

**SUNSTAR GUM® IPAD AIR GIVEAWAY PROMOTION
OFFICIAL RULES**

NO PURCHASE NECESSARY. A PURCHASE DOES NOT INCREASE YOUR CHANCE OF WINNING. THERE IS NO FEE TO ENTER THIS PROMOTION. VOID WHERE PROHIBITED BY LAW.

OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 18 YEARS OF AGE OR OLDER AND LOCATED IN THE 50 UNITED STATES OR THE DISTRICT OF COLUMBIA AT THE TIME OF ENTRY.

1. ELIGIBILITY REQUIREMENTS: The SUNSTAR GUM® IPAD Air Giveaway (the “Promotion”) is open to legal residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older at the time of entry. Void outside the 50 United States and the District of Columbia, in Puerto Rico, and wherever prohibited by law. Employees, directors and officers of Sunstar Americas, Inc. (“Sponsor”), its subsidiary and affiliated companies, advertising and fulfillment agencies involved in the administration, development, fulfillment and/or execution of this Promotion (collectively, “Promotion Parties”), and the immediate family members of each (spouse, parent, child, sibling, grandparent, and spouse or "step" of each) and those living in the same households of each (whether related or not) are not eligible to participate. All employees, officers or directors of any competitor of Sponsor, as determined by Sponsor in its sole and absolute discretion, including, but not limited to Colgate, Crest, Oral B, Listerine, Den-Tek, Tom’s of Maine, and Plackers, are not permitted to enter. Sponsor reserves the right to disqualify any entry, for whatever reason, including, but not limited to, a perceived or actual conflict of interest.

2. PROMOTION ENTRY PERIOD: The entry period for this Promotion begins 9:00 a.m. Central Time (“CT”) on April 2nd, 2014 and ends 4:59 p.m. CT on April 17th, 2014 (the “Entry Period”). For purposes of these Official Rules, a day (“Day”) is a consecutive 24 hour period during the Entry Period beginning at 9:00 a.m. CT and ending at 8:59 a.m. CT. Sponsor’s designated computer is the official time clock for the Promotion. The Promotion is comprised of one drawing. All eligible entries received during the Entry Period will be eligible to win, as applicable and in accordance with these Official Rules.

3. HOW TO ENTER: Eligible entrants may participate in the Promotion by completing the Sunstar GUM® survey and entering their email address in the required field at the end of the survey. Upon filling out this field, entrants will be entered into the Promotion (each, an “Entry”). Limit one (1) Entry per person.

4. SELECTION OF WINNERS: One winner will be selected in a random drawing from all eligible entries received.

Sponsor will use reasonable efforts to notify the applicable potential prize winners via e-mail within three (3) calendar days of the drawing. Prize winners may be required to sign and return Sponsor’s Affidavit or Declaration of Eligibility and Liability and Publicity Release (the

“Release”), within five (5) calendar days of prize notification. If any Daily or Weekly Winner is considered a minor in his/her jurisdiction of residence, the Release must be signed by his/her parent or legal guardian and such prize will be delivered to minor’s parent/legal guardian and awarded in the name of parent/legal guardian. If any winner cannot be contacted within three (3) calendar days of first notification attempt, if any prize or prize notification is returned as undeliverable, if any winner rejects his/her prize or in the event of noncompliance with these Promotion rules and requirements, 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. Only three (3) alternate drawings will be held for each Daily and Weekly Prize, after which the applicable prize will remain unawarded.

Except where prohibited by law, each prize winner further grants to the Sponsor the right to use the prize winner’s name, photograph, voice, likeness and city of residence for purposes of advertising or promoting and publicizing the efforts and activities of the Sponsor and the Promotion without further consideration and to release his or her name to persons requesting the names of the winners of the Promotion. Limit of one (1) prize per person and per household, regardless if Daily or Weekly Winner. Any prize won by a minor will be awarded to his or her parent(s) or legal guardian(s). Odds of winning a prize depend upon the number of eligible entries received for each applicable Daily Drawing or Weekly Drawing.

5. PRIZES AND APPROXIMATE RETAIL VALUES (“ARV”): There will be one (1) Prize of IPAD Air.

6. GENERAL CONDITIONS: No cash equivalent or substitution of any prize is offered, except at the sole discretion of the Sponsor. Prizes are non-transferable and non-refundable and have no cash value. By participating in this Promotion, entrants agree to these Official Rules and Sponsor’s Privacy Policy (available at <http://www.gumbrand.com/service/privacy/>) which are final and binding in all respects. If for any reason the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, or if this Promotion is not capable of being conducted as described in these Official Rules, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible or who tampers with the entry process, and to cancel, modify, suspend or terminate the Promotion, and to conduct a random drawing to select the prize winners from all non-suspect entries received prior to such action, or as otherwise deemed fair and appropriate by Sponsor. This Promotion is offered only in the United States and is governed by the laws of the state of Illinois, and entrants agree that venue with respect to any dispute will be in Chicago, Illinois, and all claims must be resolved in the federal or state courts located in Chicago, Illinois.

7. LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Sponsor or Promotion Parties resulting from entrant’s participation in or attempt to participate in the Promotion or download any information in connection with participating in the Promotion. No responsibility or liability is assumed by the Sponsor or Promotion Parties for technical problems or technical malfunction which may affect the operation of the Promotion, including but not limited to any of the following occurrences: hardware or software errors; faulty

computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail transmissions to be sent to or received; lost, late, delayed or intercepted e-mail transmissions; inaccessibility of any Website associated with the Promotion, in whole or in part for any reason; traffic congestions on the Internet or any Website associated with the Promotion; unauthorized human or non-human intervention of the operation of the Promotion, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Promotion, or loss, miscount, misdirection, inaccessibility or unavailability of an account used in connection with the Promotion. Sponsor is not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on any Website associated with the Promotion. Use of any Website associated with the Promotion is at entrant's own risk. Released Parties (defined below) are not responsible for any personal injury or property damage or losses of any kind which may be sustained to entrant's or any other person's computer equipment resulting from participation in the Promotion, use of the Website or the download of any information from the Website. By participating in the Promotion, the entrant agrees to resolve any dispute individually, without resort to any class action. Except if Winner is a resident of TN, or where prohibited by law, by accepting prize, Winner grants permission for Sponsor and those acting under its authority to use his/her name, photograph, voice and/or likeness, for advertising and/or publicity purposes, in any and all media now known or hereinafter invented without territorial or time limitations and without additional compensation.

BY PARTICIPATING IN THE PROMOTION, ENTRANTS AND WINNERS AGREE TO RELEASE AND HOLD HARMLESS SPONSOR, THE PROMOTION PARTIES AND FACEBOOK INC., THEIR ADVERTISING AND PROMOTIONS AGENCIES, AND EACH OF THEIR RESPECTIVE PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, PARTNERS, REPRESENTATIVES, AGENTS, SUCCESSORS, ASSIGNS, EMPLOYEES, OFFICERS AND DIRECTORS (COLLECTIVELY, THE "RELEASED PARTIES"), 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, PREPARATION FOR, TRAVEL TO, OR PARTICIPATION IN PROMOTION, OR POSSESSION, ACCEPTANCE AND/OR USE OR MISUSE OF PRIZE OR PARTICIPATION IN ANY PROMOTION-RELATED ACTIVITY AND FOR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, INVASION OF PRIVACY, COPYRIGHT INFRINGEMENT, TRADEMARK INFRINGEMENT OR ANY OTHER INTELLECTUAL PROPERTY-RELATED CAUSE OF ACTION. EACH ENTRANT FURTHER AGREES THAT IN ANY CAUSE OF ACTION, THE RELEASED PARTIES' LIABILITY WILL BE LIMITED TO THE COST OF PARTICIPATING IN THE PROMOTION, AND IN NO EVENT SHALL THE RELEASED PARTIES BE LIABLE FOR ATTORNEYS' FEES, PUNITIVE, CONSEQUENTIAL, DIRECT OR INDIRECT DAMAGES AND EACH ENTRANT WAIVES THE RIGHT TO CLAIM ANY DAMAGES WHATSOEVER.

8. WINNER LIST/RULES REQUEST: A list of Winners and additional copies of the

Official Rules may be obtained by sending a self-addressed stamped envelope (except where not required by applicable law) to: GUM® IPAD Air Giveaway (Attn: Winners List or Official Rules Request, as applicable) at Sponsor's address below on or before April 30, 2014. Residents of Vermont may omit return postage on rules request.

SPONSOR: Sunstar Americas, Inc., 4635 W. Foster Avenue, Chicago, Illinois 60630.