

## **Get Lathered Up Twitter Sweepstakes Official Rules**

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** Get Lathered Up Twitter Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who as of the last day of the month prior to the date of entry are the age of majority in their place of residence (eighteen (18) in most states; nineteen (19) through twenty-one (21) in some) and who are able to travel from June 26, 2013 – June 29, 2013. Employees of The Procter & Gamble Distributing LLC, DeVries Global, ePrize, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning the prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** The Procter & Gamble Distributing LLC, One P&G Plaza, Cincinnati, OH 45202.  
**Administrator:** ePrize, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

**3. Timing:** The Sweepstakes begins on June 14, 2013 at 12:00 p.m. Eastern Time ("ET") and ends on June 20, 2013 at 11:59 p.m. ET (the "Promotion Period"). Sponsor's computer is the official time-keeping device for the Sweepstakes.

**4. How to Enter:** During the Promotion Period, log-in to or create your Twitter account. Creating a Twitter account is free. "Follow" @OlayUS on Twitter and tweet a message that includes the hashtag #getlatheredup, your vote for either hashtag #TeamMaks or hashtag #TeamVal, and <http://bit.ly/13Y6nV2>, and you will automatically receive one (1) entry into the Sweepstakes. If you post updates to or receive updates from [www.twitter.com](http://www.twitter.com) via SMS from your wireless phone, your wireless-service provider may charge you for each text message you send and receive. Please consult your wireless-service provider regarding its pricing plans. All terms and conditions of [www.twitter.com](http://www.twitter.com) apply. Tweets may not be indecent, obscene, hateful, tortious, defamatory, or libelous or contain material that violates or infringes another's rights, or disparage Sponsor, Administrator or any other person or party affiliated with the Sweepstakes, or contain material that is unlawful in any way. Administrator and Sponsor each reserve the right to disqualify any entrant where it finds the Tweet unlawful, or in violation of these Official Rules, all in its sole discretion. Limit: Two (2) entries per day during the Promotion Period. You may not Tweet the same message more than once per day during the Promotion Period. Multiple entrants are not permitted to share the same Twitter account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, Twitter accounts, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder.

**5. Grand Prize Drawing:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winner are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winner from all eligible entries received during the Promotion Period, on or around June 20, 2013. The potential winner will receive a direct message from @OlayUS to the Twitter account used to enter the Sweepstakes. In order to receive the direct message, your account settings must be set to "unprotected" and/or "public". The potential winner must follow the prize claim instructions provided as part of the direct message and any subsequent claim instructions, or prize will be forfeited in its entirety. Except where prohibited, the potential winner will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") which must be received by Administrator **within twenty-four (24) hours** of the date notice or attempted notice is sent in order to claim the prize. The potential winner must also agree to be photographed and/or videotaped during the Grand Prize trip experience. Participation in the Grand Prize trip experience shall constitute and signify winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photographs and/or video footage from the experience and/or prize information in connection with the Sweepstakes for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. If the potential winner cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that the potential winner is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries. Time permitting, at least three (3) alternate drawings will be held, after which the prize will remain un-awarded.

**6. Prize: ONE (1) GRAND PRIZE:** A trip for winner to Las Vegas, NV from June 26 – June 28, 2013, or from June 27 – 29, 2013. Trip package includes round trip, coach-class air transportation for one (1) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Las Vegas, NV; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, single occupancy); ground transportation to and from airport and hotel; attendance at the #getlatheredup party on June 27, 2013 or June 28, 2013 (date and location determined by Sponsor in its sole discretion) and the opportunity to "get lathered up" with the pre-determined voters' choice of either Maksim Chmerkovskiy or Valentin Chmerkovskiy; and \$500 spending money. Winner is required to wear a bathing suit or other appropriate attire while participating in the "get lathered up" experience. Any touching is strictly prohibited. **Winner must be able to travel from June 26 – June 28, 2013 or from June 27 - June 29, 2013 (actual dates determined by Sponsor in its sole discretion) or prize will be forfeited.** Notwithstanding the foregoing, Sponsor will make reasonable efforts to select travel times acceptable to winner. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to

winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if the #getlatheredup party or experience is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value: \$2,500. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning the prize depend on the number of eligible entries received during the Promotion Period.

**7. Release:** By receipt of any prize, winner agrees to release and hold harmless Sponsor, DeVries Global, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

**8. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or

otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**11. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**12. Entrant's Personal Information:** Information collected from entrant is subject to and Sponsor's Privacy Policy [http://www.pg.com/privacy/english/privacy\\_notice.shtml](http://www.pg.com/privacy/english/privacy_notice.shtml). Trust is a cornerstone of Sponsor's corporate mission, and the success of their business depends on it. Sponsor is committed to maintaining your trust by protecting personal information it collects about you, its consumers.

**13. Winner List:** For a winner list, visit <http://bit.ly/1bworrF>. The winner list will be posted after winner confirmation is complete.

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### Abbreviated Rules

#### **ABBREVIATED RULES for TV and Radio**

NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 6/20/13. For Official Rules, and complete details, visit <http://bit.ly/13Y6nV2>. Sponsor: The Procter & Gamble Distributing LLC.

#### **ABBREVIATED RULES for Print**

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 6/20/13. For Official Rules, prize descriptions and odds disclosure, visit <http://bit.ly/13Y6nV2>. Sponsor: The Procter & Gamble Distributing LLC, One P&G Plaza, Cincinnati, OH 45202.

#### **Abbreviated rules for online Ads – Banner**

NO PURCHASE NECESSARY. Ends 6/20/13. To enter and for Official Rules, visit <http://bit.ly/13Y6nV2>.

#### **Abbreviated Rules for online Ads – Not a Banner**

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) 18 years and older. Ends 6/20/13. To enter and for Official Rules, including odds, and prize descriptions, visit <http://bit.ly/13Y6nV2>. Void where prohibited.