POST-IT® PRODUCT REVIEWS & IDEAS SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A purchase does not improve your chances of winning.

ELIGIBILITY: The Post-it® Product Reviews & Ideas Sweepstakes ("Sweepstakes") is open only to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older (19 in AL and NE) at the time of entry, who have a valid email address. Void where prohibited. Employees of 3M and the "Promotional Participants" (i.e., Bazaarvoice, Inc. and Gage Marketing Group, LLC) and each of their respective agencies, parents, subsidiaries, affiliates, vendors, officers, directors, agents, wholesalers and retailers involved in this Sweepstakes and their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother, half-sister and spouse's of each) and/or those living in the same household of each are not eligible to enter or win a prize.

ENTRY PERIODS: Q2 Sweepstakes Entry Period ("Q2 Entry Period") begins 12:00 a.m. Central Time ("CT") on 4/01/13 and ends at 11:59 p.m. CT on 6/30/13. Q4 Sweepstakes Entry Period ("Q4 Entry Period") begins 12:00 a.m. CT on 10/01/13 and ends at 11:59 p.m. CT on 12/31/13. There are three (3) separate drawing periods ("Drawing Periods") within each Sweepstakes Entry Period, as defined below:

Drawing Period	Q2 Entry Period Start Time/Date	Q2 Entry Period End Time/Date
1	12:00 a.m. CT on 4/01/13	11:59 p.m. CT on 4/30/13
2	12:00 a.m. CT on 5/01/13	11:59 p.m. CT on 5/31/13
3	12:00 a.m. CT on 6/01/13	11:59 p.m. CT on 6/30/13

Drawing Period	Q4 Entry Period Start Time/Date	Q43 Entry Period End Time/Date
4	12:00 a.m. CT on 10/01/13	11:59 p.m. CT on 10/31/13
5	12:00 a.m. CT on 11/01/13	11:59 p.m. CT on 11/30/13
6	12:00 a.m. CT on 12/01/13	11:59 p.m. CT on 12/31/13

Bazaarvoice's computer is the official time-keeping device for the Sweepstakes.

TO ENTER THE SWEEPSTAKES: A Sweepstakes "Entry" is created when an established "Account User" who is also eligible to enter the Sweepstakes completes a "Product Review" or submits an "Idea" at www.post-it.com ("Site") during the Sweepstakes Period. To complete a Product Review or Idea, go online to www.post-it.com, select the Post-it® product you wish to review or submit an Idea by identifying the category, sub-category, and product or theme, and follow the online instructions to either log in to your user account if you are an existing Account User, or establish a free user account by completing the registration form including first name, last initial, email address, password and birth year ("Account User"). Follow the instructions to complete and submit a product review ("Product Review") or "Idea". Sponsor reserves the right not to post your review or Idea for any reason, including, but not limited to, if it contains any of the following types of content or violates other guidelines:

- Obscenities, discriminatory language, or other language not suitable for a public forum
- Email addresses, URLs, phone numbers, physical addresses or other forms of contact information
- Critical or spiteful comments on other reviews posted on the page or their authors
- Advertisements, "spam" content, or references to other offers or websites
- Failure to use the Post-it® name or trademarked product names appropriately as a trademark with the correct generic descriptor following the Post-it® name
- Names or logos of non-3M companies or brands in visual images

- Third-party products displayed in original packaging or with the third-party logo or company name visible in the visual image
- Non-3M company and brand names or logos
- References to third-party trademarks in print that are not necessary to readily identify the third-party products or services or that suggest endorsement or sponsorship of Post-it® 3M products or services by the third-party owner of the trademark
- Any use of Post-it® 3M product that is not recommended by 3M or contrary to directions for use

Once all required steps are completed/submitted as specified herein and directed by the online instructions, you will receive one (1) "Entry" in to the Sweepstakes for the applicable Drawing Period in which the Entry is received. Entries for a new Drawing Period must be completed, submitted and recorded by Bazaarvoice's computer between the Entry Start Time/Date and Entry End Time/Date set forth above for each respective Drawing Period to be eligible for that Drawing. **Limit fifty (50) Entries per person/per email address, per Sweepstakes Entry Period, regardless of entry method.** Multiple reviews of the same product are not valid. "SPAM" or fraudulent Product Reviews or Ideas will not be posted and all entries from said user will be void. Entrants may not submit Product Reviews or Ideas with multiple e-mail addresses nor may entrants use any device or artifice to submit Product Reviews or Ideas multiple times or as multiple entrants. Any entrant who attempts to submit Product Reviews or Ideas with multiple e-mail addresses, under multiple identities or uses any other device or artifice to submit Product Reviews or Ideas multiple times will be disqualified from participation in the sweepstakes, and all Product Reviews or Ideas submitted by that entrant will be void.

TO ENTER WITHOUT COMPLETING A PRODUCT REVIEW OR SUBMITTING AN IDEA: To enter the Sweepstakes without completing a Product Review (a "Non-Product Review Entry") or submitting a Idea (a "Non-Idea Entry"), on a plain piece of 3" x 5" paper, hand print your complete name, street address (no P.O. Boxes), city, state, ZIP code, birth year, email address, plus daytime and evening telephone number. Mail entry in a hand-addressed, business-size (#10) envelope with first-class postage affixed, to: Post-it® Product Reviews & Ideas Sweepstakes, PO Box 27154, Golden Valley, MN 55427. Each entry must be postmarked and received within five (5) business days after the Entry End Date for each Drawing Period. No mechanically reproduced entries permitted. Illegible or incomplete entries are void. Not responsible for lost, late, damaged, delayed, mutilated, postage due, misdirected entries or entries not received by entry deadline. **Limit one (1) Non-Product Entry and Non Idea Entry per stamped envelope and a maximum of fifty (50) Entries, regardless of entry method.**

DRAWINGS: Potential winners will be selected each Drawing Period (as described above) in a separate random drawing from all eligible entries received for the respective Drawing Period. Each Drawing will award one (1) Prize. The potential winners will be notified by email or mail. Decisions of the judges are final. Odds of winning depend upon the number of eligible Entries, Non-Product Review Entries and Non-Idea Entries received. **Non-winning entries for each Drawing Period will be carried over to subsequent Drawing Periods.**

PRIZE DESCRIPTION: Prize (Six (6) total; one (1) per Drawing) – a Post-it® Brand Product Prize Package. ARV: $50 each. The total value of all prizes available to be won is $300.

GENERAL RULES: By participating in this Sweepstakes, entrants agree to abide by and be bound by these Official Rules and the decisions of the judges, which are final and binding in all matters relating to this Sweepstakes. No substitution, cash redemption or transfer of prize by winner permitted, other than those stated herein. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. "Authorized e-mail account holder" 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. All materials submitted become the property of the Sponsor and will not be acknowledged or returned. Return of

any prize/prize notification as undeliverable will result in disqualification and an alternate winner may be selected. Sponsor, in its sole discretion, reserves the right to substitute prize of equal or greater value. Sponsor is not responsible for the quality or utility of any prize or any portion of prize. Sponsor makes no warranty with respect to any portion of prize. By accepting prize, winner consents to the use of his/her name, photograph or likeness for publicity or advertising purposes without further compensation or permission, except where prohibited by law. By participating, entrants agree to release and hold harmless Sponsor and the Promotional Participants from any and all liability with respect to or in any way arising from or in connection with this Sweepstakes and/or acceptance or use of the prize, including liability for personal injury, bodily injury, death, damages and/or loss. The failure of either Sponsor or the Promotional Participants to comply with any provision of these Official Rules due to an act of God, act of domestic terrorism, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of either (excepting compliance with applicable codes and regulations) or other force majeure event will not be considered a breach of these Official Rules. Sponsor and the Promotional Participants are not responsible for any typographical or other error in the printing, the offering or the announcement of any prizes or in the administration of the promotion.

LIMITATIONS OF LIABILITY: Sponsor and Promotional Participants are not responsible for: (i) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software, delay in operation or transmission, communications line failure, technology outage, theft or destruction or unauthorized access to, or alteration of entries, whether caused by the sender or any of the equipment or programming associated with or utilized in the Sweepstakes; (ii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iii) unauthorized human intervention in any part of the entry process or the Sweepstakes; (iv) electronic, clerical or human error which may occur in the administration of the Sweepstakes or the transmission, receipt or processing of entries or notification of winners; (v) lost, misdirected, illegible or incomplete registrations, reviews or entries nor for any change of email address of entrants; or (vi) any injury or damage to persons or property, including but not limited to entrant's computer, hardware or software, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes. Without limiting the generality of the foregoing, Sponsor reserves the right, in its sole discretion, to terminate, modify, cancel or suspend this Sweepstakes if fraud, technical failures including any network server or hardware failure, viruses, bugs, errors in programming, or any other errors or other causes beyond the control of Sponsor corrupt the administration, security, or proper play, of the Sweepstakes. In the event of termination, remaining prizes will be awarded in a manner to be determined by Sponsor consistent with state requirements. Under no circumstances, including negligence, shall the Sponsor or the Promotional Participants be liable for any direct, indirect, incidental, special or consequential damages that result from the use of or inability to use the web site, or out of any breach of any warranty. This exclusion or limitation of liability will not apply to the extent that any applicable statute prohibits such exclusion or limitation of liability. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE SPONSOR'S WEB SITE IS PROVIDED "AS IS" WITHOUT ANY WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES; CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS REGARDING THESE LIMITATIONS OR RESTRICTIONS. Any attempt by an entrant or other individual to deliberately damage any web site or undermine the legitimate operation of this promotion, including but not limited to any fraudulent claims, may be a violation of criminal and civil laws. Should such an attempt be made, Sponsor reserves the right to seek remedies and damages from any such individual, to the fullest extent permitted by law, including criminal prosecution. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Participant engaging in any of the foregoing activities may be disqualified and will forfeit any prizes won.

WINNERS LIST: For the names of the winners, send a self addressed stamped envelope in a separate first class stamped envelope to: Post-it® Product Reviews & Ideas Sweepstakes Winners List, PO Box 27154, Golden Valley, MN 55427, to be received by 12/31/13.

SPONSOR: Post-it® Brand, 3M Office Supplies Division, 3M Center, Building 223-3S-03, St. Paul, MN 55144.

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