



**Naturtint's USA Color for a Year Sweepstakes
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN.

Purchase does not increase chances of winning.

1. **Sponsor.** Naturtint's USA Color for a Year Sweepstakes (the "Sweepstakes") is sponsored by: International Trade Routes of New York, Inc., P.O. Box C, Niverville, NY 12130 (collectively, the "Sponsor").
2. **ELIGIBILITY.** The Sweepstakes is open to legal United States residents physically located and residing in the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age or older at time of entry. Void in Puerto Rico and all other U.S. territories and possessions, and where prohibited by law. Employees of Sponsor, related entities, distributors, parents, affiliates, subsidiaries, advertising and promotion fulfillment agencies, retailers, and their immediate families (parent, child, sibling and spouse) and persons living in the same households as such individuals (whether related or not) are not eligible (the "Sweepstakes Entities"). Entrants must be physically located in one of the fifty (50) United States or the District of Columbia at the time of entry.
3. **CONTEST PERIOD/DEADLINES.** The Sweepstakes entry period begins on November 1, 2011, at 12:01AM Eastern Daylight Time ("EDT") and will end on December 30, 2012, at approximately 11:59PM EST (the "Sweepstakes Period").
4. **HOW TO ENTER.** During the Sweepstakes period, entrants may enter once by the following method: **Online Entry.** During the Sweepstakes Period, entrants may log on to <http://www.NaturtintUSA.com> (the "Entry Site") and click on the Sweepstakes text link or icon, either of which will take entrant to the Sweepstakes entry page. Entrant may then complete and thereafter submit the Sweepstakes entry form (each an "Online Entry" collectively, the "Online Entries"). All online submissions must include entrant's first and last name, email address, state of residence, zip code and age and may also include street address, city, telephone number (including area code), and the answers to certain marketing questions (collectively, the "Online Entry Information"). Online Entries will be limited to one (1) Online Entry per person/email address per sweepstakes period. Online Entries in excess of one (1) per sweepstakes period will be void and disqualified. All required Online Entry Information must be completed in full. Use of any automated entry device or software is prohibited. All Online Entries become the property of Sponsor and will not be acknowledged or returned. False or deceptive Online Entries or acts, as determined by Sponsor in its sole discretion, will render the entrant ineligible. Participants represent and warrant that they have not purchased any kind of device or Internet service in order to submit an Online Entry or participate in and/or enter the Sweepstakes. Online entrants will be "opting in" to receive subsequent electronic communication from Sponsor. Opting to receive further information is a requirement for entry in the Sweepstakes.
5. **PRIZE** Twelve (12) Prizes, which each include: 12 boxes of Naturtint Hair color will be awarded during the sweepstakes period. One prize will be awarded each month. Approximate retail value ("ARV") of each Prize is Two Hundred Dollars (\$200.00).
The prize is non-refundable for cash and non-changeable once issued. If lost, prizing will not be replaced. No substitution, transfer, or cash equivalent for prize (or prize components) will be allowed, except that Sponsor may substitute a prize (or prize component) for one of equal or greater value for any reason, in Sponsor's sole discretion. In the event that a prize component is not available for any reason, then remaining elements of prize shall constitute full satisfaction of Sponsor's prize obligation to winner and no additional compensation will be awarded. Any depictions of prize (or prize elements) are for illustrative purposes only.

Winner is responsible for any and all taxes, including, but not limited to, Federal, state and local taxes. The prize is provided “as is” and without any warranty of any kind.

6. HOW TO WIN. Winners will be randomly selected from among all eligible Entries received during the each month of the Sweepstakes Period, on or about the last day of each month by the Sponsor. The decisions of the Sponsor will be final and binding and cannot be appealed. The Prizewinner will be notified by phone, e-mail, and/or mail on or about the first week of each following month, and must meet all eligibility requirements.

7. CLAIMING PRIZES/RELEASES. Eligibility, age and all claims made by a potential winner are subject to verification. Sponsor is not responsible for any fraudulent communication sent to entrants not by Sponsor. If a potential winner cannot be reached after a reasonable effort has been exerted, or if he/she is found to be ineligible, an alternate winner may be selected in Sponsor’s sole discretion. If the prize or prize notification is returned as undeliverable or if the potential winner fails to respond to notification attempts, the potential winner may be disqualified, and an alternate winner may be selected in Sponsor’s sole discretion. In the event the winner declines the prize or winner fails to return completed releases (as described below), Sponsor may elect, in its sole discretion, to select an alternate winner. If a dispute arises regarding who submitted an Online Entry, the Online Entry will be deemed submitted by the legitimate holder of the e-mail account as determined by Sponsor. By accepting prize, winner consent to the use of winner names, photographs and likenesses, without additional compensation, for advertising, trade and promotional purposes in all media, whether now known or hereafter devised, in perpetuity, except where prohibited by law. If a potential winner fails to comply with Official Rules and/or to submit required documentation within the designated period, the prize will be forfeited and an alternate winner may be selected at Sponsor’s sole discretion. By accepting prize, winner further acknowledge that the Sweepstakes Entities have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, express or implied in fact or in law, relative to prize or to any portion thereof, including by not limited to its quality, merchantability, mechanical condition, or fitness for a particular purpose.

8. ODDS. Odds of winning the Sweepstakes will depend on the total number of participants satisfying the entry and eligibility criteria described above.

9. GENERAL RULES AND REGULATIONS. By entering the Sweepstakes, participants agree to waive any rights to claim ambiguity with these Official Rules and Regulations. All participants acknowledge that if they are chosen as the winner, certain of their personally identifying information may be disclosed to third parties at least as required by law including, without limitation, winner’s name on a “Winner’s List.” The winner’s name will be kept on file for two (2) years after the end of the Sweepstakes. Decisions made by Sponsor in relation to this Sweepstakes are final and binding in all matters, including, without limitation, interpretation of these Official Rules and the awarding of the Sweepstakes prize, and cannot be appealed. By entering, participants agree to release the Sponsor, Sweepstakes Entities (collectively, the “Releasees”), from any and all liability claims or actions of any kind whatsoever for injuries, damages or losses to persons which may be sustained in connection with the receipt, ownership, use or misuse of the prize, including any indirect, incidental, consequential or punitive damages. The Releasees expressly disclaim any responsibility or liability for injury, loss to any person or property relating to the delivery and/or subsequent use, malfunction, availability, and delay in delivery of the prize awarded. The Releasees shall not be liable to winner or any other person for failure to supply the prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulations(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond Sponsor’s sole control. Sponsor may modify, rescind, cancel or revoke the promotion at any time in their sole discretion without notice or liability. Entrants who attempt to tamper with this sweepstakes in any way shall be disqualified. All federal, state and local laws and regulations apply. Additional restrictions may apply. Any attempt to deliberately damage the Sweepstakes or operation of the Sweepstakes is unlawful and subject to legal action by Sponsor and/or Sweepstakes Entities who may seek damages to the fullest extent permitted by law.

10. Bugs and Viruses; Irregularities; Cancellation. Sponsor reserves the right, in its sole discretion, to suspend or cancel or modify the Sweepstakes at any time if a computer virus, bug, malfunction, Manipulation or other technical problem, regardless of the cause, affects, compromises, or corrupts the administration, security, or proper play of the Sweepstakes. Notice of cancellation will be posted on the

Entry Site. Prizes that are not obtained through authorized legitimate methods, or are the result of Manipulation, mechanical, electronic, digital or computer or other error, are void.

SPONSOR SHALL NOT BE OBLIGATED TO AWARD ANY PRIZE THAT RELATES TO OR ARISES OUT OF AN IRREGULAR ENTRY OR IMPROPER OR MISTAKEN PRIZE NOTIFICATION, OPERATION OR FUNCTION OF THIS SWEEPSTAKES.

No more than the stated number of prizes in these Official Rules will be awarded. In addition to the foregoing, if for any reason (including, but not limited to, strikes, lock-outs, acts of God, technical difficulties, and other events not within the reasonable control of Sponsor) Sponsor cannot continue the Sweepstakes, Sponsor may, in its sole discretion, cancel this Sweepstakes or extend the Sweepstakes Period.

12. Release of Liability; Limitation of Liability. By participating in the Sweepstakes, entrant agrees that the Releasees and their legal advisors are not responsible for and shall not be liable for:

- a) late, lost, delayed, damaged, misdirected, incomplete, illegible, unintelligible Entries, lost, misdirected or otherwise undeliverable mail, or postage-due notices, release forms, affidavits or other correspondence;
- b) potential winner's unsuccessful efforts to claim any prize;
- c) any telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, slow-downs, failures, or difficulties of any kind;
- d) failed, incomplete, garbled, or delayed computer transmissions;
- e) human error, incorrect or inaccurate transcription of Entries;
- f) any condition caused by events beyond the reasonable control of the Sponsor that may cause the Sweepstakes to be disrupted or corrupted, however minor;
- g) any injuries, losses, or damages of any kind, including without limitation, personal injury, death and property damage arising in connection with or as a result of the acceptance, possession, or use of a prize, or from participation in the Sweepstakes;
- h) any unauthorized Entries or Manipulation by a person;
- i) any printing or typographical errors in any materials associated to the Sweepstakes, or errors attributable to a malfunctioning prize notice or pop-up window associated with the Sweepstakes;
- j) any claims based on publicity rights, defamation or invasion of privacy; or
- k) any damage to any entrant's (or any third person's) computer and/or its contents related to or resulting from any part of this Sweepstakes.

IN NO EVENT WILL THE RELEASEES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF OR IN CONNECTION WITH YOUR (1) ACCESS TO AND USE OF, OR INABILITY TO ACCESS, THE ENTRY SITE, (2) DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM THE ENTRY SITE, (3) PARTICIPATION IN THE SWEEPSTAKES OR ANY OF THE GAMES AVAILABLE ON THE ENTRY SITE, OR (4) ACCEPTANCE OF ANY PRIZE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE ENTRY SITE, ARE PROVIDED "AS IS" AND "AS AVAILABLE" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS 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.

13. Governing Law. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any contestant and Sweepstakes Entities, shall be governed by, and construed in accordance with the laws of New York. In any action brought to enforce the obligation or right of any party hereunder they consent to personal jurisdiction and venue in any court of appropriate jurisdiction in Columbia County, New York. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision.

14. **RULES ARE BINDING.** Participation in the Sweepstakes constitutes Participant's understanding of and full and unconditional agreement to and acceptance of these Official Rules. Sponsor reserves the right to disqualify any Participant that Sponsor determines to be in violation of any term contained in these Official Rules. Sponsor's decision not to enforce a specific provision of these Official Rules does not constitute a waiver of that provision or of the Official Rules generally.

15. **RULES/WINNERS LIST.** For a copy of the rules and/or the winners list, send a request and a self-addressed, stamped envelope to: Naturtint's USA Color for a Year Sweepstakes "Rules"/"Winner's List" (specify which) P.O. Box C, Niverville, NY 12130. Requests must be received by December 30, 2012. Washington and Vermont residents need not affix return postage for a copy of the prize winners' list. The Official Rules will be accessible from the Entry Site during the Sweepstakes Period. The Winner's Name may be posted on the Entry Site.