

VIOC KEY DRIVER SURVEY SWEEPSTAKES
Official Rules and Regulations

1. **PARTICIPATION CONSTITUTES ACCEPTANCE OF RULES.** Participation in this Sweepstakes constitutes entrant's full and unconditional acceptance of these Official Rules and the decisions of the Sponsor. Sweepstakes is sponsored by Ashland Inc., Lexington, Kentucky 40509 ("Sponsor"). Sponsor reserves the right to cancel the Sweepstakes at any time and substitute another promotion in its place. Sponsor is not responsible for printing errors in these Official Rules.
2. **NO PURCHASE REQUIRED TO ENTER OR TO WIN A PRIZE.** Entrants do not have to purchase any products to win. A purchase does not improve chances of winning. Void where prohibited, taxed or otherwise restricted by law. Subject to all federal, state and local laws.
3. **ELIGIBILITY:** This Sweepstakes is open to all residents of the United States of America and the District of Columbia who are 18 years of age or older. Employees (their families, and members of their household) of Sponsor, its parent, subsidiary and affiliated companies, advertising and promotion agencies are not eligible to win.
4. **HOW TO ENTER:** Sweepstakes begins on May 1, 2010 and ends on July 15, 2010 (the "Promotional Period").

All individuals who participate in the VIOC Key Driver Customer Outbound Telephone Survey, conducted by Westgate Research on behalf of VIOC, will automatically be entered. **MAIL-IN METHOD:** Send a self-addressed, stamped envelope (residents of Vermont may omit postage) to VIOC Key Driver Survey Sweepstakes, KAB, 3499 Blazer Parkway, Lexington, Kentucky 40509 (including your name, address and phone number) requesting an entry into the sweepstakes and a copy of these Official Rules. At the end of the survey or upon receipt of your request to be entered, you will automatically be entered into the sweepstakes. Sponsor is not responsible for lost, late, misdirected, damaged, illegible or incomplete entries. Entries become the property of the Sponsor and will not be returned. All mail-in entries must be postmarked by July 15, 2010 and received by July 20, 2010.
5. **GRAND PRIZE:** Enter to win one (1) check in the amount of Five Hundred Dollars (\$500) to be given away at the end of the Promotional Period.
6. **WINNERS:** On or about July 31, 2010, one (1) winner will be chosen by a random drawing.

The total approximate retail value of all prizes is Five Hundred Dollars (\$500). By participating, entrants release Sponsor, its parent company, subsidiaries, affiliated businesses, its advertising and promotion agencies and the officers, directors, employees and agents of each from any and all liability, damages or causes of action (however named or described) for injuries, damages or losses to persons and property which may be sustained in connection with participation in this sweepstakes and/or receipt, enjoyment, ownership or use of the Grand Prizes. Winners of the Grand Prizes grant Sponsor permission to use winner's name, age, city, state, photograph or likenesses for advertising and promotional purposes without additional compensation or approval (where lawful).
7. **WINNERS LIST:** To obtain a winners list (available after July 31, 2010), send a self-addressed, stamped business size (#10) envelope to VIOC Key Driver Survey Sweepstakes Winners List, 3499 Blazer Parkway, Lexington, KY, attention: KAB (residents of Vermont omit return postage). All requests for a Winners List must be received by August 31, 2010.
8. **DISPUTES:** Each entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or in connection with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of Kentucky; (2) 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 (3) 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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with the laws of the State of Kentucky, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Kentucky or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Kentucky.

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