

LYSOL® “Decorate Your Dispenser!” Contest
Official Rules and Regulations

THE FOLLOWING CONTEST IS INTENDED FOR RESIDENTS OF CANADA ONLY (EXCLUDING QUEBEC) AND SHALL BE CONSTRUED AND EVALUATED BY CANADIAN LAW. DO NOT ENTER THIS CONTEST IF YOU ARE NOT A RESIDENT OF CANADA. NO PURCHASE IS NECESSARY. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST OFFICIAL RULES. THIS CONTEST IS LIMITED TO ONE ENTRY PER PERSON PER DAY DURING THE CONTEST PERIOD.

The Contest is in no way sponsored, endorsed or administered by, or associated with Facebook. You understand that you are providing your information to the Sponsor (defined below) and not to Facebook. The information you provide will only be used for the administration of this Contest and in accordance with the Sponsor’s privacy policy (see below). Facebook is completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not Facebook. You may only use one (1) Facebook account (the “**Account**”) to participate in this Contest.

1. CONTEST PERIOD. “Decorate Your Dispenser!” Contest (“**Contest**”) is brought to you by LYSOL® brand of Reckitt Benckiser (Canada) Inc., the Contest Sponsor (“**Sponsor**”). Contest Start Date: 12:00 noon Eastern Time (ET), Monday, March 11, 2013. Contest Close Date: 11:59 am ET, Mon. April 8, 2013.

2. ELIGIBILITY: To enter and be eligible to win, a person must be a resident of Canada over the age of majority in the province or territory they reside excluding Quebec, and will be required to answer a skill-testing question. A person may submit a design created by their Child who is under the age of majority (“**Child**”), provided he/she is the legal parent or guardian of the Child whose design they are entering into the contest. You are not eligible if you are an employee of the Sponsor or their respective advertising or promotional agencies, the Game judging organization, the prize suppliers, or a member of the household of any of the above persons. Potential winners MAY be required to furnish proof of identification (and/or their child if/as applicable).

3. TO ENTER: NO PURCHASE REQUIRED. To enter, visit www.facebook.com/LysolCanada during the Contest Period and click the contest tab. You must “Like” the Facebook page to enter the Contest. You can “Unlike” the page at any time and it will not affect your eligibility for the Contest. Then, complete the online contest registration form provided, follow the directions to submit/upload one (1) photo (the “**Entry**”) showing how you (or your Child) has decorated your Lysol® No-Touch® hand soap dispenser (without covering the

magic sensors that allow the unit to function), and confirm that you have read and fully and unconditionally agree to be bound by the Official Contest Rules, and submit your Entry online.

ENTRY LIMIT: Limit of one (1) online contest entry per person per day during the Contest Period. Only one (1) unique Facebook ID may be used by any one (1) person to participate in the Contest.

FOR A NO PURCHASE ENTRY OPTION: visit www.facebook.com/LysolCanada and click through to the contest page per above to download and print a black and white image of the Lysol® No-Touch® dispenser. Design or decorate the image as you would a real dispenser (or have your Child design or decorate the image). Scan or photograph the design and enter the image to the contest gallery per above.

An entrant may only enter the Contest via the methods described above.

4. SUBMISSION REQUIREMENTS: BY SUBMITTING AN ENTRY, YOU AGREE THAT THE ENTRY (AND EACH INDIVIDUAL COMPONENT THEREOF) COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE RELEASEES (DEFINED BELOW) WILL BEAR NO LEGAL LIABILITY REGARDING THE USE OF YOUR ENTRY (OR ANY COMPONENT THEREOF) AND SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THESE RULES.

ENTRY GUIDELINES: The Entry:

- must be unique and original (i.e. you cannot submit the same design more than one time in this Contest), and the entrant has all necessary rights (including, without limitation, consent of the photographer) to enter the Photo in the Contest;
- must be in .jpeg, .gif or .png format;
- must not exceed 2 MB in size;
- cannot have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means or contain text not created by the entrant.

CONTENT RESTRICTIONS: Each entrant warrants and represents that an Entry he/she submits that has been created by him/her or his/her Child:

- does not violate any law;
- does not contain any reference to or likeness of any identifiable third parties unless consent has been obtained from each such individual;
- will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims whatsoever; and
- is not defamatory, trade libelous, pornographic or obscene, and further

that it will not contain, depict, include, or involve, without limitation, any of the following: nudity; alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups; content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services other than products of Sponsor; any identifiable third party products, trade-marks, brands and/or logos, other than those of Sponsor (e.g. Entry cannot mimic cartoon, gaming, video, book, TV and/or other licensed properties, and must not contain any visible logos, trade-marks or other third party materials unless the appropriate consents have been obtained (note: all identifiable third party products, trade-marks, brands and/or logos for which consent has not been obtained by the entrant must be blurred out so as to be unrecognizable)); conduct or other activities in violation of these Rules; and/or any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor in its sole and absolute discretion.

By participating in the Contest, each entrant agrees to: (i) have his/her Entry or his/her Child's Entry posted online without notice or compensation; and (ii) have his/her Entry or his/her Child's Entry cropped or adjusted if it is not a standard size or format to fit the online gallery template.

Prior to being posted on the Website, the Sponsor and/or its promotional agency or designated content moderator (the "**Reviewer**") will initially screen every Entry. Note there may be a delay of up to 72 hours before Entries are posted online. Any Entry that the Reviewer deems, in its sole and absolute discretion, to violate the terms and conditions set forth in these Rules will not be posted on the Website. Prior to being posted on the Website, the Reviewer reserves the right, in its sole and absolute discretion, to edit or modify any Entry, or to request an entrant to modify, edit and/or re-submit his or her Entry, in order to ensure that the Entry complies with these Rules, or for any other reason.

If an Entry is deemed to be inappropriate, the entrant will receive an email notification from Sponsor indicating that the Entry has not been posted and he/she will have an opportunity to re-submit his or her revised Entry for consideration by the Reviewer. If an entrant has attempted to submit a Entry three (3) times and has been rejected each time, then the Sponsor reserves the right, in its sole and absolute discretion, to disqualify the entrant from participating in the Contest.

By entering the Contest and submitting an Entry, each entrant: (i) grants to the Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce,

modify, edit or otherwise use his/her or his/her Child's Entry, in whole or in part, for advertising or promoting the Contest or for any other reason worldwide; (ii) waives all moral rights in and to his/her or his/her Child's Entry in favour of the Sponsor; and (iii) agrees to release and hold harmless the Contest Parties, Facebook Inc. and each of their respective agents, employees, directors, successors, and assigns (collectively, the "Releasees") from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action that relate in any way to the Entry. For greater certainty, the Reviewer reserves the right, in its sole and absolute discretion and at any time during the Contest, to modify, edit or remove any Entry, or to request an entrant to modify or edit his/her or his/her Child's Entry, if a complaint is received with respect to the Entry, or for any other reason.

VOTING: To vote in the Contest, please visit the Contest site as outlined above during the Contest Period and follow registration & voting instructions to select the Photo/s of your choice. Limit of one (1) vote per person per day.

IMPORTANT: Individuals may encourage other eligible individuals to vote for an Entry; however, no form of incentive, inducement, prize or chance of receiving any incentive, inducement, or prize may be offered as part of such encouragement in furtherance of receiving such individual's vote for any Entry. Any individual determined by the Sponsor and/or its representative to be engaging in such behaviour will be disqualified, and the corresponding Votes, Entry and/or entrant is subject to disqualification in the sole and absolute discretion of the Sponsor.

If it is discovered that attempts were made by a Registered Voter (or any individual purporting to be a Registered Voter) to: (i) obtain more than the stated maximum number of Votes (as outlined above) during the Contest Period; (ii) use any automated, script, macro or robotic program(s) to submit Votes; or (iii) engage in systematic voting from the same computer/IP address; then it may result in the disqualification, in the sole and absolute discretion of the Sponsor, of the Votes, Entry and/or entrant to which such Votes relate. Any Votes determined by Sponsor to be in violation of these Rules (including, without limitation, Votes determined to be coming from any source other than a Registered Voter or from outside of Canada) are subject to disqualification in the sole and absolute discretion of the Sponsor.

All Entries and Votes are subject to verification at any time. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity (of the entrant and/or his/her Child) and/or eligibility (in a form acceptable to the Sponsor) to enter or otherwise participate in this Contest. Failure to provide such proof in a timely manner may result in disqualification. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the Sponsor's official clock.

5. PRIZES: GRAND PRIZE: There will be twenty-one (21) Grand Prizes

available to be won each consisting of a mini tablet (ARV \$300); does not include data plan.

All prizes must be accepted as awarded and are not transferable or convertible to cash. No substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute any listed prize for one of equal or greater value for any reason.

5. SELECTION PROCESS: Starting on noon of March 19, and continuing up to and including April 8, 2013, daily Grand Prizes will be awarded to the entries that have received the highest judging score ("The Score" as based on criteria below) from all entries received up to 11:59am the day of each daily Grand Prize selection. If a Grand Prize selection date falls on a weekend (Saturday or Sunday) or on a statutory holiday, the applicable selection will follow on the next business day, but will be based on entries received up to 11:59am of each of the weekend and/or statutory holiday days. (For example, to determine a Grand Prize winner for a given Saturday, Contest Judges (see below) will take into account the following Monday, only those entries received up to 11:59am of the given Saturday).

A panel of judges (the "**Contest Judges**") appointed by the Sponsor will judge all Entries on the basis of the following weighted criteria:

CRITERIA	WEIGHTING
Fun (i.e. the decorated dispenser looks like it would make hand-washing fun for kids)	20%
Creativity (i.e. materials used and/or design interpretation)	10%
Originality (i.e. uniqueness as compared to other entries)	45%
Fit with the Lysol brand (e.g. use of Lysol [®] No-Touch [®] dispenser or image; design takes into account that the sensor isn't blocked & people can still wash their hands with it)	10%
Number of votes received	15%
Judging Score	Maximum 100%

Each eligible Entry will be given a total score by the Contest Judges. The one (1) eligible entrant associated with the top Entry for a given day based on total Score (as determined by the Contest Judges, in their sole and absolute discretion) will be selected as eligible Grand Prize Winner (subject to compliance with these Rules). In the event of a tie between two or more eligible Entries based on total Score, a draw will be held between the entrants with tied total Scores to determine the Grand Prize Winner of the day.

Odds of being selected as the eligible Grand Prize Winners (defined below)

depend on the number and calibre of eligible Entries received up to 11:59am of each Grand Prize selection date. Limit of one (1) prize per person and per household.

The Sponsor, or its designated representative(s) will make a minimum of three (3) attempts to contact each of the twenty-one eligible Grand Prize Winners (using the information provided on the Entry Form) up to and including five (5) business days from date of selection. If the eligible Prize Winners cannot be contacted within five (5) business days of the Contest Close Date, or if there is a return of any notification as undeliverable; then the specific entrant(s) will be disqualified (and will forfeit all rights to the Grand Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to select the eligible entrant(s) who received the next highest Score in accordance with these Rules to be the eligible Grand Prize Winners accordingly (in which case the foregoing provisions of this section shall apply to such new eligible Grand Prize Winners).

6. SELECTED ENTRANTS: Before being declared a winner, potential winners must correctly answer a mathematical skill-testing question without assistance or the use of a calculator in order to win the prize. In addition, the eligible winners will be required to sign a Declaration of Compliance with the Official Rules and an affidavit of eligibility, release of liability and publicity, releasing Sponsor, Administrator, its advertising and promotional agencies, the promotion judging organization, the prize suppliers and all of their respective affiliates, directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively, the "Releasees") from any liability or claims in connection with this promotion or the prize. Declaration and Release documents must be returned within five (5) business days of the date on the notification, or prize will be forfeited and potential winner(s) disqualified. By accepting or participating in a prize, winner(s) consent to the use of their names, voices, statements relating to the promotion of Sponsor, and photographs or other likenesses, without further compensation, in any publicity and/or media carried out by Sponsor or any related entities in connection with this promotion, worldwide and in perpetuity, in any and all forms of media now known or hereafter devised, including without limitation the Internet, unless prohibited by law. Potential winners may also be requested to provide their original design that was used for the Entry into the contest.

If a potential winner is found to be ineligible, declines to accept the prize, or in the event that a prize confirmation or prize is returned undeliverable, he/she will be disqualified and the Sponsor reserves the right, in its sole and absolute discretion, to select the eligible entrant who received the next highest Score for the respective daily prize selection date in accordance with these Rules to be the eligible Grand Prize Winner (in which case the foregoing provisions of this section shall apply to such new eligible Grand Prize Winner(s) as applicable).

CONDITIONS OF ENTRY:

7. Entrants (i) acknowledge compliance with these official rules including all eligibility requirements; and (ii) agree that Releasees are not responsible for any problems or technical malfunction of any telephone network or lines, microsite, incorrect or inaccurate transcription of Entry information, or for any human error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any microsite, website or online service, or any other error or malfunction. Entries that have been submitted through illicit means or do not conform with or satisfy any or all conditions of these Official Rules, will be judged void. If, for any reason, the contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor and/or Administrator which corrupt or affect the administration, security, fairness, integrity or proper conduct of this contest, Releasees reserve the right, to cancel, terminate, modify or suspend the contest in part or in full. The Releasees reserve the right to disqualify any entrant that tampers with the operation of this contest or website or violates the Official Rules of this contest. All decisions of Sponsor, Administrator, its agents and the independent contest organization are final and binding in all matters relating to this promotion.

8. In the event that it is discovered that an entrant has entered more than five times during the Contest Period using multiple names or identities, and/or different and/or the same email address and/or household addresses, he/she will be disqualified and respective eligible prize claim will become null and void and the entrant will not be entitled to claim any prize. If a dispute arises regarding who submitted an online Entry, the Entry will be deemed to be submitted by the authorized account holder of the Facebook ID used at time of Entry. The selected entrant may be required to provide proof that he/she is the authorized account holder associated with the selected on-line Entry.

9. All entries become the property of the Contest Sponsors. No communication will take place with entrants, except the entrant selected as the potential winner.

10. Entrant(s) and/or winner(s) assume liability for injuries caused, or claimed to be caused by participating in the promotion, by the acceptance, possession, or use of any prize awarded, including but not limited to claims/damages for personal injury, or property damage.

11. This contest is subject to all applicable federal, provincial and municipal laws and regulations.

12. **RIGHT TO CANCEL OR AMEND:** The Sponsor reserves the right, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the

reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules. The Sponsor reserves the right to cancel, amend or suspend this Contest, or to amend these Rules, without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason. The Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant, Entry or Vote with these Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules.

DISCLOSURES:

13. Any attempt by an entrant or other individual, to deliberately damage any website or undermine the legitimate operation of this promotion, including but not limited to any fraudulent claims, is a violation of criminal and civil laws. Participation engaging in any of the foregoing activities may be disqualified and will forfeit any prizes won.

14. We respect your right to privacy of your personal information. To review our privacy policy, please visit our web site at www.lysol.ca.

15. The Sponsor of this contest is Reckitt Benckiser Canada, 1680 Tech Avenue, Unit 2, Mississauga, ON L4W 5S9.

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