

## COOL GEL 'N GEAR LLC INSTANT WIN GAME

### OFFICIAL RULES

#### NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **HOW TO PLAY:** Look inside specially-marked packages of **Cool Gel 'n Cap**<sup>®</sup> ("Participating Products") for a winning ticket. If your specially-marked package contains a ticket inside, then you will enter your access code on the Cool Gel 'n Cap website to determine if you are a winner. If your specially-marked package does not contain a ticket, you are not a winner. You may also request a free ticket and a copy of the Official Rules by sending a self-addressed, stamped envelope to: Cool Gel 'n Gear LLC, PO Box 379 • Elma, New York 14059. Request for free ticket/rules must be postmarked by 4/30/11 and received by 5/7/11. Limit one (1) request per outer stamped mailing envelope. Cool Gel 'n Gear LLC ("Sponsor") not responsible for lost, late, misdirected, illegible, incomplete, damaged, postage due or mutilated mail. Sponsor is not responsible for any ticket that is illegible, mutilated, altered, duplicated, tampered with, forged, cut, torn, contains printing, typographical or other errors, distributed where prohibited by law or not obtained legitimately.
2. **TO DETERMINE IF YOU ARE A WINNER:** To determine if you are a winner, visit [www.coolgelncap.net](http://www.coolgelncap.net) and enter the access code from the instant win ticket. Once you enter the access code, you will be immediately notified if your ticket is a winner and you will receive information about how to claim your prize.
3. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older. Employees of Cool Gel 'n Gear LLC, subsidiaries, affiliates, advertising and promotion agencies, participating retailers and immediate family members and/or those living in the same household of each are not eligible to participate. Void where prohibited.
4. **PRIZES/APPROXIMATE RETAIL VALUE (ARV)/ODDS:** One Grand Prize – \$200.00. One Second Place Prize –\$100.00. Two Third Place Prizes –\$50.00. Unclaimed prizes will not be awarded. All applicable federal, state, and local taxes on prizes are the sole responsibility of the prize winners. Limit one (1) prize per person. Approximate odds of winning are 4 : 1,000.
5. **GENERAL:** If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No correspondence will be acknowledged. No substitutions or transfer of prize permitted. Subject to all federal, state and local laws/regulations. Neither Sponsor, its subsidiaries, affiliates, advertising, promotion agencies nor their employees will have any liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in the promotion or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor may use the winner's name, voice, likeness and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, where allowed by law. Winners acknowledge that neither Sponsor nor its agents have 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, including, but not limited to, its quality, mechanical condition or fitness for a particular purpose.

Any and all warranties and/or guarantees on a prize, if any, are subject to the manufacturers' terms therefore and winners agree to look solely to such manufacturers for any such warranty and/or guarantee. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the judges, which are final and binding in all respects. Sponsor not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes.

6. Any contact information provided will be used for contact purposes only by Cool Gel 'n Gear LLC. By entering the contest and providing contact information, you are giving permission for Cool Gel 'n Gear to contact you for future notifications and your information will NOT be sold to or shared with any third-parties.
7. SPONSOR: Cool Gel 'n Gear LLC, PO Box 379 • Elma, New York 14059.