

“POWDERS QUARTER 2, 2012 TRIP”
OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

1. **ELIGIBILITY:** This Sweepstakes is open only to legal residents of the contiguous 48 United States and District of Columbia, except New York, who are 18 years of age or older at the time of entry. You need not be present to win. Employees, officers and directors (and their immediate families defined as spouse, mother, father, in-laws, grandparents, brothers, sisters, children and grandchildren and individuals living in the same household of such individuals whether related or not) of Dicom Promotions, Inc. (“Sponsor”), Prestige Brands (“Advertiser”), GlaxoSmithKline, Katz Communications Inc., Clear Channel Communications, Inc., Independent Network Sales, Regional Reps Corp., participating radio stations and their respective affiliates, subsidiaries, divisions, parent and related companies, suppliers, printers and advertising, promotional and judging agencies are not eligible to enter or win. A winner may not win more than one prize in the Sweepstakes. The Sweepstakes is void in New York and where prohibited or restricted by law and is subject to all applicable federal, state and local laws.

2. **HOW TO ENTER:** The Sweepstakes begins at 12:01 a.m. EDT on April 23, 2012 and ends at 11:59 p.m. EDT on May 27, 2012. You may enter the Sweepstakes on-line as described below. **You may enter only once.** All entries must be received by 11:59 p.m. EDT of the last day of the Sweepstakes, i.e. May 27, 2012. Illegible, incomplete and duplicate entries will be disqualified. All entries become the property of Sponsor and will not be returned.

ON-LINE ENTRY METHOD: Beginning on April 23, 2012, you may enter the Sweepstakes via the Internet by logging on to the website of a participating radio station identified on Attachment A to these Official Rules and following the entry directions. Sponsor may add or remove participating radio stations and/or call letters of any participating station may change at any time during the Sweepstakes. Alternatively, you may enter by logging on to pickapowder.com/RadioContest, but by entering the sweepstakes on that website, you will not be eligible to win any of the local prizes that may be awarded by the participating radio stations in any local drawings that the stations may conduct. To enter, you may be required to register or to otherwise provide some or all of the following information: your name, address, city, state, zip code, telephone number, age, and e-mail address. Entrant must be the registered subscriber of the e-mail account by which the entry is made. In the event of a dispute as to entries submitted by multiple users having the same e-mail account, the authorized subscriber of the e-mail account (as specified by the Internet Service Provider) used to enter the Sweepstakes at the actual time of entry will be deemed to be the entrant. Entries made by any individual or any entity other than the named entrant and/or originating at any other Internet Website, including (but not limited to) commercial sweepstakes subscription notification and/or entering service sites are void. **NORMAL INTERNET ACCESS AND USAGE CHARGES IMPOSED BY ENTRANT’S ONLINE SERVICE WILL APPLY.**

3. **PRIZES AND APPROXIMATE RETAIL VALUE:** There will be two (2) Grand Prizes awarded. Grand Prize consists of \$1,000 cash and a three (3) night trip for four (4) to your choice of the following:
 - a) **BC® TRIP**
2012 Country Music Award Show on 11/14
November 12-15, 2012
Package Includes:
 - Airfare for four to Nashville
 - 3 nights hotel accommodations
 - Tickets to the music awards
 - \$1,000 cash

b) **GOODY'S® TRIP**
NASCAR Final 2012 Race at Homestead
November 16 -19, 2012

Package includes:

- Airfare for four to Miami
- 3 nights hotel accommodations
- 2 premium tickets to the race on 11/18
- \$1,000 Cash

The approximate retail value ("ARV") of each prize to be awarded is approximately \$5,000...\$10,000 total. **All federal, state, and local tax liabilities are the sole responsibility of the Winner.** Each winner will be required to complete and return an IRS W-9 form (i.e. Request for Taxpayer Identification Number and Certification). There is a cash option of \$3,500 per Sweepstakes prize

Participating radio stations may award additional prizes in local drawings which are not a part of The Sweepstakes are not subject to these Official Rules and are not the responsibility of the Sponsor or Advertiser.. Contact the participating radio station for details with respect to these radio prizes and drawings..

Prize trips must be taken November 12-15, 2012 or November 16-19, 2012, as applicable. 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 the cancellation or delay of any flight. Travel and accommodations are subject to availability. Travel is subject to the terms, conditions and restrictions set forth in The Sweepstakes and these Official Rules, 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, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the sole responsibility of each winner. Unless children of a Winner, travel companions must be eighteen (18) years of age or older as of the date of departure and must travel on the same itinerary and at the same time as the Winner. Each Winner and his or her travel companions must have valid travel documents (i.e. Valid government-issued photo identification) prior to departure. 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 the awards show or race is delayed, postponed or cancelled for any reason, in which event that portion of the applicable prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Actual value of prizes may vary based on airfare fluctuations and distance between departure and destination. Winners will not receive any difference between actual retail value and ARV of prize. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute for the prize, one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with receipt and/or use of the prize. Prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND. Total estimated ARV per prize is: \$5,000.

4. **RANDOM DRAWING:** Two Prize Winners will be selected in a random drawing from among all eligible entries on or about June 15, 2012 by judges selected by Sponsor, whose decisions are final and binding in all matters relating to this Sweepstakes. The Prizes are guaranteed to be awarded. The Winner will be notified by telephone, e-mail or mail service on or before June 30, 2012.

5. **PRIZE CONDITIONS:** If necessary due to unavailability of the prize, a prize of equal or greater value may be awarded at the discretion of the Sponsor. Prizes are not transferable or assignable. Winner must respond by July 15, 2012 or prize is forfeited. Winner will be required to execute and return an Affidavit of Eligibility and Publicity/Liability Release within ten (10) days of notification of his or her selection as a winner. Failure to return all required documents in this time period may result in the Winner being disqualified. If a prize notification is returned to Sponsor as undeliverable or if an entrant is found to be ineligible or declines acceptance of the prize for any reason or fails to return all required documents, an alternate Winner will be selected from among all remaining eligible entries received. By entering this Sweepstakes and/or accepting the prize, each Winner hereby consent (except where prohibited by law) to the reasonable use by Sponsor and Advertiser of such Winner's name, hometown address, photograph, voice, likeness and image, without any further compensation for any future promotional activity related to the Sweepstakes.
6. **ODDS OF WINNING:** Odds of winning a prize depend on the total number of valid entries received for the Sweepstakes and are not affected by method of entry.
7. **CONDUCT OF PARTICIPATION:** By entering the Sweepstakes, entrant affirms that he or she has read and agrees to abide by the Sweepstakes' Official Rules and the decisions of the judges which are final and binding. Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failure or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. The use of any device to automate the entry process (such as script, macro, bot) is prohibited and any entrant associated with fraudulent activity will be disqualified. Sponsor reserves the right to disqualify any entrant acting in violation of the Official Rules or found tampering with the entry process or with the operation of the Sweepstakes or the website. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE RELATED TO SPONSOR OR THE SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.
8. **LIMITATIONS OF LIABILITY:** Sponsor, Prestige Brands ("Advertiser"), GlaxoSmithKline, , Katz Communications Inc., Clear Channel Communications, Inc. Independent Network Sales, Regional Reps Corp., participating radio stations and each of its respective affiliates, subsidiaries, parent corporations, and their respective officers, directors, shareholders, employees and agents, are not responsible for any incorrect or inaccurate entry information, theft, tampering, destruction, or unauthorized access to, or alteration of entries; printing or other errors; and any entries or mail which are late, lost, delayed, incomplete, misdirected, stolen, mutilated, illegible, postage due or any combination thereof. Sponsor reserves the right to modify, suspend or terminate the Sweepstakes in the event that it becomes necessary due to circumstances beyond Sponsor's control due to technical corruption of the Sweepstakes. In the event the Sweepstakes is terminated early, winners will be selected from all eligible entries received at the time of termination.
9. **RELEASE OF LIABILITY:** By participating, Winners and entrants agree to release, discharge, indemnify and hold harmless Sponsor, Prestige Brands ("Advertiser"), GlaxoSmithKline, , Administrator, Katz Communications Inc., Clear Channel Communications, Inc. Independent Network Sales, Regional Reps Corp., participating radio stations, participating retailers and each of their respective affiliates, subsidiaries, parent corporations, officers, directors, employees, representatives and agents from and against any claims made by the Winners, entrants or any other third parties related in any way to the operation of this Sweepstakes, as well as any other claims, damages or liability due to any injuries, damages or losses (whether alleged, threatened, or actual) to any person or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes. THE PROMOTIONAL ENTITIES AND THEIR OWNERS, DIRECTORS, OFFICERS, AGENTS AND EMPLOYEES SHALL HAVE NO LIABILITY FOR ANY INDIRECT, SPECIAL, PUNITIVE OR CONSEQUENTIAL DAMAGES, INCLUDING WITHOUT LIMITATION, LOSS OF OPPORTUNITY

OR GOODWILL. IN ALL EVENTS, THE SOLE MAXIMUM LIABILITY OF THE PROMOTIONAL ENTITIES AND THEIR OWNERS, DIRECTORS, OFFICERS, AGENTS AND EMPLOYEES SHALL BE LIMITED TO THE APPROXIMATE RETAIL VALUE (ARV) OF THE PRIZE FOR THE APPLICABLE TRIP.

10. **WINNERS LIST:** For an Official Winners' List (available after July 31, 2012) or a copy of these Official Rules, send a self-addressed, stamped envelope to: "Powders Quarter 2, 2012 Trip" Sweepstakes - WINNERS - or - OFFICIAL RULES (please specify), c/o Dicom Promotions Inc., 1650 Des Peres Road, St. Louis, MO 63131. All requests must be received by August 31, 2012. Official Rules also available at <http://www.pickapowder.com/RadioContest>
11. **GOVERNING LAW/JURISDICTION:** ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF MISSOURI WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS. ALL ENTRANTS SUBMIT TO THE JURISDICTION OF THE STATE AND FEDERAL COURTS LOCATED IN ST. LOUIS, MISSOURI IN ANY SUIT OR ACTION RELATING TO THE SWEEPSTAKES.
12. **SPONSOR:** Dicom Promotions Inc., 1650 Des Peres Road, St. Louis, MO 63131
13. **SWEEPSTAKES ADMINISTRATOR:** Dicom Promotions Inc., 1650 Des Peres Road, St. Louis, MO 63131.

THIS SWEEPSTAKES IS VOID IN NEW YORK AND WHERE PROHIBITED OR RESTRICTED BY LAW.

ATTACHMENT A

<u>Market</u>	<u>Participating Radio Stations*</u>
ABILENE, TX	KEAN-FM
ALBANY, GA	WJAD-FM, WKAK-FM
ALEXANDRIA, LA	KRRV-FM
ASHEVILLE	WTMT-FM, WOXL-FM
ATLANTA	WVEE-FM, WSTR-FM, WZGC-FM
BATON ROUGE	WDGL-FM/WNXX-FM
BEAUMONT-PORT ARTHUR	KCOL-FM, KYKR-FM
BECKLEY, WV	WCIR-FM
BILOXI-GULFPORT, MS	WQBB-FM, WCPR-FM
BLUEFIELD, WV	WHKX-FM
BOWLING GREEN	WBVR-FM
CHATTANOOGA	WSKZ-FM, WOGT-FM
COLUMBUS, GA	WCGQ-FM, WKNF-FM
COLUMBUS-STRK-W POINT	WMXU-FM, WKOR-FM
DOTHAN, AL	WDJR-FM, WTVY-FM
FAYETTEVILLE-SPRINGDALE	KIGL-FM
FLORENCE, SC	WEGX-FM
FT. WALTON BEACH, FL	WKSM-FM, WYZB-FM
GREENVILLE-SPARTANBURG	WSPA-FM, WROQ-FM
GREENVILLE/NEW BERN, NC	WRNS-FM
HUNTSVILLE	WRTT-FM, WAHR-FM
JACKSON, MS	WMSI-FM, WSTZ-FM, WJDX-FM
JACKSON, TN	WOGY-FM, WYNU-FM
JONESBORO, AR	KDXY-FM
KNOXVILLE	WIMZ-FM, WCYQ-FM
LAFAYETTE, LA	KMDL-FM
LAKE CHARLES, LA	KNGT-FM, KHLA-FM
LAUREL-HATTIESBURG, MS	WBBN-FM, WXRR-FM
LITTLE ROCK	KSSN-FM, KDJE-FM
LUFKIN-NACOGDOCHES, TX	KYKS-FM
MACON	WRBV-FM, WQBZ-FM
MERIDIAN, MS	WOKK-FM
MONROE, LA	KZRZ-FM, KXRR-FM
MONTGOMERY, AL	WLWI-FM, WAFX-FM
MYRTLE BEACH, SC	WYAV-FM
NASHVILLE	WKDF-FM, WJXA-FM, WSIX-FM
NEW ORLEANS	WKBU-FM, WLMG-FM, WWL-AM
PANAMA CITY, FL	WILN-FM, WYYX-FM
RALEIGH-DURHAM	WQDR-FM, WPTF-AM

ROANOKE-LYNCHBURG
SAVANNAH
SHREVEPORT
TALLAHASSEE
TEXARKANA, TX
TRI-CITIES
TULSA
TUPELO, MS
TUSCALOOSA, AL
TYLER, TX
WACO
WILMINGTON, NC

WROV-FM, WYYD-FM
WLVH-FM, WAEV-FM
KDKS-FM, KTUX-FM
WTNT-FM, WXSX-FM
KKYR-FM
WTFM-FM, WVEK-FM
KMOD-FM, KTGX-FM, KTBZ-AM
WWZD-FM
WZBQ-FM, WTXI-FM
KTYL-FM, KKTX-FM
KBGO-FM
WWQQ-FM, WKXS-FM

*Sponsor may add or remove participating radio stations and/or call letters of any participating station may change at any time during the Sweepstakes.