

**“THE SECRET COMBINATION TO SURVIVING THE TEEN YEARS” SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE NECESSARY. A purchase will not increase your chance of winning.**

1. **Sweepstakes Period:** The Secret Combination to Surviving the Teen Years Sweepstakes (“Sweepstakes”), sponsored by Master Lock Company LLC (“Sponsor”), begins on August 2, 2010 at 7:00:01 a.m. Central Daylight Time (“CDT”) and ends on August 29, 2010 at 11:59:59 p.m. CDT. Sponsor’s computer is the official timekeeping device of the Sweepstakes.
  
2. **Eligibility:** Entry into the Sweepstakes is open to permanent lawful residents of the 50 United States and the District of Columbia (“D.C.”) and Canada, **EXCLUDING** Quebec, who are 13 years or older at time of entry (“Entrant”). Employees, officers and directors of Sponsor, its parent, affiliate and subsidiary companies, JSH&A (“Agency”), the agents and advertising and promotion agencies of each of the foregoing, and members of the immediate families (defined for these purposes as including parents, spouse, siblings, children, grandparents, and each of their respective spouses) or households (whether related or not) of any of the above, are NOT eligible to enter or win. By entering the Sweepstakes, Entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which are final, and agree to waive all rights and remedies at law or in equity for any claim they may have relating to this Sweepstakes. The Sweepstakes is subject to all applicable laws and regulations of the United States and Canada, and is void in Quebec, outside of the 50 United States, D.C. and Canada and where prohibited by law.
  
3. **How to Enter Sweepstakes:** There are two (2) Phases to the Sweepstakes: the Daily Video Sweepstakes and the Grand Prize Drawing.
  - a. **Daily Video Sweepstakes:** To enter Phase One of the Sweepstakes, beginning 07:00:01 a.m. CDT on August 2, 2010, access [www.masterlock.com/secretcombination](http://www.masterlock.com/secretcombination) (“Website”) and follow the on-screen instructions to view the videos. There will be ten (10) unique videos posted, one on each of the following dates: August 2, 3, 4, 5, 6, 9, 10, 11, 12 and 13. Entrants shall have 48 hours after each video is posted to enter the Daily Video Sweepstakes for that period, with each period being a “Video Prize Period”, as detailed below.

Video Prize Period	Video Launches/ Daily Sweepstakes Opens	Daily Sweepstakes Closes	Daily Winner is selected
1	07:00:01 a.m. CDT August 2, 2010	06:59:59 a.m. CDT August 4, 2010	August 5, 2010
2	07:00:01 a.m. CDT August 3, 2010	06:59:59 a.m. CDT August 5, 2010	August 6, 2010
3	07:00:01 a.m. CDT August 4, 2010	06:59:59 a.m. CDT August 6, 2010	August 9, 2010
4	07:00:01 a.m. CDT August 5, 2010	06:59:59 a.m. CDT August 7, 2010	August 9, 2010
5	07:00:01 a.m. CDT August 6, 2010	06:59:59 a.m. CDT August 8, 2010	August 9, 2010

6	07:00:01 a.m. CDT August 9, 2010	06:59:59 a.m. CDT August 11, 2010	August 12, 2010
7	07:00:01 a.m. CDT August 10, 2010	06:59:59 a.m. CDT August 12, 2010	August 13, 2010
8	07:00:01 a.m. CDT August 11, 2010	06:59:59 a.m. CDT August 13, 2010	August 16, 2010
9	07:00:01 a.m. CDT August 12, 2010	06:59:59 a.m. CDT August 14, 2010	August 16, 2010
10	07:00:01 a.m. CDT August 13, 2010	06:59:59 a.m. CDT August 15, 2010	August 16, 2010

Each video will contain a “letter of the day.” After viewing a video, an Entrant may enter the Daily Video Sweepstakes for that Video Prize Period by submitting his/her full name, street address, city, state or province, email, birthday and the correct letter of the day. An Entrant may enter each Video Prize Period of the Daily Video Sweepstakes only one (1) time (*e.g.*, one entry per video); if more than one (1) entry is received per person per video, all such entries submitted will be disqualified.

- b. **Grand Prize Drawing:** Entrants may enter Phase Two of the Sweepstakes beginning at 7:00:01 a.m. CDT on August 13, 2010 and ending at 11:59:59 p.m. CDT on August 29, 2010 (the “Grand Prize Period”) by accessing the Website and submitting his/her full name, street address, city, state or province, email and birthday. Entrants will also need to submit the ten “letters of the day” from the videos in correct order, which will form a phrase that answers the question posted on the Website. The videos will remain posted for review during the Grand Prize Period. Limit one (1) entry into the Grand Prize Drawing per person; if more than one (1) entry is received per person, all such entries submitted will be disqualified.

Entry must be made by an individual person; use of script, macro, or other automated systems to participate is prohibited and will result in disqualification. Entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The “authorized account holder” is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted e-mail address. The potential winner may be required to show proof of being the authorized account holder. Incomplete, unreadable, or unintelligible entries will be disqualified. If Entrant is considered a minor in his/her state or province of residence, Entrant will receive permission from his/her parent/legal guardian. Entrants must provide all information requested to be eligible to win. Odds of winning depend on the number of eligible entries received.

- 4. **Prizes:** There will be ten (10) First Place Daily Video Sweepstakes Prizes (one (1) per Video Prize Period); forty (40) Second Place Daily Video Sweepstakes Prizes (four (4) per Video Prize Period); and one (1) Grand Prize:
  - a. First Place Daily Video Prizes: Ten (10) First Place Daily Video Prizes, each consisting of (i) a 8GB iPod Touch®; and (ii) a Master Lock® Speed Dial™ Lock and a Master

Lock® Precision Dial Lock. Sponsor shall select models/colors of prizes in its sole discretion. (ARV of each First Place Daily Video Prize: \$250 USD).

- b. Second Place Daily Lock Prizes: Four (40) Second Place Daily Video Prizes, each consisting of either a Master Lock® Speed Dial™ Lock or a Master Lock® Precision Dial Lock. Sponsor shall select models/colors of prizes in its sole discretion. (ARV of each Second Place Daily Video Prize: \$10 USD).
- c. Grand Prize: One (1) Grand Prize, consisting of (i) a 32GB Wi-Fi 3G iPad®; (ii) two (2) years of 2GB/month AT&T 3G data plan in the form of a \$600 USD AT&T Gift Card; (iii) iPad® Case; (iv) iPad® dock; (v) iPad® dock connector to VGA adapter; (vi) AppleCare® Protection Plan; and (vii) a Master Lock® Speed Dial™ Lock and a Master Lock® Precision Dial Lock. Sponsor shall select models/colors of prizes in its sole discretion. (ARV: \$1,800 USD).

Total ARV of all prizes: \$4,700 USD. All federal, state or provincial and local taxes, if any, are the sole responsibility of the winners. If the winner of the Grand Prize is a resident of the United States, he or she will receive an IRS Form 1099 reflecting the final actual value of the prize. If the winner of the Grand Prize is a resident of Canada, he or she will be responsible for declaration and payment of any taxes owing in connection with his or her acceptance and/or use of the Grand Prize. Any difference between the stated A.R.V and actual value of any prize will not be awarded in cash or in any other form. Dollar amounts are expressed in U.S. currency. No transfer or substitution of prizes (or any portion thereof) or cash alternative permitted, except by Sponsor in its sole discretion or as otherwise provided herein. Sponsor reserves the right to substitute a prize of equal or greater value in the event the advertised prize is unavailable. The prizes will be awarded according to these Official Rules and distributed no later than October 30, 2010, provided a sufficient quantity of qualifying entries are received and the prizes are claimed properly in accordance with these Official Rules.

- 5. **Winner Determination and Notification:** One (1) First Place Daily Video Prize Winner will be randomly selected from all eligible entries received during each Video Prize Period on or about the applicable dates noted above, for a total of ten (10) First Place Daily Video Prize Winners. Four (4) Second Place Daily Video Prize Winners will be randomly selected from all eligible entries received during each Video Prize Period on or about the applicable dates noted above, for a total of forty (40) Second Place Daily Video Prize Winners. One (1) Grand Prize Winner will be randomly selected on or about September 15, 2010 from all eligible entries received during the Grand Prize Period. In the event an Entrant wins one of the Second Place Daily Video Prizes, he or she shall not be eligible for any subsequent Second Place Daily Video Prizes, but shall still be eligible for the First Place Daily Video Prize and the Grand Prize. In the event an Entrant wins one of the First Place Daily Video Prizes, he or she shall not be eligible for any subsequent First or Second Place Daily Video Prizes, but shall still be eligible for the Grand Prize. Entrants agree that Sponsor has the sole right to decide all matters and disputes arising from this Sweepstakes and that all decisions of Sponsor are final and binding. Within approximately seven (7) days of the random drawings, the potential winners will be notified via email, phone or mail, using contact information provided at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by the potential winner for any reason. If a potential

prize winner is from Canada, he or she must first correctly answer, unaided, a time-limited mathematical skill-testing question posed by mail or telephone at a mutually convenient time before being declared a prize winner.

6. Winners (parent/legal guardian if a winner is a minor in his/her state or province) must provide positive identification specified by Sponsor to claim/participate in a prize and will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release without additional compensation (where permitted by law) within five (5) days of notification or the prize will be forfeited and awarded to an alternate winner, time permitting. If a winner is deemed a minor in his/her state or province of residence, the prize will be awarded in the name of a parent or legal guardian. If prize notification is returned as undeliverable, prize will be forfeited and awarded to an alternate winner, time permitting. Except where prohibited, acceptance of a prize constitutes the winner's agreement to hold harmless Sponsor, its parent, affiliate and subsidiary companies, Agency, and the officers, directors, employees and agents of each of them (individually and collectively for the purposes of this Paragraph, "Sweepstakes Parties") from and against any injuries, losses or damages arising in any way from or in connection with their participation in this promotion, the acceptance, possession or use of the prize, Sweepstakes Parties' reliance upon their compliance with these Rules, or their participation in prize-related activities, and further constitutes winner's agreement that the Sweepstakes Parties may use his/her name, voice, likeness and/or biographical data for advertising and promotional purposes in any and all media worldwide without limitation or additional compensation. Winners may be posted on the winners' page of Sponsor's website and may be announced by news release. Winning is contingent upon fulfilling all requirements of these Official Rules, including verification of Entrant's eligibility.
7. Sponsor is not responsible for: (i) electronic, wireless or digital transmissions or any entries that are lost, late, damaged, stolen, garbled, destroyed, misdirected, illegible or incomplete; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures, destruction or unauthorized access to, or alteration of, entries; (iii) failed or unavailable hardware, network, software, or telephone transmissions, damage to an Entrant's or any person's computer and/or its/their contents, or causes beyond the Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Sweepstakes; (iv) any entries submitted in a manner that is not expressly allowed under these Official Rules; (v) incorrect or inaccurate entry information whether caused by Entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes; (vi) any typographical or other error in the printing or advertising of the offer, administration or execution of the Sweepstakes, or in the announcement of prize(s)/prize winner(s); or (vii) malfunctions or interference resulting from illicit, malicious or injurious code (including but not limited to viruses, worms and denial of service attacks). If for any reason the Sweepstakes cannot be executed as planned, including but not limited to transmission failure, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Sweepstakes, or if the Sweepstakes is compromised or becomes technically corrupted in any way, electronically or otherwise, Sponsor reserves the right, in its sole discretion, to cancel, modify or terminate the Sweepstakes and reserves the right, but shall not be

obligated, to select the winner from among all eligible non-suspect entries received prior to the time such action was taken. Sponsor reserves the right, at its sole discretion, to disqualify and prosecute any individual who tampers with or attempts to tamper with the entry process or enters using any automatic programmed entry duplication method.

**CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEB SITE OR OTHERWISE CORRUPT THE SWEEPSTAKES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

8. For the name of the prize winners, send a self-addressed stamped business-size envelope after November 15, 2010 and no later than December 31, 2010 to: Master Lock The Secret Combination to Surviving the Teen Years Sweepstakes, Master Lock Company LLC, 137 W. Forest Hill Avenue, Oak Creek, WI 53154.
9. **Sponsor:** Master Lock Company LLC, 137 W. Forest Hill Avenue, Oak Creek, WI 53154.

**Legal Notice.** **Privacy Policy.** Please see Master Lock's legal notice and privacy policy for more information.

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