

**Smile Zone Dentistry for Children Newsletter Sign Up Sweepstakes**  
**Smilezonedentist.com**  
**OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. VOID IN PUERTO RICO AND WHERE PROHIBITED OR RESTRICTED BY LAW.**

1. **Entry:** To enter, access the [www.smilezonedentist.com](http://www.smilezonedentist.com) website (the "Website"), complete the newsletter sign up and click enter. Sweepstakes begins at 12:01 p.m. ET on June 1, 2010 and ends at 11:59 p.m. ET June 30, 2010. Limit one (1) entry per person, per household. No automatic, programmed, robotic or similar means of entry are permitted. **Sponsor is Smile Zone Dentistry for Children** Once submitted, entries become the exclusive property of Sponsor and will not be returned. Information provided is for the sole use of Smile Zone Dentistry and will not be sold or provided to third parties not affiliated with Smile Zone Dentistry. For a copy of these Official Rules, print them from the Website or send a self-addressed, stamped envelope by June 30, 2010, to Smile Zone Dentistry Sweepstakes, Attn: Rules Request, 1531 E Sunshine Suite E-10 Springfield, MO 65804. 2. **Eligibility:** This Sweepstakes is only open to residents of the 50 United States and the District of Columbia, who are 18 years of age or older at the time of entry. Employees and agents of Sponsor, Smile Zone Dentistry for Children, and their respective affiliates, officers, distributors, agencies, and prize suppliers, and their immediate family members and persons residing in the same household of such employees are not eligible to enter or win.

3. **Drawing:** Sponsor will select five (5) Grand Prize winners of the Starbucks gift cards and fifteen (15) Secondary winners of dental care CD's from all eligible entries in a random drawing on or about July 6, 2010, in Springfield, MO. Entrants need not be present to win. Entrants need not be present to win. Potential winner will be notified by phone, mail or e-mail. If any prize notification is returned as undeliverable, or if winner does not respond to notification within five (5) days of the date of notification, prize will be forfeited and an alternate winner may be selected. Except where prohibited by law, potential winner will be required to complete, sign and return a notarized Affidavit of Eligibility/Ownership/Liability Release and Publicity Release (the "Affidavit"). Affidavit must be returned within ten (10) days from the postmark date or time-stamp on the prize notification letter or prize may be forfeited and an alternate winner may be selected.

4. **Prize/Odds.** Sponsor will award five (5) Grand Prizes. Grand Prize is a \$20 Starbucks Gift Card (Approximate Retail Value: \$20.00) and fifteen (15) secondary winners. Secondary prize is a dental care CD (Approximate Retail Value \$5.00) Sponsor will determine specific prize components in Sponsor's sole discretion. Odds of winning depend on the number of eligible entries received. Purchase will not increase your chances of winning. Winner is responsible for all taxes on prizes and expenses, including, without limitation, federal, state and local sales, and income taxes, luxury taxes and any other costs incurred in claiming or using the prize. Unclaimed prizes may not be awarded. No prize substitutions or cash equivalent of prize is permitted except at Sponsor's sole discretion, and then only for a prize of equal or greater value. Prize will be delivered to winner's residence provided by the winner.

5. **General:** Sweepstakes is subject to applicable federal, state and local laws. Entrants agree to be bound by these Official Rules and by the decisions of the judges, which are final and binding in all respects. By entering this Sweepstakes, entrants expressly acknowledge that these Official Rules have been drafted in the English language, and that any translation prepared for any reason will be of no legal effect and the English version of these Official Rules shall govern any dispute. By participating, contestant releases Sponsor, Smile Zone Dentistry for Children, and their respective parents, affiliates, subsidiaries and agencies and their directors, officers, employees and agents from any and all liability for any injury, death, loss, tax liability or damage of any kind arising from contestant's participation in this Sweepstakes, or resulting from entrant's acceptance, possession, use or misuse of the prize. Except where prohibited by law, acceptance of the prize constitutes and signifies winner's consent that Sponsor and/or its agents may use winner's entry, name, address (city and state only), prize information, and/or likeness for promotional purposes in any media now existing or hereinafter devised, without additional compensation. (Tennessee residents need not consent to, or sign any, publicity release.) Subject to all federal, state and local laws and regulations. Sponsor is not responsible for: (1) late, delayed, incomplete, delayed, destroyed, garbled, or incomplete entries, (2) incorrect or inaccurate transcription of entry information; (3) any human error, technical malfunctions, or lost-delayed data transmission; (4) any omission, interruption, deletion, defect, or line failures of any telephone network, computer equipment, or software; or (5) inability to access any website or online service, or any other error or malfunction. Sponsor reserves the right to: (i) disqualify from this or any Sweepstakes it sponsors, now or in the future, any person it finds, in its sole discretion, has intentionally violated these Official Rules, tampered with the entry process, the operation of the Sweepstakes or Website, or any other aspect of this Sweepstakes; and (ii) cancel or suspend the Sweepstakes in its entirety should tampering, unauthorized intervention, fraud, technical failures or other causes beyond Sponsor's control corrupt the administration, security, fairness, integrity, or proper play of the Sweepstakes. Information collected from contestants is subject to Sponsor's privacy policy available on the Website.

6. **WARNING.** ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS; AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH ENTRANT OR OTHER PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING SEEKING CRIMINAL PROSECUTION.

7. **Winner's List.** For winner's name, send a self-addressed, stamped envelope by July 15, 2010 to Winners' List/Smile Zone Dentistry for Children 1531 E Sunshine Suite E10, Springfield, MO 65804.