

Gift with Purchase reward being offered as a component of this promotion. There is NO PURCHASE NECESSARY to participate in the contest.

**Clean Up & Win
Arm & Hammer
OFFICIAL RULES**

By entering this Contest, entrants agree to abide by these Official Rules. The decisions of the Contest Judges with respect to all aspects of the Contest are final. The information you provide will only be used in accordance with the Contest Sponsor's privacy policy.

1. CONTEST DESCRIPTION

The ARM & HAMMER™ Laundry “**Clean Up & Win**” (the “**Contest**”) commences at 12:00:00 AM (ET) on June 6, 2016, and concludes at 11:59:59 PM. (ET) on August 28, 2016 (the “**Contest Period**”). The Contest is brought to you by Church & Dwight Canada Corp. (“**C&D**” or “**Contest Sponsor**”), distributors of ARM & HAMMER™ products.

2. ELIGIBILITY

The Contest is open to all legal residents of Canada who have reached the age of majority in the province/territory in which they reside as of the first day of the Contest Period.

Notwithstanding this, the Contest is not open to the employees, agents or representatives of the Contest Sponsor (including their respective divisions, subsidiaries, affiliates and advertising or promotional agencies) and suppliers providing prizes or other materials or services in connection with this Contest (collectively, the "Excluded Individuals"). This Contest is also not open to the immediate family members of the Excluded Individuals, and all other persons with whom the Excluded Individuals reside.

3. HOW TO ENTER

NO PURCHASE NECESSARY

To participate without purchase: Mail your entry to: ARM & HAMMER™ Laundry “Clean Up & Win; and the name of your favourite Arm & Hammer™ Retailer, PO Box 250 Pickering, Ontario L1V 2R4 with your complete name, address, telephone number and, email address along with a short story – 25 words or less on why you like Arm & Hammer™ Laundry products. Each submission must be mailed individually with sufficient postage and must include the name of your favourite Arm & Hammer™ Retailer written on the outside of the envelope. Limit of one entry per person per day. Submissions must be received no later than August 29, 2016 at 9:30:00 AM (ET). Contest Sponsor not responsible for lost, late, illegible, or damaged entries.

Gift with Purchase plus automatic entry: an eligible entrant (the “Entrant”) must purchase two (2) units of Arm & Hammer™ laundry detergent and enter online at www.cleanupandwin.ca during the Contest Period. Entrants must then snap/upload the receipt and follow all online instructions to receive a reward with purchase and an automatic entry into the contest (while rewards last).

With the purchase of two (2) Arm & Hammer™ Liquid Laundry Detergent Entrant shall receive 1 credit to put towards rewards.

With the purchase of one (1) Arm & Hammer™ Liquid Laundry Detergent and one (1) Arm & Hammer™ Unit Dose Laundry Detergent Entrant shall receive two (2) credits to put towards rewards.

With the purchase of two (2) Arm & Hammer™ Unit Dose Laundry Detergent Entrant shall receive three (3) credits to put towards rewards.

There is a limit of one (1) entry per person per day. Entries will be carried forward through all subsequent draws within the contest period.

4. PRIZES AND WINNER DETERMINATION

Grand Prize: There will be One (1) Grand prize of a cheque \$10,000 CDN. The grand prize draw will be held on August 29, 2016 at 10:00:00 AM (ET) from all eligible entries received during the contest period.

Monthly Prizes: At the end of each 4 week period ending July 3rd; July 31st and August 28th a draw will be conducted for a prize of a \$1,000 CDN Visa Gift Card. Three random draws will take place July 4th; August 2nd and August 29th 2016 at 10:00:00 AM (ET) for submissions received during the three respective periods.

Monthly (4 week) Period	Period Starts	Period Ends
Period #1	June 6, 2016 at 12:00:00 AM (ET)	July 3, 2016 at 23:59:59 PM (ET)
Period #2	July 4, 2016 at 12:00:00 AM (ET)	July 31, 2016 at 23:59:59 PM (ET)
Period #3	August 1, 2016 at 12:00:00 AM (ET)	August 28, 2016 at 23:59:59 PM (ET)

WEEKLY PRIZE DRAWS: Starting Monday, June 13th, 2016 there will be a random weekly draw conducted every Monday at 10:00:00 AM (ET) from all eligible entries received the previous week (Monday at 12:00:00 AM (ET) to Sunday at 11:59:59 PM (ET)) for two (2) weekly prize winners. The last weekly draw will take place on Monday, August 29th, 2016 at 10:00:00 AM (ET). Each weekly prize draw will consist of one (1) \$100 CDN VISA Gift Card.

Odds of winning a prize will be dependent on the total number of entries received during the weekly, 4 week and final Contest Period. All contest draws will take place at the contest judging organization in Pickering, Ontario.

Limit of one weekly prize, one monthly prize and one Grand prize per person or household throughout the contest period.

If a provisional winner is not in compliance with these Official rules (“**Official Rules**”), the Contest Judges shall disqualify such Entrant from the Contest and select further Entrants from the remaining eligible entries until a winner is finally declared.

In the event of a dispute regarding the identity of an Entrant, the Entry will be deemed to have been made by the authorized account holder of the email address submitted at the time of entry, where **“authorized account holder”** is defined as the natural person who is assigned to an email address by an Internet access or online service provider, or other person or organization responsible for assigning email addresses for the domain associated with the email address submitted at the time of entry.

5. CONTACT WITH PROVISIONAL WINNERS AND FINALIZATION OF WINNERS

In order to be declared an official winner by the Contest Sponsor or its appointed Contest judges (separately and together **“Contest Judges”**), a provisional winner must be in compliance with these Official Rules and, in particular, the following:

5.1 Comply with the Contest entry procedures in section 3 above, as applicable.

5.2 The provisional winner must have been responsive by email within the time limits indicated in these Official Rules to attempted contact by Contest Sponsor or its agents.

5.3 All provisional winners must complete, sign and return a standard form declaration of eligibility, compliance and release/indemnity in favour of the Releases described therein (**“Release Documentation”**). The Release Documentation will contain a mathematical skill-testing question which all provisional winners must correctly answer in order to qualify to receive their applicable prize.

5.4 Any prize (or prize portion) forfeited by any winner may, at the Contest Sponsor’s option, be awarded to an alternate Entrant.

If a provisional winner is determined to not be in compliance with the Official Rules, the Contest Judges shall disqualify such provisional winner from the Contest and the next Entrant selected from the remaining eligible entries shall become the provisional winner (**“alternate provisional winner”**).

After an email is sent and/or a telephone call is made to a provisional winner, that provisional winner shall have five (5) business days to reply to the phone call and/or email to claim the corresponding prize, failing which the provisional winner may be disqualified in favour of an alternate provisional winner. Similarly, after Release Documentation is sent to a provisional winner, that provisional winner shall have five (5) business days from receipt thereof to execute and return the Release Documentation, failing which the provisional winner may be disqualified in favour of an alternate provisional winner.

Entrants will not be individually contacted, except for selected Entrant provisional winners and alternate provisional winners (if any), who will be contacted by email in the case of the weekly and monthly draws and/or telephone in the case of the grand prize draw.

6. GENERAL

6.1. The decisions of the Contest Judges and Contest Sponsor are final, and Entrants agree to abide by all of the instructions and decisions of the Contest Judges and Contest Sponsor. In the event of any dispute regarding the interpretation of these Official Rules or any decision rendered by the Contest Judges or Contest Sponsor, the decision or interpretation of the Contest Judges shall prevail.

6.2. All entries become the sole property of, and are subject to verification by the Contest Sponsor. Any entry that is illegible, incomplete, altered, or contains false information, is invalid.

6.3. Any attempt to tamper with the entry process, interfere with these Official Rules and Regulations, deliberately damage any website or undermine the administration, security or legitimate operation of the Contest, (collectively referred to as "Prohibited Acts"), is a violation of law, and the Contest Sponsor reserves the right to seek damages and/or other relief from all persons responsible for such acts to the fullest extent permitted by law, which may include banning or disqualifying Entrants from this and future C&D contests. For further clarity, Prohibited Acts include, without limitation:

(i) Use of automated equipment - the use of any automated equipment to participate in this contest is prohibited.

6.4. The Contest Sponsor assumes no responsibility for: entries lost, stolen, delayed, damaged or misdirected, or for the failure, interruption, technical malfunction or delay of any email or other communication to be received, for any reason; any incorrect or inaccurate information, whether caused by Contest website users or by an equipment or programming associated with or utilized in the Contest by any technical or human error which may occur in the processing of entries in the Contest; problems with the function of any website or website feature howsoever caused; the malfunction of, or damage caused to, any telephone network or lines, computer equipment, data or software, online systems, servers or access providers; any functionality lost due to not having cookies enabled; traffic congestion on the Internet; the security or privacy of information transmitted via computer networks; or for breaches of privacy due to interference by third party computer "hackers".

6.5. Prizes are non-transferable, must be accepted as awarded by Contest Sponsor and cannot be exchanged by a declared winner for cash or other substitutes. The refusal by an Entrant to accept any prize releases and forever discharges the Contest Sponsor and their agents of all obligations related to the prize, including delivery. The provisional prize winner must sign the Release Documentation as specified in paragraph

6.6. Subject to applicable law and the approval of the Régie des alcools, des courses et des jeux in Quebec, Contest Sponsor reserves the right, at its sole discretion and without prior notice, to amend, cancel, close, suspend or reinstate this Contest at any time and for any reason whatsoever.

6.7. Subject to applicable law and the approval of the Régie des alcools, des courses et des jeux in Quebec, the Contest 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 Official Rules, to the extent necessary, for purposes of verifying compliance by any Entrant or Entry with these Official Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Contest Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Official Rules.

6.8. By entering the Contest, each Entrant agrees to abide by these Official Rules and Regulations, which are subject to change without notice to Contest Entrants individually, and each Entrant releases the Contest Sponsor, its parents, affiliates, subsidiaries, directors, officers, employees, representatives, agents and advertising and promotional agencies, from any damage, loss or liability suffered as a result of or arising from the Entrant's participation in Contest or the use of any prize.

6.9. **RELEASE/PRIVACY/USE OF APPLICANT INFORMATION:** By entering this Contest, each Entrant agrees: (a) to use of Entrant's personal information by the Contest Sponsor for the sole purposes of administering the Contest and awarding prizes; and (b) to execute the Release Documentation described in these Official Rules. Entrants' personal information will not be provided to any third parties or used for marketing purposes. By accepting a Grand Prize or a First Prize, a prize winner grants permission to the Contest Sponsor to use his or her name, photograph, likeness, voice, prize information and/or biographical information for publicity and promotional purposes in connection with the Contest without further compensation, unless prohibited by law.

6.10. The Contest is void where prohibited by law and is subject to all applicable federal, provincial and municipal laws and regulations.

6.11. The Contest and these Official Rules shall be exclusively governed by and construed in accordance with the laws of the province of Ontario. Any dispute shall be adjudicated in the courts sitting in Toronto, Ontario.

6.12. In the event of any discrepancy or inconsistency between the English language version and the French language version of the Official Rules, as applicable, the English version shall prevail, govern and control.

6.13. **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 for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

6.14. **Privacy:** To view Contest Sponsor's applicable Privacy Policy visit http://churchdwight.ca/privacy_en.html.

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