

**BRUSH WITH ARM & HAMMER™ SENSITIVE TOOTHPASTE,
AND ENJOY YOUR FAVORITE FOODS SWEEPSTAKES OFFICIAL RULES**

NO PURCHASE NECESSARY.

OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA, WHO ARE 18 YEARS OF AGE OR OLDER OR THE AGE OF MAJORITY IN THEIR JURISDICTION OF RESIDENCE AS OF DATE OF ENTRY. VOID WHERE PROHIBITED.

1. **SWEEPSTAKES PERIOD:** Brush With ARM & HAMMER™ Sensitive Toothpaste, And Enjoy Your Favorite Foods Sweepstakes (the “**Sweepstakes**”) begins April 18, 2013 at 12:00 a.m. Eastern Time (“**ET**”) and ends June 13, 2013 at 11:59 p.m. ET (the “**Sweepstakes Period**”). Sponsor’s Agency, Colangelo Synergy Marketing’s clock shall be the official timekeeper for the Sweepstakes.
2. **ELIGIBILITY:** Open only to legal residents of the 50 United States and the District of Columbia, who are 18 years of age or older or the age of majority in their jurisdiction of residence as of date of entry. Employees of Church & Dwight Co., Inc. (the “**Sponsor**”), and any of its affiliates, shareholders, directors, agents, parents or subsidiaries, respective parent, subsidiary, and affiliate companies and advertising and sweepstakes agencies, including Colangelo Synergy Marketing, Don Jagoda Associates, Inc. (the “**Administrator**”) and members of their immediate families (spouses, parents, children, and siblings and their spouses), are not eligible. Void where prohibited by law and subject to all federal, state and local laws.
3. **HOW TO ENTER:** To enter the Sweepstakes, during the Sweepstakes Period, visit the official ARM & HAMMER™ Facebook® page at www.armandhammer.com/sensitiveteethsweeps, “Like” Arm & Hammer (if you do not already), click on the Sweepstakes link and follow the instructions to complete all required fields on the registration form to receive one (1) entry (the “**Entry**”) into the Grand Prize random drawing. As part of the entry process, you will have the option to upload a photo of food(s) you would like to get back (i.e., a food you would like to be able to eat again if your teeth were less sensitive) in order to receive one (1) entry (the “**Weekly Photo Entry**”) into that week’s Weekly Prize drawing only. Photos will not be judged. The person submitting the Entry or Weekly Photo Entry will be deemed the entrant (the “**Entrant**”). If the Entrant is featured in the photo, the Entrant must be the only person featured in the Weekly Photo Entry. All Photos submitted must be unique. In the event of a dispute as to the identity of an Entrant, the Entrant will be deemed the name appearing on the Entry.

The Photo must: 1) be of food(s) you would like to get back; 2) be no larger than 2mb and should be in one of the following file formats: JPEG, PNG; 3) be the property of the Entrant. Sponsor has the sole discretion to determine whether a Weekly Photo Entry qualifies as an entry. Any Weekly Photo Entry not in compliance with the above and which does not meet the requirements of these Official Rules will be disqualified. By entering, you understand and agree that your Weekly Photo Entry may (in Sponsor’s sole discretion) be posted online for consumers to view on www.armandhammer.com/sensitiveteethsweeps or other Sponsor-selected sites and you agree to waive any rights you may have to the Weekly Photo Entry submitted. Sponsor will only be posting select Weekly Photo Entries (in their sole discretion). Sponsor reserves the right to remove any posted Weekly Photo Entry, in its sole discretion, even if the Weekly Photo Entry has already been made available to the public.

Participation is subject to disqualification of all Entries and Weekly Photo Entries, if multiple accounts are used by the same person. Automated, script, macro or robotic Entries submitted by individuals will be disqualified. Limit of one (1) Entry/Weekly Photo Entry per person/email address/week. For purposes of this Sweepstakes, a “week” is defined as beginning at 12:00 a.m. ET each Sunday (with the exception of the first week, which will begin at 12:00 a.m. ET on Thursday, April 18, 2013 and will end on Saturday, April 27, 2013) and ending at 11:59 p.m. ET each Saturday (with the exception of the last week, which will end at

11:59 p.m. ET on Thursday, June 13, 2013). All Weekly Photo Entries must be submitted within the Weekly periods outlined above in order to be eligible for the applicable Weekly drawing(s). Weekly Photo Entries will not be carried forward to subsequent Weekly drawings, if any. All Entries must be completed and submitted by June 13, 2013, to be eligible for the Grand Prize random drawing. Normal Internet access and usage charges imposed by Entrants' online service will apply. Entries/Weekly Photo Entries will not be acknowledged or returned. Any Entry/Weekly Photo Entry not in compliance with the above and which does not meet the requirements of these Official Rules will be disqualified.

4. **WEEKLY PHOTO ENTRY REQUIREMENTS:** The Weekly Photo Entry must be uploaded in accordance with the specifications set forth on www.armandhammer.com/sensitiveteethsweeps. Please note the following if you are creating a Weekly Photo Entry:
 - Any Weekly Photo Entry deemed inappropriate, unsuitable, obscene, profane, lewd, defamatory or to contain inappropriate content, or to be disparaging to Sponsor, in Sponsor's or Administrator's sole discretion, will be deemed ineligible and will be disqualified.
 - Any Weekly Photo Entry or portion thereof that, in Sponsor's or Administrator's sole discretion, contains any third-party materials, other than Arm & Hammer™-related materials, or otherwise violates or infringes (or may infringe) any copyright, trademark, logo, mark that identifies a brand other than Arm & Hammer™ or other proprietary right of any person living or deceased (including but not limited to rights of privacy or publicity or portrayal in a false light) or entity, or is otherwise objectionable, will be deemed ineligible and will be disqualified.
 - Clothing worn in the Weekly Photo Entry should not contain any visible logos, drawings, cartoons, phrases, trademarks or other third-party materials other than Arm & Hammer™.
 - Weekly Photo Entry must not include any representation of celebrities, athletes, musicians, or any other public figure, include any anti-social, political or religious groups, any commercial solicitation or promotional materials or address, phone number, or URL address.
 - Entrants may not copy or otherwise plagiarize the Weekly Photo Entry from any source. Weekly Photo Entry must be the sole, original work of the Entrant.
5. **WEEKLY PHOTO ENTRY TRANSFER OF RIGHTS:** By submitting a Weekly Photo Entry, Entrants acknowledge and agree that their Weekly Photo Entries become the property of the Sponsor, which thereby has the right to edit, adapt, modify, reproduce, promote and otherwise use Weekly Photo Entry in any way it sees fit.
6. **RANDOM DRAWINGS:** One (1) Grand Prize winner will be selected in a random drawing on or about June 19, 2013 from among all eligible Entries received during the Sweepstakes Period. Eight (8) Weekly Prize winners (1 per week) will be selected in separate random drawings on or about the following dates: May 1, 2013, May 8, 2013, May 15, 2013, May 22, 2013, May 29, 2013, June 5, 2013, June 12, 2013, and June 19, 2013 from among all eligible Weekly Photo Entries received for that applicable week. The random drawings will be conducted by the Administrator, an independent judging organization whose decisions are final on all matters relating to the Sweepstakes. The odds of winning a Grand Prize will depend on the number of eligible Entries received during the Sweepstakes Period. The odds of winning a Weekly Prize will depend on the number of eligible Weekly Photo Entries received for that applicable week.
7. **PRIZES AND APPROXIMATE RETAIL VALUES (the "ARVs"):** **Grand Prize (1):** A 4-day/3-night trip for winner and one (1) guest to New York, NY for a culinary tour. Trip includes round-trip coach air transportation from the major airport nearest the winner's home city to New York, NY, three (3) night hotel standard accommodations (based on double occupancy and availability), round-trip ground transportation between airport and hotel, Sponsor-selected culinary tours/tastings, round-trip transportation between three Sponsor-selected restaurants and hotel, \$2,250 meal allowance to be used towards Sponsor-selected restaurants (awarded as a check made payable to the winner only) (ARV: \$8,650.). In the event winner lives

within a 150-mile radius of New York, NY, round-trip ground transportation will be provided in lieu of air transportation and no additional compensation will be provided for air transportation portion of prize. Actual ARV of Grand Prize may vary due to winner's residence, dates of travel and fares at time of travel. Any difference between actual value and stated ARV (if actual value is lower than the stated ARV) will not be awarded. **Weekly Prizes (8-1 per week):** A \$100 Sponsor-selected Gift Card. Certain restrictions and an expiration date may apply to gift cards. Prizes are awarded "as is" without any warranty or guaranty of any kind. All prize components are subject to availability. Any portion of a prize that is not accepted or unclaimed and/or unused by the winner will be forfeited and will not be substituted. No substitution or transfer of prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute a prize of equal or greater value in the event the prize is unavailable. Limit one prize per person. All federal, state and local taxes are the sole responsibility of winner, if applicable.

8. **GRAND PRIZE RULES:** Airline carrier's regulations and conditions apply. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. Grand Prize winner and guest must travel together on the same itinerary. Guest of the Grand Prize winner (who must be 18 or older or the age of majority in jurisdiction of residence) will be required to execute a Release of Liability/Publicity Release (where legal) prior to departure. Grand Prize winner and guest must possess valid travel documents (i.e., valid government issued photo ID, etc.) in order to travel. All Grand Prize travel must be completed within one year of prize award. Dates of departure and return are subject to availability and change. Seat selection and timing of trip subject to availability and confirmation of reservations. No refunds or credit for changes are allowed. All other expenses and costs, not expressly listed above, including, but not limited to, taxes, tips, entertainment and transfers, are winner's sole responsibility.
9. **GENERAL RULES:** Prizes are nontransferable and no cash substitutions are allowed except by the Sponsor, who reserves the right to award a prize of equal or greater value. Potential Grand Prize winner will be notified via either phone/email/mail, as determined by Sponsor in its discretion. Potential Grand Prize winner will be required to execute and return an affidavit of eligibility and liability/publicity release (where legal) within seven (7) days of notification attempt or prize will be forfeited and an alternate winner will be selected. Affidavit package will be mailed via Priority Mail or sent via email. Weekly Prize winners may need to confirm his/her mailing address and provide an assignment of rights within seven (7) days of notification attempt or prize will be forfeited and an alternate winner may be selected. Return of prize or prize notification as undeliverable may result in disqualification and alternate selection. Winners and all Entrants, as a condition of entry into the Sweepstakes, agree to release and hold harmless Sponsor, Administrator, Colangelo Synergy Marketing, each of their respective agencies, parents, subsidiaries, affiliates and each of their respective officers, directors, shareholders, members, employees, agents, assigns, and all others associated with the development and execution of the Sweepstakes (collectively the "**Released Parties**") from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting an Entry/Weekly Photo Entry or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use of prize awarded or any typographical or other error in these Official Rules or the announcement or offering of the prizes. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in the Sweepstakes or use or redemption of the prizes. In the event that the Grand Prize winner or guest engages in behavior that (as determined by Sponsor in Sponsor's sole discretion) is inappropriate or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip early, in whole or in part, and send the Grand Prize winner and/or guest home with no further compensation. Submission of Weekly Photo Entry/Entry constitutes permission to use winners' names, likenesses, Entries/Weekly Photo Entries and additional photographs for promotional purposes (including any possible public relations opportunities) without further compensation except where prohibited by law. By entering, Entrant accepts and agrees to be bound by these Official Rules. Entries/Weekly Photo Entries will be declared to be made by the authorized account holder of the e-mail address submitted at the time of Entry/Weekly Photo Entry (or when setting up winner's account). "Authorized account holder" of an e-mail

address is defined as the natural person who is assigned to an e-mail address by an Internet Access provider, Online Service provider, or other 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. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Sweepstakes; violates the Official Rules; acts in an unsportsmanlike or disruptive manner; or acts with intent to annoy, abuse, threaten or harass any other person. The Released Parties are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications, whether caused by the sender, by any of the equipment or programming associated with or utilized in the Sweepstakes which may limit the ability to participate, or by any human error which may occur in the processing of the Entries/Weekly Photo Entries or winner notifications in the Sweepstakes. Entries/Weekly Photo Entries generated by script or bot are not eligible. Sponsor reserves the right to cancel, terminate or modify the Sweepstakes if it cannot be completed as planned for any reason, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, technical failures or corruption of any sort. In such event, Sponsor will award the applicable prizes in random drawings from eligible Entries/Weekly Photo Entries received each week and overall prior to cancellation. Void where prohibited by law and subject to all federal, state and local laws. As a condition of entering the Sweepstakes, Entrant agrees that: 1) under no circumstance will Entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for out-of-pocket expenses; 2) all causes of action arising out of or connected with the Sweepstakes, or prize awarded, shall be resolved individually, without resort to any form of class action, and solely and exclusively in a federal or state court located in Mercer County, New Jersey; Entrant submits to sole and exclusive personal jurisdiction to said courts in Mercer County in the State of New Jersey for any such dispute and irrevocably waives any and all rights to object to such jurisdiction; and 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event will Entrant be entitled to receive attorneys' fees or other legal costs. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Entrants/Winners or the Released Parties in connection with this Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules of provisions (whether of the State of New Jersey, the United States, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New Jersey.

10. **DATA PROTECTION/PRIVACY POLICY:** Information collected by Sponsor in connection with this Sweepstakes may be used by Sponsor for promotional purposes and shared with third parties involved in administration of the Sweepstakes in accordance with the online Privacy Policy posted on <http://www.armandhammer.com/PDF/sensitiveteethsweepsterms.pdf> and applicable data protection laws. The Entrant agrees to the collection, processing and storage of his/her personal data by Sponsor for purposes of the Sweepstakes and Sponsor's promotional purposes.
11. **WINNERS LIST:** For the names of the winners, available after July 8, 2013, visit www.armandhammer.com/sensitiveteethsweeps.
12. **SPONSOR/ ADMINISTRATOR:** The Sponsor of the Sweepstakes is Church & Dwight Co., Inc., Princeton South Corporate Center, 500 Charles Ewing Blvd., Ewing, NJ 08628. The Administrator of the Sweepstakes is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Church & Dwight Co., Inc. and not to Facebook. The information you provide will be used in connection with this Sweepstakes and in connection with promotional or other activities by Church & Dwight Co.