of the eight (8) Regional Contests to be held in various parts of the country such as Bristol, CT, Eagle River, AK, Minot, ND, Flint, MI, Hanna City, IL, Salt Lake City, UT, White Sands Missile Range, NM and Montpelier, VT. Entrants must be accompanied by a parent/legal guardian. Entrants must wear naturally worn and torn sneakers to Contest. No footwear not being worn by Entrant at time of entry is allowed. No footwear, other than sneakers, is allowed (by 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 their child to participate in Contest.

In the event an insufficient number of Entrants exist for this Regional Contest, Sponsor reserves the right to cancel the Contest and shall be under no obligation to award the prizes. Sponsor reserves the right to reject any Entrants that it deems, in its sole discretion, to be inappropriate, for any reason whatsoever.

### 3. **Judging for Regional and National Contests**

- **REGIONAL CONTEST:** The one (1) Finalist will be selected 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 sneaker 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 being a really horrendous condition/great answer. The Entrant with the lowest overall score will be named a Finalist from this region. In the event of a tie, the Finalist will be chosen based in the overall condition of the sneakers.

Contest Entrants and their parents/guardians agree to be bound by these rules and the decision of Sponsor and judges, whose decisions are final. Any Finalist, as well as his/her 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:

- Finalist will receive Two Hundred Dollars (\$200), the Golden Sneaker Award, a certificate stating that he/she has the smelliest sneaker in the region, a basket of Odor-Eater® products. Sponsors make no warranties with regard to any prizes.

**5. Eligibility, Consent and Release Agreement/Prizes:** Prior to participating in the Regional Contest the parent/legal guardian of Entrants will be required to execute and submit an **Eligibility, Consent and Release Agreement** on behalf of themselves and their child. If the winner of this Contest 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 same Contest will be declared the alternate winner, time permitting. Upon prize forfeiture, no compensation will be given. Limit one prize per person or household for each round of contests.

**6. Conditions:** Entry constitutes permission to use Entrants and Finalists and each of their parents'/legal guardians' name, picture, likeness, recordings and city and state of residence for purposes of trade, publicity, or promotion for no additional compensation except where prohibited by law. By participating, Entrants, Finalists 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 an Entrant or 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.

**7. List of Winners and Information about other Regional Contests and the National Contest.** To obtain information about other Regional Contests and the National Contest and/or to see a list of winners, check [www.odoreaters.com](http://www.odoreaters.com) or you may write to Combe Incorporated, 1101 Westchester Avenue, White Plains, New York 10604, attention: Consumer Resources Department.

**8. Sponsor(s):** The Sponsor of this Contest is Combe Incorporated, 1101 Westchester Avenue, White Plains, New York 10604.

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