

COLGATE COUNTRY MUSIC SHOWDOWN SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

- HERE'S HOW IT WORKS:** Visit www.colgatecountryshowdown.com from 12:01 AM (ET) on 5/15/09 through 11:59 PM (ET) on 10/31/09 and follow the on-screen directions to enter the sweepstakes. Limit one entry per email address per day. If more than one entry is received per person per day, only the first such entry received on that day will be eligible.
- RANDOM DRAWINGS:** The Grand Prize winner will be selected in a random drawing to be conducted on or about 11/5/09, from among all eligible entries received throughout the duration of the sweepstakes. Additionally, one First Prize winner will be selected in each of six monthly random drawings from among all entries received in each calendar month. All drawings will be accomplished by D.L. Blair, Inc., an independent judging organization whose decisions are final. Non-winning entries will be entered into subsequent monthly sweepstakes drawings and into the Grand Prize drawing. Winners will be notified by mail. Odds of winning will depend upon the total number of eligible entries received for each drawing. Limit one prize per person.
- PRIZES AND APPROXIMATE RETAIL VALUES:** (1) Grand Prize – A 3-day/2-night trip for winner and three guests to Nashville, TN to attend the Colgate Country Showdown Final Event in January, 2010. Prize includes round-trip coach air transportation, round-trip ground transportation to/from destination airport and hotel, hotel accommodations (2 rooms, double occupancy), VIP seats at the event, meet and greet with the 2009 Colgate Country Showdown Finalists and the celebrity host and \$500 spending money for winner (ARV: \$3,400; there is no applicable retail value associated with attending the Grand Prize event or meet and greet portion of the prize). (6) First Prizes (one to be awarded each calendar month) – A guitar signed by LeAnn Rimes (ARV: \$332 per prize; there is no applicable retail value associated with the autograph portion of the prize). Prizes consist of only the items specifically listed as part of the prize. Sponsor is not responsible if meet and greet or other scheduled events are unavailable/postponed/cancelled for any reason.
- GENERAL RULES:** Open only to residents of the 50 United States and Washington D.C. who are 18 years of age or older as of 11/5/09. Employees of Colgate-Palmolive Company, its affiliates, subsidiaries, advertising and promotion agencies and the immediate family members and/or those living in the same household of each are not eligible. Void where prohibited by law. All income taxes are the sole responsibility of prize winners. All federal, state and local laws and regulations apply. No substitution or transfer of prize by winners permitted. Colgate-Palmolive Company reserves the right to substitute prize of equal or greater value. Proof of submission will not be deemed proof of receipt. Sponsor not responsible for incomplete, lost, late, damaged, illegible or misdirected mail/e-mail or for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers, hardware/software, lost or unavailable network

connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor not responsible for any damage to any participant's computer system/software related to or resulting from participation or downloading any materials in this promotion. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. Any use of robotic, automatic, programmed, or the like methods of participation will void all such submissions by such methods. The sweepstakes may be cancelled, modified, terminated or suspended if infected by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes outside control of Sponsor which impairs or affects the administration, security, fairness, integrity, or proper conduct of this promotion. Sponsor reserves the right at its sole discretion to disqualify any individual who tampers with the entry process and to cancel, modify, terminate or suspend the sweepstakes. In the event of termination, a notice will be posted on the promotional website and a random drawing will be held from all eligible entries received prior to the time of termination. If the Grand Prize winner is deemed a minor in his/her state of residence, prize will be awarded in the name of his/her parent or legal guardian who must accompany minor on trip and will be counted as one of the traveling companions. Potential Grand Prize winner (or parent/legal guardian if potential winner is deemed a minor in his/her state of residence) must sign and return an Affidavit of Eligibility/Release of Liability within 7 days of attempted notification. Noncompliance within this time period may result in disqualification and an alternate will be selected. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate may be selected. If a minor (other than Grand Prize winner's child or ward) is selected as a traveling companion, he/she must be accompanied by his/her parent/legal guardian who will become one of the 3 traveling companions. All travelers (or parent/legal guardian if traveler is a minor in his/her state of residence) must execute a Release of Liability prior to ticketing and must possess required travel documents (e.g. valid photo I.D.) prior to departure. All travelers must agree to travel on dates specified by Sponsor; dates of departure and return are subject to change. Any Sponsor approved changes to confirmed travel itinerary, made at winner's request, may result in rebooking fees which will be the sole responsibility of winner. Acceptance of prize constitutes permission to Sponsor and its promotional partners to use winner's name, voice and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. By accepting prize, winners agree to hold Sponsor harmless against any and all claims and liability arising out of use of prize. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in this promotion or use or redemption of any prize. Sponsor not responsible for typographical or other error in the printing of the offer, administration of the sweepstakes or in the announcement of the prize. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail,

govern and control. Sponsor is Colgate-Palmolive Company, 300 Park Avenue, New York, NY 10022.

5. For the names of winners, send a self-addressed, stamped (#10) envelope (VT residents only may omit return postage) to: Colgate Country Showdown Sweepstakes Winner, PO Box 5768, Blair, NE 68009-5768, to be received by 1/8/10.