

Official Rules

PROFESSIONAL PAINTER ADVISORY BOARD 2010 SWEEPSTAKES II

1. NO PURCHASE NECESSARY TO ENTER: Open to legal residents of the U.S. and Canada, (excluding Quebec) 18 years of age or older at time of entry. Entrants must be physically located in the United States or Canada. The sweepstakes begins on July 1, 2010 and ends on December 31, 2010. Void where prohibited.
2. TO ENTER: There are two ways to enter 1) PPAB members will be sent an e-mail invitation to take the survey and be entered into the sweepstakes; 2) Send in a 3" x 5" card with your complete name, address, email address, daytime phone number, age and the words "Professional Painter Advisory Board 2010 Sweepstakes II" hand printed on the card and send in a no larger than #10 envelope to: Professional Painter Advisory Board Sweepstakes II, PO Box 6308, Clear Lake, MN 55319. Participants must complete all information requested of them to be included in the drawing. All sweepstakes entries become the property of the sponsor. The answers to survey questions are used to help the sponsor understand industry needs. All online entries must be received by 11:59 PM PT on December 31, 2010. All mail in entries must be postmarked by December 31, 2010 and received by January 6, 2011. Sponsor's computer is the official time-keeping device for the sweepstakes. The random drawing will be held on or about January 7, 2011. Odds of winning depend on the number of completed surveys received during the time period of the sweepstakes.
3. CONDITIONS: Sponsor assumes no responsibility for lost, late, misdirected, illegible, incorrect or inaccurate entry information whether caused by Web site visitors or by any of the equipment or programming associated with or utilized in the sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel or suspend this sweepstakes should a computer virus, bugs or other causes beyond the control of the Sponsor corrupt the administration, security or proper operation of the sweepstakes. Any attempt by an individual to deliberately damage any Web site or undermine the legitimate operation of the game is a violation of criminal and civil laws. Should such an attempt be made, Sponsor reserves the right to seek damages from any such individual to the fullest extent permitted by law.
4. PRIZES: (5) Grand Prizes of a \$100 Hallmark Gift Card. Announcement e-mail will be sent from the email address of **laurie@markettoolssurvey.com**. **The prize will be received from the address of HallmarkInsights@HallmarkInsights.com**. Please include both of these addresses in your computer as safe addresses to prevent any announcements from being blocked by your computer. Total prize pool is \$500. Potential winners will be selected in a random drawing from all qualified entries received. Potential winners will be notified by e-mail. Potential winners are required to respond with a complete notification e-mail within 5 days of notification date on the e-mail or an alternate winner will be selected. The confirmed winners will receive notification of information received. Winners are encouraged to keep the confirmation for their records until prize is received. All applicable taxes are the responsibility of the winners. Prize is not transferable. No prize substitutions. Odds of winning based on the number of entries received. Limit one prize per PPAB member. Drawing will be conducted by, an independent judging agency whose decisions are final and binding on all matters relating to this sweepstakes drawing. Prize will be distributed by MarketTools, Inc. within 8-10 weeks of the winners being confirmed. As a condition of winning the prizes, any Canadian winners will be required to answer the following: 1) correctly answer the following skill-testing question: $(2 \times 22) + (10 \times 300) - 20 \div 2 = \underline{\hspace{2cm}}$.

5. **CONDITIONS OF ENTRY:** Employees of MarketTools, Inc., sponsors, its agencies, distributors, subsidiaries, advertising and promotion agencies and affiliated companies, participating advertisers and media, employees, their immediate family members and/or those living in the same household of each are not eligible. Immediate family member is defined as husband, wife, children, mother, father, sister, sister in-law, brother or brother in-law. All federal, state and local taxes are the sole responsibility of the winner. All federal, state and local laws apply. Entry into this sweepstakes constitutes permission to the sponsor and their agencies to use winners' name, address and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. Sponsor reserves the right to substitute prize of equal or greater value. By participating in this sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the judges. Entrant recognizes and agrees that survey information will be made available only to MarketTools Inc and Benjamin Moore & Co. Winners agree to release and hold harmless MarketTools, Inc., Benjamin Moore & Co., its agencies and employees from injury, death, loss or other liability that may arise from the acceptance or use of any prize or their participation in this sweepstakes.

6. **WINNERS LIST:** The names of the prizewinners can be found by sending a self-addressed stamped envelope to PPAB 2010 Sweepstakes II, PO Box 240, Clear Lake, MN 55319. Requests must be postmarked by January 31, 2011. The winners list will be completed after the prize winners are confirmed.

7. **DISPUTE RESOLUTION:** Entrant agrees that: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant(s) and Sponsor and their agencies, shall be governed by and construed exclusively in accordance with the laws of the State of Minnesota without giving effect to any choice of law or conflict of law rules which would cause the application of the laws of any jurisdiction other than the State of Minnesota. Entrant agrees that any action at law or in equity arising out of or relating to this sweepstakes, or awarding of the prize, shall be filed only in the state or federal courts located in the County of Stearns in the State of Minnesota. Entrant hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such action. Except where prohibited, by participating in this sweepstakes, entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this sweepstakes, or awarding of the prize, shall be resolved individually, without resort to any form of class action; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this sweepstakes but in no event attorneys' fees; and (c) under no circumstances will any participant be permitted to obtain awards for and hereby waives all rights to claim 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. Some jurisdictions do not allow the limitations or exclusion of liability for incidental or consequential damages, so the above may not apply to you.

Sponsors: MarketTools, Inc., 150 Spear St Suite 600, San Francisco, CA 94105
Benjamin Moore & Co, 101 Paragon Dr, Montvale, NJ 07645