

National Odor-Eaters® Rotten Sneaker Contest®

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. CONTEST MAY ONLY BE ENTERED BY THE WINNERS OF ONE OF THE EIGHT REGIONAL COMPETITIONS. BY PARTICIPATING IN THE NATIONAL 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 THEREOF.

1. Eligibility: Entrant must be a legal resident of the 50 United States and District of Columbia between (and including) the ages of five (5) and fifteen (15) years as of date of entry and a winner of one of the Regional Competitions held in; Wheaton, IL; Rutland, VT; Eagle River, AK; White Sands Missile Base, NM; Bristol, CT; and Denver, CO. Employees of Blistex Incorporated (“Sponsor”), its subsidiaries, affiliates, advertising and promotion agencies and their family members (defined as parents, spouse, children, siblings, grandparents) and residents of their household are not eligible to enter. **Entrants must wear the exact same pair of rotten sneakers worn in the Regional Competition for the National Contest.** Parent/legal guardian must accompany child to Contest. All federal, state and/or local rules and regulations apply.

2. How to Enter: All winners of the six 2015 Regional Competitions are automatically entered in the National Odor Eaters® Rotten Sneaker® Contest in New York, NY (“Contest”). Entrants must wear the exact same pair of rotten sneakers worn in the Regional Competition of the Contest. Footwear not worn in the Regional Competition is not allowed. No footwear other than sneakers is allowed (as way of example only: no sandals, boots, dress shoes, etc.) Parent/legal guardian must accompany Entrants and complete and submit an Eligibility, Consent and Release Agreement in order for his/her child to participate in the Contest.

3. Judging for Contest: One (1) Grand Prize winner will be selected from among the seven Regional winners at the National Competition in New York, NY on March 8, 2016. The Grand Prize Winner and his/her parent/legal guardian must complete and submit a **Consent and Release Agreement** before receiving his/her Grand Prize.

The judges will select the Grand Prize Winner based on the following criteria in equal measure: 1) shoe odor 2) Interior shoe condition 3) exterior shoe condition and 4) entrant’s verbal response to the question of “Why he/she feels that he/she has rotten sneakers and how they got that way.” (limited to 2 minutes) 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. In the Event of a tie, the Grand Prize Winner will be determined based on the overall condition of the shoes.

Entrants agree to be bound by these Rules. The decisions of Sponsor and judges Sponsor selects 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. Grand Prize: \$2,500 (USCY) and an additional 2 day/2 night trip for Grand Prize Winner and parent/legal guardian in New York City, from March 9-11, 2016, with accommodations, airport and airline to be determined by Sponsor in its sole discretion. Grand Prize Winner and his/her parent/legal guardian are solely responsible for any and all meals, gratuities, travel upgrades, ground travel, personal incidentals and other expenses not specified herein. Approximate retail value of Grand Prize: \$4000.

Sponsor makes 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 the prize are the sole responsibility of Grand Prize winner and his/her parent/legal guardian. 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, 2016.

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. Grand Prize 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 Official Rules, the prize will be forfeited and the runner-up entrant will be declared the alternate winner, time permitting. Upon prize forfeiture, no compensation will be given.

7. Conditions: Entry constitutes permission to use Entrants', and 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, Entrants and Grand Prize Winner and their respective parents/legal guardians agree to release and hold harmless Sponsor, and its subsidiaries, affiliates, advertising and promotions agencies, partners, representatives, agents, successors, assigns, contest judges, and the employees, officers and directors of each of them 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, misuse or non-use of the 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 can not attend the 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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