

Contest Rules

SMILE ZONE DENTISTRY FOR CHILDREN COLORING CONTEST OFFICIAL RULES. NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

ELIGIBILITY:

“Smile Zone Dentistry for Children Contest (“Contest”) is open to legal residents of Missouri, Arkansas, Kansas and Oklahoma who are at least 3 years of age but not older than 12 years of age on March 1, 2010. Employees (and their immediate families) of Smile Zone Dentistry for Children, (“Sponsor”) and its subsidiaries, affiliates, suppliers, advertising agencies, and persons living in the same household as such employees are not eligible to participate in the Contest. Contest is subject to all applicable federal, state, local laws and regulations and is void where prohibited by law. The Contest has three entry periods and the contestant must enter the approved coloring sheet for the specified month.

September begins at 8:00:00 AM Central Standard Time (“CST”) on, Wednesday September 1, 2010 and ends at 5:00:00 PM CST on Thursday September 30, 2010 (“Contest Period 4”). Entries must be received by 5:00:00 PM CST on September 30, 2010 to be eligible.

October begins at 8:00:00 AM Central Standard Time (“CST”) on, Friday October 1, 2010 and ends at 5:00:00 PM CST on Friday October 29, 2010 (“Contest Period 5”). Entries must be received by 5:00:00 PM CST on October 29, 2010 to be eligible.

November begins at 8:00:00 AM Central Standard Time (“CST”) on, Monday November 1, 2010 and ends at 5:00:00 PM CST on Tuesday November 30, 2010 (“Contest Period 6”). Entries must be received by 5:00:00 PM CST on November 30, 2010 to be eligible.

December begins at 8:00:00 AM Central Standard Time (“CST”) on, Wednesday December 1, 2010 and ends at 5:00:00 PM CST on Thursday December 30, 2010 (“Contest Period 7”). Entries must be received by 5:00:00 PM CST on December 30, 2010 to be eligible.

HOW TO ENTER:

Pick up the monthly coloring form at the Smile Zone Office 1531 E Sunshine Suite E-10, Springfield, MO 65804 or download the monthly coloring sheet at www.smilezonedentist.com. The entry form must include your name, address, phone number, email address and parent or legal guardians name. Only one (1) entry per individual during the Contest Period is allowed; subsequent entries from the

same individual will be disqualified. Entries become the property of the Sponsor and will not be acknowledged or returned.

SELECTION OF PRIZE WINNER:

The Contest will be administered in three separate months. One winner will be chosen for each month September, October, November and December. Odds of winning depend on number of eligible entries received. Unless otherwise prohibited, prize winners will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release within five (5) calendar days of notification attempt, or prize will be forfeited and an alternate winner will be selected. Forfeited prize will be awarded to the next runner up.

PRIZES:

The following prizes will be awarded each month. The winner will have their choice of one of the following if available. Four tickets to one of the following attractions in Springfield, MO: four movie tickets general admission for any time of day, four tickets to Dickerson Park Zoo (prize offered September and October only) four weekend passes to Jump Mania, four tickets to Discovery Center, or four admission tickets and four skate rentals at Mediacom Ice Park (November and December only). Approximate value of each four pack is \$32.00 USD, but is dependent on the prize selected by the winner. Winners are solely responsible for the payment of all federal, state and local taxes or other expenses or costs relating to the prizes not expressly set forth above. The prizes are non-transferable and may not be redeemed for cash value or exchanged for any other prize. Sponsor reserves the right to substitute a prize of equal or greater value in its sole discretion.

MISCELLANEOUS:

No facsimiles or mechanical reproductions of entry forms will be accepted. Entry forms that have been tampered with or altered are void. Entrants found tampering with or abusing any aspect of this Contest, as solely determined by Administrator, will be disqualified. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be in violation of criminal and civil law, 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. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor reserves the right to terminate, cancel, suspend and/or modify the Contest if any fraud, virus or other problem corrupts the administration, security, or proper play of the Contest, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible, non-suspect entries received up to the time of the impairment. If any such malfunction, error, disruption or similar damage occurs and impairs the administration, security, fairness, integrity or proper play of the Contest, Sponsor may, in its sole discretion, suspend or terminate the Contest by posting a notice on www.aaronbrothers.com. Sponsor and Administrator are not responsible for lost, late, misdirected, illegible, and damaged entries. The Administrator will be the sole judge of which entries are valid and its decision is final and binding. Entering the Contest and accepting the

Prize constitutes permission to use the name and likeness of the prize winner for advertising and publicity purposes without further compensation, unless prohibited by law.

LIABILITY & RELEASE:

By participating in the Contest, each entrant agrees to release and hold harmless Sponsor, Administrator and each of their respective parents, affiliates, subsidiaries, directors, officers, employees and its advertising and promotional agencies (the "Contest Entities") from and against any and all liability, injuries, loss, claim, damages, or cause of action arising out of participation in the Contest or receipt or use, misuse or possession of any prize, including, but not limited to: (a) human error or unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) lost, late, misdirected, illegible entries; (e) errors in the administration of the Contest or the processing of entries; or (f) injury or damage to persons, including death, or property that may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt of any prize. Notwithstanding the foregoing, in the event that the preceding release is determined by a court of competent jurisdiction to be invalid or void for any reason, the entrant agrees that, by entering the Contest, (a) any and all disputes, claims, and causes of action arising out of or in connection with the Contest, or any prizes awarded, shall be resolved individually without resort to any form of class action; (b) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorney's fees; and (c) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses. Entrants hereby acknowledge that Contest 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 any prize.

WINNERS LIST:

For the name of the winners, send a self-addressed, stamped envelope to:
Summer Coloring Contest Winners c/o Smile Zone Dentistry for Children 1531 E. Sunshine, Suite E-10, Springfield, MO 65804.