

**COLGATE-PALMOLIVE  
LADY SPEED STICK® 24/7  
NATIONAL DAY DIARY CONTEST  
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN

This Contest is sponsored by Colgate-Palmolive Company, 300 Park Avenue, New York, NY.

1. **TO ENTER.** The “Lady Speed Stick® 24/7 National Day Diary Contest” is open only to legal residents of the 50 United States or District of Columbia 18 years of age or older. Contest begins *March 27, 2007* and ends *April 6, 2007*. Enter the “Lady Speed Stick® 24/7 National Day Diary Contest” by going to [www.my247life.com](http://www.my247life.com). Entrant must write day diary for calendar date March 27, 2007, that chronicles her workday, whether paid or unpaid, and captures her work/non-work related activities, thoughts and feelings while she is “on the job” (the “Entry”). The Entry must chronicle a workday in an honest, truthful, and verifiable manner. The Entry will be between 2-8 standard size (8.5 inch x 11 inch) pages. Entrant must provide name, address, email, date of birth via online registration. The Entry must be submitted between March 27, 2007 12:00 AM EST and April 6, 2007 11:59 PM EST. Limit one contest Entry per person, per address and email address. Employees and their families of sponsoring companies and their affiliates, subsidiaries, agencies and personnel are not eligible to enter or win. Sponsor will not be responsible for lost, illegible, mutilated, incomplete, misdirected Entries. All Entries become the property of Sponsor and will not be acknowledged or returned. Void where prohibited or restricted by law. All federal, state and local laws and regulations apply.
2. **PRIZES.** One grand prize winner shall win the contest and have their Entry published in author Joni B. Cole’s book *This Day in the Life of Working Women* in 2008 by publisher Marlowe & Company. Winning Entry will be selected by June 15, 2007. Entries will be posted online at [www.my247life.com](http://www.my247life.com) following review and approval by Sponsor, provided that any entries featuring any content determined by Sponsor or Judge to be indecent, inappropriate, morally objectionable or otherwise unfit for publication will be disqualified.

3. JUDGING CRITERIA. Entries will be judged equally on 1) relevance to “working women” theme (reflect reality of a woman’s workday paid or unpaid) 2) reflection of thoughts and feelings in addition to daily activities 3) consistency with day diary format (part itinerary/part journal 2-8 standard size (8.5 inch X 11 inch) pages) 4) adherence to deadlines (Entrant must write day diary about March 27<sup>th</sup> and must submit Entry between March 27<sup>th</sup> and April 6<sup>th</sup>) by author Joni B. Cole (“Judge”) who will select the Contest winner and whose decisions and the interpretation of these rules shall be final. In the event of a tie, the tying entrants with the highest score for reflection of thoughts and feelings and relevance to “working women” theme will be the winner. In the event of a further tie, the entrants will be re-judged based on relevance to “working women” theme. The winner shall be notified by mail or email on or about June 15, 2007.

4. ELIGIBILITY. All Entries submitted must be the original creation of the Entrant and must not have been previously published. By submitting an Entry or accepting any prize, Entrant represents and warrants that the Entry submitted by the Entrant are the original creation of the Entrant, have not been copied in whole or in part from any other work, do not violate or infringe any copyright or trademark or other proprietary right of any other person or entity and are the sole property of the Entrant. In the event that the Sponsor or Judge, in their sole discretion, have reason to believe that an Entry contains any material that may infringe or violate the rights of a third party, Entrant may be disqualified and Sponsor may take all other measures as it deems appropriate to protect its rights. Any person featured in any Entry submitted must have provided his/her consent to Entrant for the submission of his/her personally identifiable information in this Contest. By entering this Contest, Entrants represent that they have received this consent. Failure to obtain such consent will render the Entry ineligible. Entrants agree to indemnify and hold harmless Sponsor’s and its affiliates and agencies for any action brought by any person as a result of the Entrant’s Entry, including but not limited to any claims that the Entry violates the intellectual property rights of a third party, defames or otherwise violates the rights of such party. The Entries will not be acknowledged or returned. The Entries may be published on Sponsor’s web site if deemed appropriate by Sponsor and in Sponsor’s sole discretion. Entrant will be disqualified if Entry feature(s) any content determined by Sponsor or the Judge, in the sole discretion of any party, as indecent, inappropriate, morally objectionable or otherwise unfit for publication. Entries not satisfying these Official Rules in any respect will be automatically disqualified. By submitting an Entry, you understand and agree that the Entry will become and remain the sole property of Sponsor,

including any future rights associated with the Entry. In submitting an Entry, you hereby assign all right, title and interest, including without limitation all copyrights, to the Entry to Colgate-Palmolive Company. Colgate-Palmolive Company shall have the right to secure copyright protection for the Entry. Colgate-Palmolive Company's rights are exclusive, and the Entrant shall not use, license, or permit the use of the Entry for any other purpose. ***The foregoing grant of rights applies regardless of whether your Entry is selected as a winner.***

5. GENERAL RULES. This Contest is open only to legal residents of the 50 United States or District of Columbia 18 years of age or older to enter and win.

The winner will be required to execute an Affidavit of Eligibility. Non-compliance with this requirement may result in disqualification and an alternate winner may be selected. Return of any prize notification as undeliverable will result in disqualification, and an alternate winner will be selected. In the event of any dispute concerning the identity of any internet Entrant, the Entry will be deemed submitted by the natural person who is the authorized holder of the transmitting e-mail account.

By acceptance of prize, winner grants permission to the Sponsor, Cohn & Wolfe, VML, This Day LCC, and Marlowe & Company to use the winner's name, city, state, and likeness for purposes of advertising, promotion, press materials/PR, and trade without further compensation, except where prohibited by law. No transfer or substitution of prize permitted except by Sponsor. Winner is responsible for any and all federal, state and local taxes or assessments.

Sponsor reserves the right to cancel or modify the Contest or disqualify any Entrants if fraud, misconduct or technical failure destroys the integrity of the Contest as determined by the Sponsor, in its sole discretion. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Contest, or in the announcement of the prize. Winner agrees to hold Colgate-Palmolive Company, VML, Cohn & Wolfe, This Day LLC, Marlowe & Company their subsidiaries and affiliates and their respective directors, officers, employees, agents and assigns, harmless against any and all claims and liability arising out of acceptance, use or misuse of the prize. By participating, Entrants agree to be bound by these Official Rules and the decisions of the sponsor and the Judge, which shall be final in all respects. Sponsor reserves the right, in its sole discretion, to

disqualify any individual it determines to be tampering with the entry mechanism, to be violating these Official Rules or to be acting in a disruptive manner.

6. NAMES OF WINNERS. For the winner's name, available after ***June 15, 2007***, or any other inquiries send a self-addressed, stamped envelope to: Winner, Lady Speed Stick® 24/7 National Day Diary Contest, ***Cohn & Wolfe 292 Madison Avenue, 8<sup>th</sup> Floor New York, NY 10017.*** Requests received after ***December 15, 2007*** will not be processed.

7. CONTEST ADMINISTRATOR:

Cohn & Wolfe

292 Madison Avenue, 8<sup>th</sup> Floor

New York, NY 10017