

Joy Cone & "Highlights" Coloring Sweepstakes Official Rules

NO PURCHASE NECESSARY. Sweepstakes begins Tuesday, April 25, 2017 and ends Monday, May 15, 2017. Entrants must be 12 years of age or younger and reside in a country that receives shipments from the United States Postal Service to enter. Employees of Joy Cone Co. and their respective affiliated Companies and advertising and promotion agencies (and members of their immediate family and/or those living in the same of household of each such employee) are not eligible.

HOW TO ENTER.

No purchase necessary. A purchase will not improve chances of winning. To enter:

Contestants must color their own entry forms, without assistance from other parties. The pictures may be decorated with crayons, markers, paint, pencils, even electronic devices... any method you prefer. Pictures must be provided along with written permission of your parent or legal guardian and emailed (in color) to support@joycone.com or sent via mail and received by 05/15/17 to Joy Cone Co. Attn: Marketing Department 3435 Lamor Road, Hermitage, PA 16148. The *Highlights* coloring image is located on Joy Cone's website. Be sure to attach and complete the entry form located on the Joy Cone Kid's Page (<http://www.joycone.com/kids>) to the colored picture submissions. **Finding the hidden objects is not required, only optional.** Highlights for Children, Inc. and its family of companies are not Sponsors or Promoters of this Sweepstakes and have no involvement in the collection, submission or processing of entries, the administration of the Sweepstakes or the selection of winners.

Note: All coloring images/documents submitted to Joy Cone Co. become property of Joy Cone Co.

All entry requirements must take place after 8:30 am EST on Tuesday, April 25, 2017 and before 11:59 pm EST on Monday, May 15, 2017 to be eligible to win. No purchase is necessary to claim prize. By entering in the competition all participants agree to be bound by the official rules of these Sweepstakes Rules and the decisions of the Sponsor, which shall be final and binding in all matters relating to the Sweepstakes.

For a printed copy of these official rules, send a self-addressed stamped envelope to the Joy Cone *Highlights* Sweepstakes, **Joy Cone Co. Attn: Marketing Department 3435 Lamor Road Hermitage, PA 16148.**

WINNER SELECTION/NOTIFICATION. 1 winner will be randomly selected for each of the following age groups; 5 and under, 6 to 8 and 9 to 12. Winners will be notified on or before May 22, 2017. Winners will be notified via e-mail and/or by mail. Failure to respond to notification, to provide e-mail address, or to respond to follow-up e-mail to claim a prize when required may result in disqualification and selection of an alternate winner if time allows. In the event of a dispute as to the identity of any entrant, the entrant is deemed the "Authorized Account Holder" of the e-mail address account at time the individual became a subscriber. Winners are announced on the Joy Cone Kid's Page of our website: <https://www.joycone.com/kids>.

PRIZE/ODDS. 3 random winner(s) will be selected to receive JOY Fun Pack (Contains: 1-flier, 1-free product coupon & 1-pair of chillin sunglasses. Approximate Retail Value of Prize - \$20.00. Odds of winning depend on the total number of entrants.

CONSENT TO COLLECTION AND USE OF PERSONAL INFORMATION. By entering the Sweepstakes and voluntarily providing personal information including, but not limited to, name, address, city, email address, home and office telephone numbers (the "Entrant Information"), each Entrant grants permission to Sponsor for the collection and use of

the Entrant Information for the purpose of administering the Sweepstakes and selecting the winner. Visit Sponsor's Privacy Policy <http://www.joycone.com/content/contact-us>

GENERAL. Parents of the entrants (under the age of 18 years old) agree to be bound by the terms of these rules and by the decisions of Sponsor, which are final and binding. By participating in this promotion, entrants agree to hold Sponsor and its parent company, subsidiaries, affiliates, successors, assigns, officers and employees harmless for any injury or damage caused or claimed to be caused by participation in the promotion or acceptance or use of the prize, and also grants Sponsor the right to use winner's name and likeness for publicity purposes without further consideration to the extent allowed by law. Winner may be required to sign and return an affidavit of eligibility and/or other releases. If prize is not claimed, it will be awarded to an alternate winner. Sponsor is not responsible for any printing, typographical, mechanical or other error in the printing of the offer, administration of the promotion or in the announcement of the prizes. Sponsor is not responsible for electronic transmission errors or for technical malfunctions of any kind. If for any reason this Sweepstake is not capable of running as planned, Sponsor reserves the right at its sole discretion to terminate or modify the Sweepstakes. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes or the Website, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person. This sweepstake is subject to all applicable laws and is void where prohibited.

SPONSOR: JOY CONE COMPANY. 3435 LAMOR ROAD, HERMITAGE, PA 16148.