

**SMILE WITH STRENGTH SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.** A purchase or payment will not improve your chances of winning. The “Smile With Strength Sweepstakes” (the “Sweepstakes”) starts at 12:01AM Eastern Time (“ET”) on 9/12/16 and ends at 11:59PM ET on 12/31/16 (the “Promotion Period”). Eastern Time shall control for all purposes of this Sweepstakes. The Sweepstakes is governed by these Official Rules, and is subject to all applicable U.S. federal, state and local laws, and provincial or territorial laws, and is void wherever prohibited by law.

**1. ELIGIBILITY:** The Sweepstakes is open only to legal residents of 49 United States and District of Columbia **EXCLUDING RESIDENTS OF MICHIGAN, GUAM, PUERTO RICO AND ALL OTHER U.S. TERRITORIES AND POSSESSIONS AND EXCLUDING RESIDENTS OF CANADA AND ALL OTHER COUNTRIES, TERRITORIES OR POSSESSIONS**, who are 18 years of age or older and the age of majority in his/her state, province, or territory of residence at the time of entry. Any individuals who have, within one year prior to the start date of the Sweepstakes, performed services for Rodale, Inc (the “Sponsor”) or its subsidiaries, affiliates and successor companies or any organizations responsible for fulfilling, administering, advertising or promoting the Sweepstakes or supplying any prize, and the immediate family and household members of such individuals, are not eligible to enter the Sweepstakes or win the prize. “Immediate family members” shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. “Household members” shall mean people who share the same residence at least three months a year, whether related or not. Mechanically altered or reproduced Entries are not eligible. In order to enter the Sweepstakes or receive the prize, you must fully comply with the Official Rules, and by entering you agree to be bound by these Official Rules and the decisions of Sponsor, whose decisions shall be binding and final in all respects, and you certify that you are eligible to enter.

**2. HOW TO ENTER:** To enter, visit [www.SmileWithStrength.com](http://www.SmileWithStrength.com) (the “Web Site”) during the Promotion Period and completely fill out all the required fields on the entry form, including first and last name, complete home mailing address (no P.O. Boxes), daytime telephone number (including area code), date of birth and e-mail address. Then submit your entry form to the Web Site (the “Entry” or “Entries”). Limit one (1) Entry per person per e-mail address per day throughout the Promotion Period. Entries by the same person in excess of the limits stated herein will be disqualified. Entries submitted to the Web Site will be deemed to have been submitted by the authorized account holder of the e-mail address submitted at the time of the entry. “Authorized account holder” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

**2a. ENTRY PERIOD:** ALL ENTRIES MUST BE RECEIVED BY THE APPLICABLE END TIME/DATE FOR THE MONTHLY ENTRY PERIODS AS PROVIDED BELOW. However, once you enter, you do not need to enter again to be eligible to win during the next random drawing date.

<b>MONTHLY ENTRY PERIOD</b>	<b>START TIME/DATE</b>	<b>ENTRIES MUST BE RECEIVED BY END TIME/DATE:</b>	<b>APPROXIMATE RANDOM DRAWING DATE</b>	<b>PRIZE</b>
#1	10:01 AM ET, 9/12/16	11:59 PM ET, 10/14/16	10/15/16	one (1) \$500 bank card and “Smile With Strength” prize package including (4) items of Colgate Enamel Health toothpaste, toothpaste, mouthwash, and one (1) tennis ball signed by a pro athlete

#2	12:01 AM ET, 10/15/16	11:59 PM ET, 11/24/16	11/25/16	one (1) \$500 bank card and “Smile With Strength” prize package including (4) items of Colgate Enamel Health toothpaste, toothpaste, mouthwash, and one (1) signed tennis ball signed by a pro athlete
#3	12:01 AM ET,11/25/16	11:59 PM ET, 12/30/16	12/31/16	one (1) \$500 bank card and “Smile With Strength” prize package including (4) items of Colgate Enamel Health toothpaste, toothpaste, mouthwash, and one (1) tennis ball signed by a pro athlete

**3. RANDOM DRAWING; ODDS OF WINNING:** Sponsor will randomly select one (1) winner on or about October 15, 2016 (“First Winner”) for Monthly Entry Period #1; Sponsor will randomly select the second winner on or about November 25, 2016 (“Second Winner”) for Monthly Entry Period #2; and Sponsor will randomly select the third winner on or about December 31, 2016 (“Third Winner”) for Monthly Entry Period #3. Odds of winning depend on the total number of eligible entries received. Entrants can only win one time in the Sweepstakes.

**4. WINNER NOTIFICATION:** Within approximately five (5) business days after the applicable random drawing date for, respectively, the First Winner, Second Winner, and Third Winner (collectively, the “Winners”), Sponsor will then send to potential Winner(s) by email via the email address on his/her Entry, a potential winner notification along with an Affidavit of Eligibility, Release of Liability, Publicity Release, unless prohibited by law, and any other documentation that Sponsor requires (the “Affidavit”). In order to redeem his/her prize, potential Winner(s) shall sign, have notarized, and return to Sponsor the Affidavit within fourteen (14) days from the date Sponsor sent the Affidavit. In the event: (a) potential Winner(s) cannot be reached for whatever reason after a reasonable effort has been exerted based on the information stated in the Entry, (b) of noncompliance with the above or within any of the aforesaid time periods, (c) potential winner is found to be ineligible to enter the Sweepstakes or receive the prize, (d) potential winner cannot or does not comply with the Official Rules, (e) potential winner’s prize notification or Affidavit is returned as undeliverable for whatever reason, or (f) potential winner fails to fulfill the Affidavit-related obligations, the potential winner shall be disqualified from the Sweepstakes and an alternate potential winner may be selected, at Sponsor’s sole discretion, from among the other eligible entries received. Winner selection is under the supervision of Sponsor, whose decisions are final and binding in all respects. If entrant’s e-mail address, telephone number, or home mailing address changes after he/she enters the Sweepstakes, it is the entrant’s sole responsibility to notify Sponsor by postal mailing notice to the address stated below to be received before the end of the Promotion Period.

**5. PRIZES:** The total approximate retail value (the “ARV”) of the prize is \$550 and consists of one (1) \$500 bank card and “Smile With Strength” prize package including (4) items of Colgate Enamel Health toothpaste, toothbrush, and mouthwash, and one (1) tennis ball signed by a pro athlete. There is a total of three (3) prize(s) to be awarded to three (3) Winner(s). Prize subject to any and all applicable terms and conditions. ARV of all prizes:\$1,650.00. Any depictions of prizes are for illustrative purposes only. All federal, state and local taxes on the prize are the sole responsibility of the winner. Winner will be sent an IRS Federal 1099-MISC tax form for the retail value of any

prize at or above \$600. No transfer, refund, substitution or replacement of prize permitted, except that Sponsor reserves the right, in its sole discretion, to substitute a prize of equal or greater value (or cash equivalent). ARV of all prizes is in U.S. dollars. All prizes will be awarded within 1 year of receipt of valid and executed winners' affidavit or prize confirmation. Any portion of the prize not accepted or unclaimed and/or unused by the winner will be forfeited and will not be substituted.

**6. PUBLICITY RELEASE; USE OF PERSONAL INFORMATION:** Except where prohibited or restricted by law, Winner's acceptance of prize constitutes the Winner's agreement and consent for Sponsor and its successors, assigns, transferees, licensees, and sublicensees to use and/or publish winner's full name, city and state of residence, photographs or other likenesses, Entry, pictures, portraits, voice, testimonials, biographical information (in whole or in part), and/or statements made by winner regarding the Sweepstakes or Sponsor, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade, syndication and/or promotion on behalf of Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, digital or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval, which rights winner acknowledges and agrees Sponsor can transfer, assign, license, and/or sublicense. By entering the Sweepstakes, entrants will be sharing their personal information with Sponsor. Personal information collected by Sponsor will be used for administration of the Sweepstakes and awarding the prize. In addition, by entering, entrants agree to Sponsor Rodale Inc.'s use of entrant's personal information as described in its privacy policy at <http://www.rodaleinc.com/privacy-policy>. In addition, if you opt-in to receive emails from Colgate-Palmolive, Colgate-Palmolive may use your personal information as provided for in its privacy policy. Colgate-Palmolive's privacy policy can be found at <http://www.colgate.com/app/Colgate/US/Corp/LegalPrivacy.cvsp>. Please refer to Sponsor's and Colgate-Palmolive's respective privacy policies for important information regarding the collection, use and disclosure of personal information by Sponsor and/or Colgate-Palmolive. All entries become the property of Sponsor Rodale Inc. upon receipt and will not be acknowledged or returned (For Canadian residents, entrants also agree that by entering the Sweepstakes, their personal information will be transferred to Sponsor in the United States of America for the above purposes, and may be accessed by the U.S. authorities in accordance with U.S. laws, regulations, and/or court orders. Entrants' personal information will not be provided to any third parties, other than as provided for in the Official Rules or in accordance with Sponsor's and Colgate-Palmolive's respective privacy policy).

**7. NO TAMPERING; RIGHT TO CANCEL, MODIFY:** Sponsor and its subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors shall not have any obligation or responsibility, including any responsibility to award any prize to entrants, with regard to: (a) Entries that contain inaccurate information or do not comply with or violate the Official Rules; (b) Entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human or technical error of any kind; (c) entrants who have committed fraud or deception in entering or participating in the Sweepstakes or claiming the prize; (d) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (e) any inability of the winner to accept the prize for any reason; (f) if a prize cannot be awarded due to travel cancellation, delays or interruptions due to Acts of God, natural disasters, terrorism, weather or any other similar event beyond Sponsor's reasonable control; or (g) any damages, injuries or losses of any kind caused by any prize or resulting from awarding, acceptance, possession, use, misuse, loss or misdirection of any prize or resulting from participating in this promotion or any promotion or prize related activities. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be (a) tampering with the entry process or the operation of the Sweepstakes, or with any Web sites promoting the Sweepstakes; (b) acting in violation of the Official Rules; or (c) entering or attempting to enter the Sweepstakes multiple times through the use of multiple e-mail addresses or the use of any robotic or automated devices to submit entries. Sponsor reserves the right to modify, extend, suspend or terminate the Sweepstakes, including the Promotion Period, for any reason deemed necessary in Sponsor's sole discretion, including, but not limited to, fraud, technical failures or difficulties, human error or any other reason, and notice of any modification, extension, suspension or termination will be posted at SmileWithStrength.com.

**8. RELEASE OF LIABILITY; DISCLAIMER OF WARRANTY:** By participating in the Sweepstakes, entrants and winner agree to release, discharge, hold harmless, and indemnify Sponsor, Colgate Palmolive Company and their subsidiaries, affiliates, partners, advertisers, and successors and assigns, and each of their respective shareholders, partners, members, directors, officers, employees, representatives, agents, contractors, and vendors

("Released Parties"), from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury (including emotional distress), and/or death which may occur in connection with preparation for, or participation in, the Sweepstakes, or possession, acceptance and/or use or misuse of the prize or participation in any Sweepstakes-related activity and for any claims or causes of action based on publicity rights, defamation or invasion of privacy, prize/merchandise delivery and fulfillment. By accepting the prize, winner agrees that any liability concerning or arising out of the prize rests solely with the manufacturer of the goods or their affiliates. Released Parties assume no responsibility for any injury or damage to entrants or to any other person's computer, regardless of how caused, relating to or resulting from entering or downloading materials or software in connection with this Sweepstakes. In the event that you breach any of your representations, warranties or undertakings contained herein, Released Parties shall be entitled to and may seek indemnification from you for recovery of all legal fees, damages, claims and other expenses that may be incurred by Released Parties as a result of your aforementioned breach. Entrant and winners agrees to indemnify Released Parties from any third party claims, damages, losses or injuries, including reasonable attorney's fees and costs, arising from or relating to entrant's participation in the Sweepstakes and the Entry. Entrants and winners acknowledge that Sponsor has neither made nor are in any manner responsible or liable for any warranty, representations or guarantees, express or implied, in fact or in law, relative to any prize, including, but not limited to, express warranties provided by the manufacturer of the goods or their affiliates.

**9. DISPUTES:** THIS SWEEPSTAKES, INCLUDING ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES, OR THE RIGHTS AND OBLIGATIONS OF ENTRANT OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES, IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE COMMONWEALTH OF PENNSYLVANIA, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN LEHIGH COUNTY, PENNSYLVANIA. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("**AAA RULES**"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN PENNSYLVANIA, AS DETERMINED BY SPONSOR. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN LEHIGH COUNTY, PENNSYLVANIA. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, TREBLE, OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. PARTICIPANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY PARTICIPANT AND/OR RELEASED PARTIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION ACCRUED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED. IF ANY PART OF THIS ARBITRATION PROVISION IS DEEMED TO BE INVALID, UNENFORCEABLE OR ILLEGAL, OR OTHERWISE CONFLICTS WITH THE AAA RULES, THEN THE BALANCE OF THIS ARBITRATION PROVISION SHALL REMAIN IN EFFECT AND SHALL BE CONSTRUED IN ACCORDANCE WITH ITS TERMS AS IF THE INVALID, UNENFORCEABLE, ILLEGAL OR CONFLICTING PROVISION WERE NOT CONTAINED HEREIN.

**10. LIMITATION ON LIABILITY:** I AGREE THAT I SHALL ONLY HAVE THE RIGHT TO SEEK ACTUAL OUT-OF-POCKET EXPENSES AND THAT UNDER NO CIRCUMSTANCES WILL I BE PERMITTED TO OBTAIN ANY AWARD FOR, AND I HEREBY KNOWINGLY AND EXPRESSLY WAIVE ALL RIGHTS TO SEEK, PUNITIVE, EXEMPLARY, CONSEQUENTIAL, TREBLE, OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEY'S FEES OR OTHER DAMAGES OR RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME

OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

**11. LIST OF WINNERS:** To receive a list of the winners after 1/31/17 by mail, send a self-addressed envelope, with applicable U.S. postage affixed (VT state residents only may omit return postage), to: WH Marketing, Rodale Inc., 733 Third Ave, Floor 7, NYC 10017, Attn: Smile With Strength Sweeps.

**10. SPONSOR:** The Sponsor of the Sweepstakes is Rodale Inc., 400 South Tenth Street, Emmaus, PA 18098-0099.

**SWEEPSTAKES FACTS**

<b>PRIZE</b>	<b>RETAIL VALUE</b>	<b>NUMBER OF PRIZES</b>	<b>ODDS OF WINNING</b>
Bank card, tennis ball & Colgate Product	<u>\$550.00</u>	<u>3</u>	Depend on the Total Number of Eligible Entries Received