ELMER'S GLUE CREW RECYCLING PROGRAM PROMOTION

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

1. **Promotion Period.** The Elmer's Glue Crew Recycling Program promotion (the "Promotion") begins at 12:01 am Eastern Time ("ET") on September 1, 2010 and ends at 11:59 pm ET on May 20, 2011 (the "Promotion Period").

2. **Eligibility.** Participation open only to Elmer's Glue Crew Recycling Program Members who are certified practicing teachers employed at a public or private educational institution (K – 12) located in the 50 United States (excluding the State of Rhode Island) or the District of Columbia and 21 years of age or older as of date of entry. Teachers who are interested in becoming a member of the Elmer's Glue Crew Recycling Program should log onto www.elmersgluecrew.com and follow the directions to sign-up as a member of the program. Eligible teachers must enter on behalf of their (one) classroom and not as an individual or on behalf of multiple classrooms or a school. Entries on behalf of an individual, school or multiple classrooms will be disqualified. This Promotion is void where prohibited. Employees, officers and directors of Elmer's Products, Inc. ("Sponsor") and its respective parent companies, subsidiaries, affiliates, partners, dealers, advertising and promotion agencies, manufacturers or distributors of promotion materials (collectively, the "Promotion Entities") and each of their immediate family members (parents, children, siblings, spouse) and/or members of the same household (whether related or not) are not eligible to enter. All federal, state and local laws and regulations apply.

3. **How to Enter.** NO PURCHASE NECESSARY. To enter the Promotion and a chance to win a prize, log onto www.elmersgluecrew.com during the Promotion Period, complete the online entry form and click "submit." Teachers must include on their online entry form their full name, e-mail address, phone number, grade taught, name of school, address of school, district of school, principal's name, and number of students in the classroom/homeroom class. Students may not enter and no personal information from or about students will be collected. All entries must include a valid e-mail address.

   In addition to the online entry form, entrants must submit original materials that represent his/her classroom's commitment to recycling and the Elmer's Glue Crew Recycling Program (the "Program"). For more information on the Program, visit www.elmersgluecrew.com. All submissions must be made electronically via submission form found in Step 4 of How It Works section of www.elmersgluecrew.com. Electronic submissions must be in text. No video content will be accepted. Materials submitted via Elmer's Contact Us webpage will not be accepted. There is no limit on the number of materials teachers can submit during the Promotion Period, nor the frequency of which materials are submitted. Submitted materials must be original, unpublished, cannot have been submitted in any other competition, and must not infringe or violate any third-party rights, including but not limited to the rights of copyright, trademark and publicity. No automated entry devices and/or programs permitted. All entries become the sole and exclusive property of Sponsor and receipt of entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.

4. **Winners Selection/Judging Criteria.** The winning entries will be selected based on the level of creativity and innovation demonstrated in the materials submitted. Examples of materials that demonstrate the teacher's classroom's commitment to recycling and the Program include, but are not limited to: recycling-themed lesson plans, projects, tips, and classroom glue bottle and glue

stick collection goal. The winning entries will be chosen by Sponsor on or about May 25, 2011, whose decision shall be final.

5. **Prizes.** Total approximate retail value ("ARV") of all prizes not to exceed $4,600. No more than the number of prizes listed below will be awarded in this Promotion. Odds of winning depend on the number of eligible entries received for the Promotion. All prizes are awarded to the school at which the winning teacher is employed, in the name of the teacher and his/her classroom ("Winner(s)").

Grand Prize consists of:

- $1,000 cash
- Ceremonial tree planting held at school (ARV $350)
- 1,000 trees planted through American Forests in honor of winning classroom
- Elmer's products and backpacks for the winning classroom (ARV $1,000)
- Customized recognition plaque for school (ARV $300)

First Place Prize consists of:

- $500 cash
- Elmer's products for the winning classroom (ARV $100)
- Customized recognition plaque for school (ARV $200)

Second Place Prize consists of:

- $250 cash
- Elmer's products for the winning classroom (ARV $100)
- Customized recognition plaque for school (ARV $200)

Honorable Mentions Prize (up to 3) consists of:

- $100 cash
- Elmer's products for the winning classroom (ARV $100)

Prizes are non-assignable and non-transferable. No substitutions or cash redemptions, except Sponsor reserves the right in its sole discretion to substitute prize(s) of comparable value if any prize listed is unavailable, in whole or in part, for any reason. In the case of unavailability of any prize, Sponsor reserves the right to substitute a prize of equal or greater value. All details and other restrictions of the prizes not specified in these Official Rules will be determined by Sponsor in its sole discretion. The prize restrictions/conditions stated herein are not all-inclusive and the prizes described above may be subject to additional restrictions/conditions, which may be stated in the "Prize Claim Documents" (defined below). Prizes will be awarded only if the potential prize winner fully complies with these Official Rules. A winning teacher's school shall be solely responsible for all federal, state and/or local taxes and the reporting consequences thereof and all other costs incurred in claiming the prize.

6. **Notification.** Each winning teacher and his/her school will be notified by e-mail and/or postal mail on or about __June 1, 2011_____. Each winning teacher, an administrator at his/her school and each student in the winning teacher's classroom will be required to sign and return, where legal, an Affidavit of Eligibility, Liability/Publicity Release and Publicity Release (collectively, the "Prize Claim Documents") within ten (10) days of prize notification. Each student must have the Liability/Publicity Release signed on his/her behalf by his/her parent or legal guardian. In the event the prize notification is returned as undeliverable, any winner rejects his/her prize, a prize is undeliverable, or a winner is found to be ineligible or not in compliance with these Official Rules and requirements (including student-signed Prize Claim Documents), such prize will be forfeited and an alternate winner will be selected from all remaining eligible entries. Upon prize forfeiture, no compensation will be given.

7. **Conditions of Participating.** By entering the Promotion, entrants fully and unconditionally agree to be bound by these Official Rules and the decisions of the judges, which will be final and binding in all matters relating to the Promotion. Participation in the Promotion and acceptance of any prize constitutes each winning teacher's permission for Sponsor to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, discovered or devised, including but not limited to the World Wide Web, at any time or times, his/her full name and address, likeness, photograph, picture, portrait, voice, biographical information and/or any statements made by the winning teacher regarding the Promotion or Sponsor for advertising, trade, and promotional purposes without review, approval or notice or additional compensation, except where prohibited by law. By participating, entrants, winners and students agree to release and hold harmless the Promotion Entities, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with participation in the Promotion, or from entrant's possession, acceptance and/or use or misuse of any prize or participation in any Promotion-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsor is not responsible if Promotion cannot take place or if any prize cannot be awarded due to acts of God, acts of war, natural disasters, weather or acts of terrorism. Entrants who do not comply with these Official Rules or attempt to interfere with this Promotion in any way shall be disqualified.

8. **Additional Terms.** In case of dispute as to the identity of any entrant, entry will be declared made by the authorized account holder of the email address submitted at time of entry. “Authorized Account Holder” is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational, institution, etc.) responsible for assigning email addresses or the domain associated with the submitted email address. Any potential winner may be requested to provide Sponsor with proof that such winner is the authorized account holder of the email address associated with the winning entry. The Promotion Entities are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Promotion, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Promotion or downloading any materials in this Promotion.

   Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Promotion should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Promotion. In such case, Sponsor may select the winner(s) from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Promotion or Sponsor's website. Sponsor may prohibit an entrant from participating in the Promotion or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Promotion by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

   CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

9. **Name of Winner.** To obtain the name of the Winner(s), send a self-addressed, stamped envelope by June 1, 2011 to: Elmer's "Glue Crew Recycling Program Promotion", **Fahlgren-**Mortine Public Relations, 4030 Easton Station, Ste. 300, Columbus, OH 43219.

10. **Sponsor.** Elmer's Products, Inc., 1 Easton Oval, Columbus, Ohio 43219

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