

BC POWDERS "THE WALL" WOUNDED WARRIOR FACEBOOK SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE ONE'S CHANCE OF WINNING. SWEEPSTAKES VOID WHERE PROHIBITED BY LAW.

1. HOW TO ENTER: To enter the BC Powders "The Wall" Wounded Warrior Facebook Sweepstakes ("Sweepstakes") visit <<http://www.facebook.com/BCHeadachePowder>> and enter thru the BC Powder application ("Application") on the Facebook platform. (You must "Like" the BC Powder Page prior to submitting entry). Entrants are required to complete the following information: title, first name, last name, year of birth, zip code, email, password, complete mailing address and phone number. PO Boxes are not permitted. Odds of winning depend on the number of eligible entries received. Entries become the property of the Sponsor, and will not be acknowledged or returned. Use of any device to automate entry is prohibited. For purposes of these Official Rules, "receipt" of an online entry occurs when the servers record the entry information upon clicking the submit button. Any automated computer receipt (such as one confirming delivery of the e-mail) does not constitute proof of actual receipt by Sponsor of an online entry for purposes of these Official Rules. Entries that are incomplete or non-compliant with these Official Rules will be void. Neither Sponsor nor any of its agents are responsible for incorrect, inaccurate or incomplete entry of information or for entries which are lost, late, delayed, misdirected, electronically garbled, damaged, incompletely received, illegible, postage due, otherwise defective or lost in cyberspace due to any reason, all of which will be voided. Limit of one entry per person/e-mail address. Duplicate entries for a single individual will be disqualified.

2. DATES: The Sweepstakes begins at 12:00:00 AM Eastern Standard Time (EST) on October 27, 2011 and ends at 11:59:59 PM EST on February 29, 2012 ("Sweepstakes Period"). Sponsor's computer is the official time keeping device for this Promotion.

3. DRAWING: Potential winner will be selected in a random drawing conducted on or about March 1, 2012 from all eligible entries received by an independent judging agency, whose decisions are final and binding in all matters relating to this Sweepstakes.

4. NOTIFICATION: Potential winner will be notified by phone or mail on or about March 2, 2012. Potential winner will be required to execute an Affidavit of Eligibility/Originality and Publicity/Liability Release and return within 10 days of receipt. Grand Prize trip winner and accompanying three (3) guests will be required to execute a Travel Release and return within 10 days of receipt. If the Affidavit is not returned timely, or if the Affidavit or any prize are returned as non-deliverable or a winner is ineligible or otherwise not in compliance with these Official Rules, prize will be forfeited and awarded to alternate winner.

5. PRIZE: (1) GRAND PRIZE:

One potential Grand Prize Winner will be selected from among all eligible entries into the Sweepstakes. The Grand Prize Winner and three (3) guests will receive (1) trip to attend a Trace Adkins concert (date is to be determined by Sponsor) in 2012. The Grand Prize Concert package includes roundtrip air transportation for four (4) from a major airport near winner's home (determined by Sponsor in its sole discretion) to the major airport nearest to concert location, three (3) days and two (2) nights accommodation at a hotel determined by Sponsor in its sole discretion (double rooms, double occupancy), tickets for four (4) to the Trace Adkins concert. Winner must complete the trip on the dates specified or arranged by Sponsor or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Trip is subject to availability and blackout dates. Travel must be roundtrip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of

cancellation or delay of any flight. Travel and accommodations are subject to availability. 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, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companions must be twenty-one (21) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. Travel companions must execute liability/publicity releases prior to issuance of travel documents. 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 roundtrip 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 any event 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. Winner may not assign or transfer the Grand Prize. Sponsor reserves the right to substitute the Grand Prize or any portion of the Grand Prize with cash or a prize of equal or greater value if the Grand Prize cannot be awarded for any reason. Approximate Retail Value ("ARV"): \$5,000/trip. 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. Taxes, any duties and the like, on prize are solely winner's responsibility.

6. ELIGIBILITY: Sweepstakes is open to legal residents of the 50 United States and District of Columbia, who are 21 years of age or older at time of entry, except employees of GlaxoSmithKline, subsidiaries and affiliated companies, distributors, and advertising and promotion agencies, judging organization and the immediate families or household members of each. All taxes are the sole responsibility of Winner. Sweepstakes is void where prohibited by law. By entering, participants agree to be bound by the Official Rules, and that the decisions of the judges are final in all matters relating to the Sweepstakes. By accepting Prize, Winner agrees that GlaxoSmithKline, and its respective affiliates, advertising and promotion agencies, officers, directors, agents, and employees ("Released Parties") will have no liability or responsibility whatsoever for any claim arising in connection with participation in this Sweepstakes or with acceptance, possession or use of any Prize awarded.

7. CONDITIONS OF PARTICIPATION: This Sweepstakes is not sponsored by or affiliated with Facebook. Participants, agree (a) that Sponsor, its parents, affiliates, subsidiaries, related companies, advertising and promotion agencies, Facebook, and all of their respective officers, directors, employees, representatives and agents (individually and collectively "Releasees") will have no liability whatsoever for, and shall be held harmless by participants against any liability for any injuries, losses or damages of any kind to person(s), including death, or property, resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this sweepstakes or any sweepstakes related activities, including any travel related thereto and (b) except where legally prohibited, winner grants (and agrees to confirm that grant in writing) permission for Sponsor, and those acting under its authority to use his/her name, photograph, voice and/or likeness, biographical information and prize information, at any time or times, for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, world wide, and on the World Wide Web, without notice or review or approval. The personal information that entrants provide when entering the Sweepstakes is subject to the Sponsor's Privacy Statement on <https://www.gsk-applicationservices.com/consumer/legal/privacy.aspx>.

8. LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (1) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software, delay in operation or transmission, communications line failure, technology outage, theft or destruction or unauthorized access to, or alteration of entries, whether caused by the sender or any of the equipment or programming associated with or utilized in the Sweepstakes; (2) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (3) unauthorized human intervention in any part of the entry process of the Sweepstakes; (4) electronic, clerical or human error which may occur in the administration of the Sweepstakes or the transmission, receipt or processing of entries or notification of winners; or (5) any injury or damage to persons or property, including but not limited to entrant's computer, hardware or software, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes. Without limiting the generality of the foregoing, Sponsor reserves the right, in its sole discretion, to terminate, modify, cancel or suspend the Sweepstakes if fraud, misconduct, technical failures including any network server or hardware failure, viruses, bugs, errors in programming, security, or any other errors or other causes beyond the control of Sponsor corrupt the administration, security, or proper administration of the Sweepstakes as determined by Sponsor/Administrator. In the event of termination, a notice will be posted online and the drawing will be conducted from among all eligible entries received prior to termination. In the event of termination, prize will be awarded in a manner to be determined by Sponsor consistent with state requirements. Under no circumstances, including negligence, shall the Released Parties be liable for any direct, indirect, incidental, special or consequential damages that result from the use of or inability to use the web site, or out of any breach of any warranty. This exclusion or limitation of liability will not apply to the extent that any applicable statute prohibits such exclusion or limitation of liability. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE SPONSOR'S WEB SITE IS PROVIDED "AS IS" WITHOUT ANY WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES; CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS REGARDING THESE LIMITATIONS OR RESTRICTIONS. Any attempt by an entrant or other individual to deliberately damage any web site or undermine the legitimate operation of this promotion, including but not limited to any fraudulent claims, may be a violation of criminal and civil laws. Should such an attempt be made, Sponsor reserves the right to seek remedies and damages from any such individual, to the fullest extent permitted by law, including criminal prosecution. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Participant engaging in any of the foregoing activities may be disqualified and will forfeit any prizes won. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by entrants, printing errors or by any equipment or programming associated with or utilized in the Sweepstakes; nor is Sponsor responsible for technical failures of any kind, including but not limited to malfunctions, interruptions or disconnections in phone lines or network or software, unauthorized human intervention in any part of the entry process or the Sweepstakes, technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; or any injury or damages to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes. Sponsor is not responsible for computer system, network, hardware, software or program malfunctions, or other errors, failures or delays in electronic or telephonic transmissions or network connections that are human or technical in nature, lost, misdirected, incomplete, or unintelligible entries, all of which are void.

9. WINNERS LIST: The Winners List ("Win List") will be available throughout the Promotion Period. To receive a Win List of the Winners, please send a SASE (VT may omit return postage) to BC Powders "The Wall" Wounded Warrior Facebook Sweepstakes - Dept W Winner List, 1105

SE 8th Street, Grand Rapids, MN 55744. Upon receipt of your request, a win list including all Winners up to the date of the request will be sent. All Win List requests must be received by 2/28/2012.

10. SPONSOR: The Sponsor is GlaxoSmithKline, 1000 GSK Drive, Moon Township, PA.

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