

Ice Age: Dawn of the Dinosaurs/ Sucrets ICE “Save the Polar ICE Caps!” Contest  
**OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**DATES OF PROMOTION:** The Ice Age: Dawn of the Dinosaurs/ Sucrets ICE “Save the Polar ICE Caps!” Contest (the “Contest”) starts at 12:01 AM Eastern Time (ET) on October 25, 2009 and ends 11:59 PM ET on December 23, 2009 (the “Contest Period”). **A parent or legal guardian must provide permission before entering the Contest.** Purchasing is not required to enter this Contest; however, standard internet rates apply for the use of the internet. Contest is void outside of the Continental United States and District of Columbia, Puerto Rico where prohibited or restricted by law.

**ELIGIBILITY:** **A parent or legal guardian must sign or submit each child’s Contest material, indicating that they agree to these Official Rules and grant permission for their child to enter the Contest.** Contest open to legal residents of the 50 United States including the District of Columbia who are between the ages of 6 and 13 years of age at the time of entry (the “Participant”). Employees and their immediate family members (parents, children, siblings or spouse, regardless of where they live, or persons living in same household, whether related or not) of Insight Pharmaceuticals (the “Sponsor”) or Twentieth Century Fox Home Entertainment LLC (“Prize Provider”), their parent and sister companies, contractors, subsidiaries, distributors, sales representatives, retailers, advertising and promotion agencies (the “Contest Entities”), and any others engaged in the development, production, execution or distribution of this Contest are not eligible to participate.

**HOW TO ENTER:** **A parent or legal guardian must sign or submit each Participant’s Contest material, indicating that they agree to these Official Rules and grant permission for their child to enter the Contest.**

There are two (2) ways to send in the Participant’s materials into the Contest. All submission materials submitted for the Contest will be referred to herein as the “Submission”.

- A. ONLINE:** If submitting the Participant’s Submission via online, visit [www.SucretsICEChallenge.com](http://www.SucretsICEChallenge.com) (the “Contest Website”) and complete and submit (in the English language only) each of the submission materials outlined in the steps below by 11:59 PM ET on December 23, 2009. Neither Sponsor, Prize Provider, nor any of the Contest Entities is responsible for any online entry that is lost, late, misdirected or undeliverable, whether due to system errors, omissions, interruption, deletions, defects, delay in operations or transmissions, theft or destruction or failures, faulty transmissions or other telecommunications malfunctions, entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete or garbled computer or telephone transmissions, typographical or system errors and failures, faulty transmissions, technical malfunctions, or otherwise.
- B. MAIL IN:** If submitting the Participant’s Submission via mail-in, complete the information necessary in the Contest Entry Form on a 8 1/2” x 11” sheet of paper and submit all submission materials outlined in the steps below in a prepaid postage stamped envelope to: “Save the Polar ICE Caps!”, 90 Crown St, New Haven, CT 06510. Submissions must be postmarked by December 24, 2009 and received by January 2, 2010. Mail –in Submissions that are postmarked after such date, or which are received in any manner other than described above, are not eligible and will be disqualified. Neither Sponsor, Prize Provider, nor any of the Contest Entities is responsible for Submissions that may be lost, delayed, mutilated and misdirected, or for typographical errors in the rules.

**Submission Materials:**

- 1. Contest Entry Form:** Complete an Official Contest Entry form in its entirety, including Participant’s first and last name, date of birth, parent’s email, home phone number, name of school, teacher, and school phone number. Collection and use of personally identifiable information will be in accordance with the Insight Pharmaceuticals Privacy Policy as posted on [www.sucrets.com](http://www.sucrets.com).
- 2. Drawing:** Participant should design and illustrate a drawing showing their idea on how they would help save the polar ice caps. If submitting online, upload a scanned image of the Participant’s drawing only in .jpeg or .pdf format.
- 3. Message:** Participant should also include their message, in 25 words or less, describing how they are helping save the polar ice caps in their billboard drawing. Messages can not exceed 25 words. If

submitting online, Messages will need to be typed into a text box or uploaded as a Word document on the Contest Website.

There is a maximum of one (1) Submission per Participant during the Contest Period. No mechanically or programmatically reproduced Submissions permitted. Sponsor will not verify receipt of Submissions for Participants. All Submissions shall become the exclusive property of the Sponsor and will not be returned. All Submissions must be the original work of the Participant. By submitting a Contest Entry Form and other required submission materials, the parent/legal guardian: (i) warrants and represents he/she has read these Official Contest Rules, is eligible to participate in the Contest and agrees to be bound thereby; (ii) warrants and represents that all of the information provided in the Participant's submission materials is accurate, (iii) warrants and represents that the submission materials are the original work of the Participant, may not have been previously published, may not have won previous awards and do not violate any third party's legal rights (including without limitation rights of copyright, trademark or other intellectual property right, privacy and/or publicity), and/or any applicable law; (iv) represents and warrants that the submission materials do not contain any disabling device, virus, worm, back door or other disruptive or malicious code that may or are intended to impair their intended performance or otherwise permit unauthorized access to, hamper, delete or damage any computer system, software, network or data; (v) consents to the use of the Participant's name and/or likeness by the Sponsor, Prize Provider and their respective authorized representatives for promotional purposes in connection with the Contest (whether online, in print or through any other media now known or hereafter developed), without additional compensation and unless prohibited by law; (vi) agrees that, if selected as the winner, Participant will be solely responsible for any and all resulting tax consequences; and (vii) consents to allow Sponsor to use any information contained in the submission materials for the purpose of providing information about available products or services in accordance with applicable law. If the Submission contains any material or elements that are not owned by the Participant and/or which are subject to the rights of third parties, the Participant is responsible for obtaining, prior to submission of the Submission, any and all releases and consents necessary to permit the use and exhibition of the Submission in the manner set forth in these Official Rules and the Terms and Conditions of Use of the Website, including, without limitation, name and likeness permissions for any person that appears in or is identifiable in the Submission. If any identifiable person appearing in the Submission is under the age of majority in his/her state of residence, the parent or legal guardian is required to provide permission. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any Participant at any time. By submitting a Submission, Participant (or, if an eligible minor, his/her parent or legal guardian) warrants and represents that he/she and any persons appearing or who are identifiable in the Submission consents to the submission and use and exhibition of the Submission in the manner set forth in these Official Rules and the Terms and Conditions of Use of the Contest Website. Sponsor reserves the right to disqualify any Submission for any reason, in its sole and absolute discretion.

**JUDGING/WINNING:** Winners will be determined based on the 3 phases of the judging process below:

- A. **PHASE 1:** In Phase 1, all Submissions (both online and mail-in) will be reviewed and judged by a panel of judges. Eligible Submissions will be judged based upon the following criteria:
  1. 40% Alignment with the objective to saving the polar ice caps
  2. 30 % Creativity
  3. 30% Visual Appeal

The thirty (30) Submissions who have the highest score will proceed to Phase 2 of the judging process (the "Semi-Finalists"). In the event of a tie in Phase 1, the Submissions involved will be judged by one (1) judge who will serve as a tiebreaker. The tied Submission with the highest score will proceed to Phase 2. All judging of eligible Submissions will be under the supervision of a qualified panel of judges, whose decisions are final in all matters relating to the Contest.

- B. **PHASE 2:** In Phase 2, the top thirty (30) Semi- Finalists Submissions from Phase 1 will be posted online at [www.SucretsICEChallenge.com](http://www.SucretsICEChallenge.com), and public voting will begin on January 29, 2010 and continue to February 12, 2010. The public vote will be used to determine the top (5) Submissions from those Semi-Finalists from Phase 1 (the "Finalists"). The voting system is a filtration system that puts all Finalists head to head online allowing the viewer to vote for which of the Finalists they prefer. The five (5) Semi-Finalists with the most votes will proceed to Phase 3.

**All mail-in Semi-Finalists Submissions will be uploaded to the online voting site by the Sponsor. Sponsor is not responsible for any technical/quality issues of the Submissions.**

In the event of a tie in Phase 2, the Submissions involved will be re-judged by an additional judge who will serve as a tiebreaker and evaluate such tied Submissions according to the criteria listed in Phase 1. All judging of the Finalists will be under the supervision of a qualified panel of judges, whose decisions are final in all matters relating to the Contest. No telephone calls or correspondence will be accepted regarding public vote or judges' selections.

- A. **PHASE 3:** In Phase 3, all (5) Finalists Submissions will be judged by a panel of judges. Finalists Submissions will be judged based upon the following criteria:
1. 40% Alignment with the objective to saving the polar ice caps
  2. 30 % Creativity
  3. 30% Visual Appeal

The Finalist Submission having the highest score will be deemed the Grand Prize Winner and the four (4) Finalists having the next highest score will be the First Prize Winners. In the event of a tie in Phase 3, the Submissions involved will be judged by one (1) judge who will serve as a tiebreaker. The tied Submission with the highest score will be deemed the winner. All judging of eligible Submissions will be under the supervision of a qualified panel of judges, whose decisions are final in all matters relating to the Contest. The Grand Prize winner will be notified by email or mail on or about 14-days after Phase 3 is complete. All First Prize winners will be sent their prize within four (4) to six (6) weeks of the end date of Phase 3.

Submissions that contain any content determined by Sponsor and/or the judges in their sole discretion to be indecent, inappropriate, morally objectionable or otherwise unfit for advertising or publication will be disqualified.

**PRIZES:**

**GRAND PRIZE:** One (1) Grand Prize winner will receive: 1) a visit to their school/classroom by an animator from BlueSky Studios, Inc. to do an animation demonstration using the Grand Prize winner's Submission as the basis for a still scene, 2) the DVD release of each of the motion pictures "ICE AGE", "ICE AGE: THE MELTDOWN", and "ICE AGE: DAWN OF THE DINOSAURS" (3 DVDs total), and 3) a Sucrets ICE family sample basket consisting of, four (4) packages of Sucrets ICE, two (2) tins of Sucrets Herbal, two (2) tins of Sucrets Complete, and two (2) boxes of Sucrets Sore Throat.

Subject to receipt of permission from the applicable school, an audiovisual recording limited to the animation demonstration artwork itself and the visiting artist will be made at the school/classroom and be posted online at the Contest website in March 2010.

**FIRST PRIZE:** Four (4) First Prizes, each consisting of 1) the DVD release of each of the motion pictures "ICE AGE", "ICE AGE: THE MELTDOWN", and "ICE AGE: DAWN OF THE DINOSAURS" (3 DVDs total) and 2) a Sucrets ICE family sample basket consisting of, four (4) packages of Sucrets ICE, two (2) tins of Sucrets Herbal, two (2) tins of Sucrets Complete, and two (2) boxes of Sucrets Sore Throat will be awarded.

The Prizes described above are for Promotional value purposes only. The only ARV value assigned will be for the DVD releases of each of the motion pictures "ICE AGE", "ICE AGE: THE MELTDOWN", and "ICE AGE: DAWN OF THE DINOSAURS" of \$69.97 for all three (3) DVD releases.

**PRIZE RESTRICTIONS:** If Sponsor agrees to promote and advertise the winning Submission, the winner hereby agree to participate in profiles, website, live appearances and live publicity. Winner-(s) consent to the use of his/her/their name, likeness, biographical information, submitted materials, and voice in advertising worldwide without additional compensation. **Sponsor reserves the right, in its sole and absolute discretion, to elect not to promote or advertise a Submission as a result of this Contest.** No prize substitution or cash redemption, except at Sponsor's sole discretion or as otherwise provided herein. Prize is not transferable. Sponsor reserves the right to substitute a prize of equal or greater value if prize becomes unavailable due to reasons beyond the control of the Sponsor. The winner is required to comply with any and all applicable federal, state and local laws, rules and regulations. The value of the prize maybe taxable as income and winner is solely responsible for all matters relating to the prize, including, but not limited to all applicable federal, state and local taxes that become due with respect to the prize. The Prize will be awarded.

**TO CLAIM PRIZE:** Except where prohibited, potential Prize winner must sign and return to Independent Contest Administrator, within ten (10) days of being notified, an affidavit of eligibility/liability/publicity release in order to claim prize. If potential Prize winner cannot be contacted within ten (10) days of the first attempt to contact him/her or if he/she fails to sign and return the affidavit of eligibility and liability/publicity release form within the required time period, potential Prize Winner forfeits their right to the prize and the next alternate winner will be selected. All taxes on prizes are the sole responsibility of the winners.

**GENERAL RULES OF PARTICIPATION:** This Contest is subject to all applicable federal, state and local laws. By participating, Participants and their participating entities agree to be bound by these Official Rules and the decisions of the Sponsor and waive any right to claim ambiguity in the Contest or these Official Rules. None of Sponsor, Prize Provider or any Contest Entities are responsible for lost, late, misdirected, undeliverable or incomplete entries. Sponsor may prohibit a Participant from participating in the Contest or winning a prize if, in its sole discretion, it determines that said Participant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other participants, Sponsor, Prize Provider or Contest Entities. If for any reason this Contest is not able to be conducted as planned, including, but not limited to, by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest and judge from those submissions received up to the cancellation/suspension date. CAUTION: ANY ATTEMPT BY A PARTICIPANT TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

**NO LIABILITY:** By entering, winner (s) agree to comply with all Official Rules, as stated, and to release Sponsor, Prize Provider, each of their parent, subsidiary and affiliated entities and the directors, shareholders, officers, employees and agents of each of the foregoing entities from any and all loss, cost, damage, and/or liability as a result of their participation in this promotion, or acceptance and/or usage of prizes awarded (including without limitation to claims, costs, injuries, losses or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light.) By participating, Participants agree to release, discharge, indemnify and hold harmless the Prize Provider, Contest Entities and each of their respective officers, directors, employees, representatives and agents from and against any claims made by winners, participants, or any other third parties, related in any way to the operation of this Contest as well as any other claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest. All third-party trademarks are used herein for identification purposes only, and are the property of their respective owners. Neither Sponsor nor Prize Provider shall have any obligation (express or implied) to use any Submission, or to otherwise exploit any Submission or, if commenced, to continue the distribution or exploitation thereof, and Sponsor and/or Prize Provider may at any time abandon the use of any Submission for any reason, with or without legal justification or excuse, and Participants shall not be entitled to any damages or other relief by reason thereof.

**CONTEST ADMINISTRATOR:** The National Sweepstakes Company, 693 East Ave., Rochester, NY 14607.

**WINNERS LIST REQUEST:** To request a copy of the winner's list or an additional copy of these Official Rules, please send a self-addressed, stamped business size envelope by February 26, 2010 to: Ice Age: Dawn of the Dinosaurs/ "Save the Polar Ice CAPS!" Contest, (Please specify Winner List or Rules Request), 1170 Wheeler Way, Ste 150, Langhorne, PA 19047.

**SPONSOR:** Insight Pharmaceuticals, 1170 Wheeler Way, Ste 150, Langhorne, PA 19047.