

Stanley Home Products "Giveaway" Sweepstakes

Official Rules

NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility

The Stanley Home Products "Giveaway" Sweepstakes (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old at the time of entry. Void in Guam, Puerto Rico, the U.S. Virgin Islands, and other U.S. territories and possessions and where prohibited by law. Employees or agents of The Fuller Brush Company, Inc. d/b/a Stanley Home Products or any of their respective affiliates, subsidiaries, advertising agencies, or any other company or individual involved with the design, production execution or distribution of the Promotion and their immediate family (spouse, parents and step-parents, siblings and step-siblings, and children and step-children) and household members (people who share the same residence at least three (3) months out of the year) of each such employee or agent are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes").

2. Sponsor

The Fuller Brush Company, Inc., PO Box 175, Leicester, NY 14481.

3. Timing

The Promotion begins on October 1, 2009 at 12:00 a.m. Eastern Time ("ET") and ends on March 31, 2010 at 11:59 p.m. ET (the "Promotion Period"). Sponsor is the official time keep device for this Promotion.

4. How to Enter

During the Promotion Period you must send a completed Entry Form to the Sponsor. There is no cost to get an Entry Form. There are three ways to get an Entry Form: 1) Visit www.sphonline.com and print out an Entry Form; 2) Request an Entry Form from a Stanley Home Products Customer Representative; or 3) Request an Entry Form by sending a written request, with your name, address and telephone number to Sweepstakes Entry Form Request, PO Box 175, Leicester, NY 14481. There are two ways to submit the Entry Form to the Sponsor: 1) Mail the completed Entry Form to: The Stanley Home Products "Giveaway" Sweepstakes, PO Box 175, Leicester, NY 14481; or 2) Fax the completed Entry Form to (585) 382-3736. ALL ENTRIES MUST BE HAND PRINTED OR TYPED. Mail-in entries must be postmarked by March 31, 2010 and received no later than April 9, 2010. Mail-in entries will NOT be accepted via messenger/courier delivery service or any means other than United States Postal Service mail. Entrant is solely responsible for properly packaging and shipping the entry and all related costs. Sponsor shall not be liable for damage to submission during shipment. You will automatically be entered with one (1) entry into the Sweepstakes. Limit: Limit one entry per person, per household, per day during the Promotion Period regardless of method of entry. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different identities, registrations and logins, or any other methods will void that participant's plays and that participant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. All entries become the sole and exclusive property of Sponsor and will not be returned. Sponsor reserves the right to contact entrants and all other individuals whose email address is submitted as part of this promotion.

5. Winner Selection

There will be monthly drawings (as set forth on the chart below) where the Sponsor will select one (1) entry for each prize described below in Section 8 in a random drawing of all valid entries received. For each entrant that is selected in the random draw the same prize will be awarded to the Stanley Home Products Customer Representative that was listed on the Entry Form. If no Stanley Home Products Customer Representative was listed on the selected Entry Form then the Sponsor will determine which active Stanley Home Products Customer Representative is closest in geographic proximity to the selected entrant and award the prize to that Representative. The selected entrant and the Stanley Home Products Customer Representative will win the same prize as identified below in Section 8. The entrant will be contacted using the email address, mailing address and/or phone number provided with the entry and may be awarded the prize (subject to verification of eligibility and compliance with the terms of these rules.) In the case of the Stanley Home Products Customer Representative, the Sponsor will contact him or her using the contact information on file. Sponsor's decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Winners will be notified approximately five (5) days after they have been selected as a potential winner. Failure to respond to the initial contact within five (5) business days of date of notification will result in disqualification.

Monthly Drawing	Entry Must Be Received By	Date of Random Drawing
October	11/13/09	11/27/09
November	12/11/09	12/25/09
December	1/15/10	1/29/10
January	2/12/10	2/26/10
February	3/12/10	3/26/10
March	4/09/10	4/23/10

6. ALL POTENTIAL SWEEPSTAKES WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION.

7. Verification of Potential Winners

Potential winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. The potential winners will be notified by email, telephone, or mail after the date of random drawing. The potential winners will be required to sign and return to Sponsor, within ten (10) days of the date notice is sent, an affidavit of eligibility, and liability/publicity release (except where prohibited) in order to claim his/her prize if applicable. If a potential winner of any prize cannot be contacted, fails to sign and return the affidavit of eligibility and liability/publicity release within the required time period (if applicable), or if the prize or prize notification is returned as undeliverable, potential winner forfeits prize. In the event that a potential winner of a sweepstakes prize is disqualified for any reason, Sponsor may award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries.

8. Prizes

Monthly Drawing	Prize	Quantity	ARV of Individual		Monthly Drawing	Prize	Quantity	ARV of Individual	
			Quantity	Price				Quantity	Price
October	32" Flat Screen LCD/HDTV	2	2	\$600	January	Laptop Computer	2	2	\$600
	Video Game Player	2	2	\$250		Digital Camera	2	2	\$175
	Microwave Oven	2	2	\$150		Portable DVD Player	2	2	\$150
	Stanley Product Package	10	10	\$100		Stanley Product Package	10	10	\$100
November	Laptop Computer	2	2	\$600	February	32" Flat Screen LCD/HDTV	2	2	\$600
	Digital Camera	2	2	\$175		Video Game Player	2	2	\$250
	Portable DVD Player	2	2	\$150		Microwave Oven	2	2	\$150
	Stanley Product Package	10	10	\$100		Stanley Product Package	10	10	\$100
December	32" Flat Screen LCD/HDTV	2	2	\$600	March	Grand Prize (details below)	2	2	\$2,500
	Video Game Player	2	2	\$250		Laptop Computer	2	2	\$600
	Microwave Oven	2	2	\$150		Digital Camera	2	2	\$175
	Stanley Product Package	10	10	\$100		Portable DVD Player	2	2	\$150
						Stanley Product Package	10	10	\$100

Grand Prize: Each Grand Prize winner will receive an 7-day/6-night Caribbean Cruise on Carnival for the winner and one (1) guest, including round-trip air transportation to/from gateway airport nearest winner's home (must be located in United States) to originating port in the United States. Winner will receive one (1) Ocean View room (single room / double occupancy) and meals provided while on the Cruise. Winner must make arrangements for travel within eight (8) weeks of notification that he or she is the selected winner. Winner must commence the trip no later than March 1, 2011. If winner is unable to travel within the time period required, the prize will be forfeited. Trip subject to availability and blackout dates. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, personal charges at lodging, security fees, taxes or other expenses or incidentals are the responsibility solely of winner. Travel companions must travel on same itinerary and at the same time as the winner; winner and travel companions are responsible for obtaining all necessary travel documents. Travel companion must be eighteen (18) years or older at time of travel or be a minor who is accompanied by his or her parent or legal guardian who is the grand prize winner.

For All Prizes: No cash equivalent for the prizes, prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute any listed prize for one of equal or greater value for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. ARV's list above were calculated at the time the Promotion started. Any difference between an actual cost of a prize and the value listed in the rules will not be paid to the winner. TOTAL ARV OF ALL PRIZES: \$22,550.

9. Entry Conditions and Release

By entering, each participant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Sponsor and/or the Sweepstakes judges which are binding and final in all matters relating to this Sweepstakes; (b) release and hold harmless the Sponsor and each of its respective parents, subsidiary, and affiliated companies, the prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Sweepstakes and Promotion, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Sweepstakes and Promotion, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Sponsor from and against any and all claims, expenses, and liabilities (including reasonable attorneys' fees) arising out of or relating to an entrant's participation in the Sweepstakes and Promotion and/or entrant's acceptance, use or misuse of prize.

10. Publicity

Except where prohibited, participation in the Promotion constitutes winners consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

11. General Conditions

Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in an unscrupulous or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a 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.

12. Limitations of Liability

The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes play, provided that if it is not possible to award another entry due to discontinuance of the Promotion, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

13. Disputes

Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, other than those concerning the administration of the Sweepstakes or the determination of winners, shall be resolved individually, without resort to any form of class action; (ii) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate New York State Court located in Monroe County, New York; (iii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (iv) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES. SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

14. Promotion Results

For Promotion results and/or a copy of these Official Rules, send a hand-printed, self-addressed, stamped envelope to Winners List - Stanley Home Products "Giveaway" Sweepstakes, PO Box 175, Leicester, NY 14481. Requests for the winner list must be received by June 15, 2010.

No Purchase or Payment Necessary to Enter or Win

Date _____	Customer Rep ID _____	Entry Received By _____	Drawing Dates _____
Customer Name _____	Customer Rep Name _____	Month _____	Month _____
Address _____	Address _____	October 11/13/09	11/27/09
City/State _____	City/State _____	November 12/11/09	12/25/09
Zip Code _____	Zip Code _____	December 1/15/10	1/29/10
Phone Number (____) _____	Phone Number (____) _____	January 2/12/10	2/26/10
Email Address _____	Email Address _____	February 3/12/10	3/26/10
		March 4/9/10	4/23/10

Mail Entry to: Stanley Home Products
"Giveaway" Sweepstakes
PO Box 175
Leicester, NY 14481
Fax Entry to: 585-382-3736

Check box if you are 18 years or older

Check box if you would like to receive emails about new products and promotions from Stanley Home Products

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