

DYMO - LABELLING MADE EASY 2008 CONTEST
(The "Contest")
Official Rules and Regulations

OPEN ONLY TO LEGAL RESIDENTS OF CANADA WHO HAVE REACHED THE AGE OF MAJORITY IN THE PROVINCE OR TERRITORY IN WHICH THEY RESIDE. NO PURCHASE NECESSARY.

The Contest is brought to you by **Sanford Canada division of Newell Industries Canada Inc. (the "Sponsor")**.

CONTEST START DATE: September 1, 2008 12:01:01 A.M. Eastern Time ("ET")

CONTEST CLOSING DATE: December 31, 2008 11:59:59 P.M. ET

A. HOW TO ENTER THE CONTEST ON-LINE:

1. Between September 1, 2008 at 12:01:01 A.M. ET and December 31, 2008 at 11:59:59 P.M. (the "Contest Period") visit www.dymolabelit.com and complete the on-line registration form - all fields must be completed to validate your Contest entry. Complete the survey form and then click the "Submit" button and enter the randomly generated word that will appear on the screen. Once this has been completed correctly, your entry will be automatically added to the Contest database for the Grand and Secondary Prizes. All entries must be received before the Contest Closing Date.
2. Subject to obtaining additional entries as explained below, entry is limited to one on-line entry per person per day. Discovery of a violation of this limit will result in all entries by that Entrant being disqualified. Entries may be made only by the original, manual keystrokes of the individual Entrant without assistance of any kind, including, without limitation, auto-re-mailers, form-filling software and robotic assistance. Any use of such assistance or automated devices in respect of all or any part of an entry will result in disqualification of all entries from the Entrant. Incomplete entries will be voided.
3. In the event of a dispute as to the identity of the on-line Entrant, the entry will be deemed to have been made by the holder of the e-mail account associated with the entry. An "authorized account holder" is defined as the natural person assigned to an e-mail address by the Internet service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.
4. **Additional On-Line Entries:** Upon submission of the completed on-line entry, each Entrant will also have a chance to earn additional entries by entering into an on-line form up to 5 e-mail addresses of their friends or associates ("E-mail Contacts") who may be interested in entering the Contest. Each Entrant may only enter 5 E-mail Contacts per day and may only enter a particular E-mail Contact one time during the Contest Period regardless of how many e-mail addresses each E-mail Contact may have. Entrants must confirm that they have the permission of each of their E-mail Contacts to enter the e-mail address into the on-line form by selecting the confirmation button that appears on the Tell-A-Friend page. The Contest program will generate an e-mail message from admin@dymolabelit.com which will be sent to these E-mail Contacts inviting them to visit the web site to enter the Contest. The Entrant will receive one (1) additional entry in the Grand and Secondary Prizes

portion of the Contest for each eligible entry that is submitted by one of their E-mail Contacts (using the e-mail address the Entrant provided and not any other e-mail address). Each Tell-A-Friend e-mail can be used by the E-mail Contact to receive one (1) on-line 'Instant-win' game play and one (1) entry to the Grand and Secondary Prize draws. An E-mail Contact can enter a maximum of ten (10) times with different Tell-A-Friend e-mails during the Promotion Period. Sole responsibility / liability for E-mail Contacts rests with the Entrant who referred said E-mail Contacts and not the Sponsor.

B. HOW TO PLAY THE ON-LINE INSTANT WIN GAME:

1. Once the Entrant has successfully completed the on-line registration form and survey page and submitted their Contest entry in accordance with Rule A.1, they will be directed to the Instant Win Game page.
2. On this page they must select, from a drop down menu, one (1) answer to the DYMO LabelWriter question and click on the Submit button.
3. A label bearing either "Congratulations, you are the potential winner of >>>>>" or "Sorry try again tomorrow" will be printed out of the DYMO LabelWriter image. NOTE: There is no one correct answer and whether a prize is won or not is not determined by the answer selected.
4. If your entry is an entry to which a prize has been randomly assigned you will reveal a potential winning game message indicating that subject to your compliance with these Official Rules, you may be the 'instant' winner of a prize. In that case, you will receive an e-mail, sent to the address that the Entrant provided in his/her on-line Contest registration form as set out in Rule A.1, confirming the prize that they may have won. This e-mail message will also include a mathematical Skill Testing Question. The potential winning Entrant must supply his/her correct answer to the Skill Testing Question by return e-mail no later than four (4) business days after the e-mail containing the required Skill Testing Question was sent to the potential winning Entrant. As stipulated in the General Rules F.5, the Sponsor shall not be held responsible if this return e-mail is not received or not received within the specified time frame.
5. There are a total of 250 Instant Win Prizes available to be won at the outset of the Contest. These prizes are randomly seeded over 75,000 plays which are available to Entrants during the promotion. The number of available Instant Win Prizes will be reduced as they are won during the Contest. Instant Win Prizes not claimed by the Contest Closing Date will not be awarded. Odds of winning an Instant Win Prize are 1:300. Whether you are a potential winner of an 'instant' prize or not you will be entered into the Grand and Secondary Prize draws.

C. FOR MAIL-IN ENTRIES:

1. PRINT your name, age, address, telephone number and e-mail address, if you have one, on a 3" x 5" piece of paper and mail to: **DYMO Labelling Made Easy 2008, P O Box 3690, Stn Industrial Park, Markham, Ontario L3R 6G9**. Limit one mail-in entry per envelope bearing sufficient postage.
2. Please indicate on your mail-in request if the Sponsor may contact you with details on future Contests and/or promotions.
3. Mail-in entries must be postmarked no later than December 31, 2008 and received no later than January 6, 2009.

D. PRIZE DRAWS AND PRIZE REQUIREMENTS:

1. Monthly Prizes:

- a) The Monthly Contests are open ONLY to Entrants who submit e-mail addresses of their E-mail Contacts as described in Rule A.4 and those E-mail Contacts then enter the Contest using ONLY the e-mail address submitted by the

original Entrant.

b) There are four (4) Monthly Contests:

Monthly Contest 1:

- Start Date: September 1, 2008 12:01:01 A.M. ET
- Closing Date*: September 30, 2008 11:59:59 P.M. ET
- Draw Date: October 8, 2008 2:00 PM E.T.

Monthly Contest 2:

- Start Date: October 1, 2008 12:01:01 A.M. ET
- Closing Date*: October 31, 2008 11:59:59 P.M. ET
- Draw Date: November 12, 2008 2:00 PM E.T.

Monthly Contest 3:

- Start Date: November 1, 2008 12:01:01 A.M. ET
- Closing Date*: November 30, 2008 11:59:59 P.M. ET
- Draw Date: December 10, 2008 2:00 PM E.T.

Monthly Contest 4:

- Start Date: December 1, 2008 12:01:01 A.M. ET
- Closing Date*: December 31, 2008 11:59:59 P.M. ET
- Draw Date: January 14, 2009 2:00 PM E.T.

*Eligible entries received as a result of entries by your E-mail Contacts must be received between the Start Date and Closing Date of the relevant Monthly Contest to be included in the Monthly draw for that Monthly prize. You will receive one (1) entry in the Monthly Contest for each eligible E-mail Contact that enters between the Start Date and Closing Date indicated for that Monthly Contest.

c) The monthly random draw from among all eligible ballots received between the Start Date and the Closing Date for each Monthly Contest will be performed by an independent judging organization in Richmond Hill, Ontario on the selected dates noted above to select one (1) potential winner of each Monthly Prize.

d) Odds of winning a Monthly Prize will be dependent on the total number of eligible entries received between the Start Date and the Closing Date for that Monthly Contest.

2. Grand and Secondary Prizes:

- a) A random draw from among all eligible on-line and mail-in entries received between Contest Start Date and the Contest Closing Date will be performed by an independent judging organization in Richmond Hill, Ontario on January 14, 2009 at 2:00 p.m. ET to award the prizes.
- b) The draw for the Grand Prize will be held first, followed by the draws for the Secondary Prizes. Entrants and winners of the Monthly Contests and/or the Instant Win Game are also eligible for the Grand Prize and Secondary Prizes draws.
- c) Odds of winning the Grand Prize and/or Secondary prizes will be dependent on the total number of eligible entries received by the Contest Closing Date.

3. Requirements for Grand, Secondary, Monthly and Instant Win Prizes:

- a) The independent judging organization will attempt to contact selected Entrants for each prize type - by telephone, e-mail and/or mail. Before being declared a winner, the selected Entrants must correctly answer, without assistance, a time-limited mathematical skill-testing question. In addition, before being declared a winner, the selected Entrants may be required to sign and return, within the time frame specified by the Sponsor, a standard Contest declaration and publicity/liability release form confirming compliance

with the Contest rules and acceptance of the prize as awarded and releasing the Sponsor and its parent companies, affiliates, divisions, advertising and promotion agencies and each of their respective directors, officers, employees and agents from any and all liability arising out of the potential winner's participation in the Contest and receipt and use of any prizes.

- b) If a selected Entrant cannot be contacted within 14 days, does not comply with these Contest rules, does not correctly answer the skill-testing question, does not sign and return all required materials within the specified time or if a package is returned as undeliverable, he/she will be disqualified, will not win any prize and another Entrant may be selected to receive that prize in accordance with these Contest rules.

E. PRIZES:

1. **Grand Prize** – there is one (1) Grand Prize consisting of a \$5,000.00 Travel Voucher available to be won.
2. **Secondary Prizes** – there are four (4) Secondary Prizes consisting of one (1) DYMO LabelWriter DUO available to be won. The approximate retail value of each is \$299.99 (CAD).
3. **Monthly Prizes** – there is one (1) Monthly Prize available to be won each month. Each Monthly Prize consists of one (1) CardScan Executive V8 Business Card Scanner. Approximate retail value of each is \$299.00 (CAD).
4. **Instant Win Prizes** - There are 250 Instant Win prizes available to be won. These prizes are as follows –
 - a. 100 Petro-Canada \$10 Gift Cards. Retail value of each is \$10.00
 - b. 10 Rolodex Mesh Photo Frame vertical card case. Retail value of each is \$49.99
 - c. 10 DYMO Letra Tag Plus LT-100H. Retail value of each is \$39.99
 - d. 15 Rolodex Mesh Laptop Stand. Retail value of each is \$24.99.
 - e. 15 Rolodex Mesh Deskmate. Retail value of each is \$22.99
 - f. 25 Papermate Flair 12-pack pens. Retail value of each is \$10.65
 - g. 25 uni-ball Jet Stream Premier or Retractable single pens. Retail value of each is \$9.07.
 - h. 25 uni-ball 207 Premier 3-pack pens. Retail value of each is \$9.07.
 - i. 25 Sharpie Retractable Ultrafine 3-pack pens. Retail value of each is \$5.45.
5. All prizes are non-transferable, non-exchangeable, have no cash surrender value and must be accepted as awarded. Arrangements for prize delivery will be made by the independent judging organization. The Sponsor reserves the right to substitute prizes of equal or greater value in the event that the specified prizes are unavailable due to circumstances beyond their control.
6. Only one (1) Grand Prize or one (1) Secondary Prize per family or household will be awarded. Only one (1) Instant Win Prize per family or household will be awarded. Only one (1) Monthly Prize per family or household will be awarded. The decision of the judges, as determined by the judges in their sole, absolute and unfettered discretion, is final and binding on all Entrants. No correspondence will be entered into except with selected winners.
7. All federal, provincial and local taxes are each winner's responsibility.

F. GENERAL RULES:

1. This Contest is open to all individual legal residents of Canada who have reached the age of majority in the Province or Territory in which they reside, excluding employees, representatives, agents and dealers of the Sponsor their advertising and promotional agencies and their respective affiliated and related companies, and dealers, the independent Contest judging organization and members of their

respective immediate families living in the same household. Immediate family means parents, sisters, brothers, children and spouses.

2. All entries become the property of the Sponsor and will not be returned.
3. By entering the Contest, Entrants agree to abide by the Official Rules & Regulations and the decisions of the independent Contest organization with respect to all aspects of the Contest, which are final and binding. Entrants agree to release and hold harmless the Sponsor, their affiliated and related companies, advertising and promotional agencies, the independent Contest organization, and each of their respective directors, officers, employees, agents, representatives, successors and assigns and all others associated with the development and execution of the Contest (collectively, the "Releasees"), from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims and demands, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract and fundamental breach and liability for physical injury, death, or property damage which the Entrants or his/her administrators, heirs, successors or assigns might have or could have, by reason of or arising out of the Entrant's participation in the Contest and/or in connection with the acceptance or use or misuse of any prize.
4. By entering the Contest, Entrants consent to the use of their name, address (city and province) and/or photograph, if required, in any publicity with respect to this Contest carried out by or on behalf of the Sponsor without compensation.
5. Entrants agree that the Sponsor and the independent judging organization are not held responsible for incomplete, mutilated, lost, misdirected, illegible, postage-due, late or stolen entries and that the Sponsor shall not be liable or responsible for any problems or technical malfunctions with respect to telephone network or lines; computer on-line systems, servers or access providers; computer equipment, software or any failure thereof. Nor shall the Sponsor be liable or responsible for the failure of any entry to be received on account of traffic congestion, network problems, injury or damage to an Entrant's or third party's wireless device or computer equipment related to or resulting from playing or downloading any material in the promotion. All incomplete or non-conforming entries will be disqualified. Proof of sending entry will not be deemed to be proof of receipt.
6. The Sponsor reserves the right (subject to the approval of the Régie in respect of Quebec, if required) to cancel, terminate, modify or suspend in whole or in part, this Contest at any time, for any reason, without prior notice. Without limiting the foregoing, subject to the jurisdiction of the Régie in Quebec, the Sponsor reserves the right, in its sole discretion, to withdraw, terminate, suspend or modify this Contest at any time and without notice, including without limitation, should a virus, bug, unauthorized human intervention or any other factor beyond the Sponsor's reasonable control corrupt or affect the security, administration, fairness or proper play of the Contest. Any attempt to deliberately damage any wireless communications network to undermine the legitimate operation of this promotion is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
7. This Contest is subject to all applicable Federal, Provincial and Municipal laws and regulations. The Sponsor and their advertising and promotional agencies are not responsible for any printing/production errors and may withdraw the promotion, subject to the jurisdiction of the Régie in Quebec, if such errors occur, without liability, at their sole discretion.

8. **For Quebec residents:** Any litigation respecting the conduct or organization of a publicity Contest may be submitted to the Régie des alcools, des courses et des jeux (the “Régie”) for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping parties reach a settlement.
9. All personal information collected for this Contest will be used only for the purposes of administering the Contest in accordance with these Official Rules and as permitted or required by law, unless the Entrants consent to the use of their information for promotional purposes on their on-line or write-in entry.

For a list of winners send a postage paid self addressed envelope before April 16, 2009 to **DYMO – Labelling Made Easy 2008 Contest**, c/o Tilwood Direct Marketing, 1-81 Granton Dr, Richmond Hill, Ontario L4B 2N5.