

BRANSAVER IRRESISTIBLE COMBINATIONS SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

1. TWO WAYS TO ENTER:

- A. **ONLINE:** Beginning 9:00 a.m. Eastern Time (ET) on 4/1/05, visit www.cbs.com/daytimeemmys and follow the on-screen entry instructions. Entries must be received by 11:59 p.m. (ET) on 6/30/05. Limit one online entry per person and per e-mail address.
- B. **VIA MAIL:** On an Official Entry Form, available while supplies last at participating retailers, or on a plain piece of 3" x 5" paper, hand-print your first and last name, street address (no P.O. Boxes), city, state, zip code, date of birth (mm/dd/yyyy), e-mail address (optional), plus daytime and evening telephone numbers. (If you do not have a telephone, indicate "No Phone". Failure to comply with this or any other Official Rule, will result in disqualification.) Mail your entry in a hand-addressed, #10 (4-1/8" x 9-1/2") envelope, with first-class postage affixed, to: Brandsaver Irresistible Combinations Sweepstakes, P.O. Box 5072, Blair, NE 68009-5072. Entries must be received by 7/8/05. Sponsor not responsible for any incomplete, lost, late, illegible, mutilated, postage-due, misdirected entries, or entries not received in time for the random drawing. Limit one entry per outer mailing envelope. No mechanically reproduced entries permitted.

2. **ELIGIBILITY:** This promotion is open only to legal residents of the 50 United States and the District of Columbia, who are 18 years of age or older at time of entry. Employees of Procter & Gamble, their affiliates, subsidiaries, advertising, promotion and internet agencies and their immediate family members and/or those living in the same household of each are not eligible. Void where prohibited by law. All federal, state and local laws and regulations apply.

3. **RANDOM DRAWING:** A random drawing will be conducted on or about 7/22/05 from among all eligible online and mail-in entries received. Random Drawing will be conducted by D.L. Blair, Inc., an independent judging organization whose decisions are final on all matters relating to this offer. Odds of winning will depend upon the number of eligible entries received via Rule #1A and Rule #1B. Winners will be notified by mail.

4. **PRIZES & APPROXIMATE RETAIL VALUES:** Five Grand Prizes with a total approximate retail value of \$16,500 will be awarded as follows: A 4-day/3-night trip for winner and one guest to attend the 2006 Daytime EMMY® Awards in New York City. Prize includes round-trip coach air transportation from gateway airport nearest winner's home, limo service to/from airport (in NY only)/hotel/awards, three nights hotel accommodations (one room, double occupancy), a pair of tickets to the 2006 Daytime EMMY® Awards and after party, a makeover with a hair stylist and makeup artist, a gift basket of P&G products and \$500 cash (ARV: \$3,300 each). The actual retail value of the prize will depend on winner's point of departure/return. Prize consists of only those items specifically listed as part of the prize. Limit one prize per person and per household.

5. **GENERAL RULES:** Potential Grand Prize winners must sign and return an Affidavit of Eligibility, Release of Liability, and where legally permissible, a Publicity Release within 10 days of attempted notification. Noncompliance within this time period or return of any prize/prize notification as undeliverable will result in disqualification and an alternate may be

selected. Traveling companions must also sign and return a Release of Liability within 10 days of winner's attempted notification. If a minor is selected as a traveling companion, winner must be his/her parent/legal guardian. All travelers must possess required travel documents (e.g., valid photo ID) prior to departure. All travelers must agree to depart and return on dates specified by the Sponsor; dates of departure and return are subject to change. No substitution or transfer of prize permitted. Sponsor reserves the right to substitute prize of equal or greater value at its sole discretion. All federal, state and local taxes are the sole responsibility of winner. By accepting prize, winners agree to hold Sponsor, its respective directors, officers, employees, assigns, and agencies harmless against any and all claims and liability arising out of use of prize. Winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. Acceptance of prize constitutes permission to the Sponsor and its agencies to use winners' names and/or likenesses for purposes of advertising and trade without further compensation, unless prohibited by law. All material submitted becomes the sole property of Sponsor and will not be returned. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsor not responsible for any typographical or other error in the printing of the offer, administration of the promotion or in the announcement of the prizes.

6. **WINNERS:** For the names of the winners, available after 9/2/05, visit www.cbs.com/daytimeemmys, or send a separate, stamped, self-addressed #10 envelope to: Brandsaver Irresistible Combinations Winners, P.O. Box 5108, Blair, NE 68009-5108, to be received by 7/8/05.
7. **SPONSOR:** The Procter & Gamble Distributing Company, One P&G Plaza, Cincinnati, OH 45202.

NOTICE TO ONLINE ENTRANTS: Sponsor not responsible for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor not responsible for any liability for damage to any computer system resulting from participation in or accessing or downloading information in connection with this promotion. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.** The Sponsor reserves the right in its sole discretion to disqualify any individual who tampers with the entry process. In the event of a dispute regarding any entry, the entry will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry (i.e., the natural person who is assigned to an e-mail address by an internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address). Sponsor reserves the right, in its sole discretion, to cancel or suspend this promotion should a virus, bug, or other causes beyond the control of the Sponsor corrupt the administration, security or proper operation of the promotion. In the event of termination, a notice will be posted on-line and a random drawing to award the prizes will be held from among all eligible entries received prior to the time of termination. Sponsor reserves the right to modify the promotion or disqualify entrant if fraud, misconduct or technical failures destroy the integrity of the promotion as determined by Sponsor, in its sole discretion.