

Joy Cone & "Russell Madness" Sweepstakes Official Rules

NO PURCHASE NECESSARY. Sweepstakes begins Tuesday, July 7, 2015 and ends Thursday, July 30, 2015. Entrants must be at least 18 years of age and reside in a country that receives shipments from the United States Postal Service to enter. Employees of Joy Cone Company, 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 increase the chances of winning.

To enter: go to <http://www.joycone.com/contact-us> between 07/07/15 at 8:30 AM (EST) through 07/30/15 at 11:59 PM (EST) complete and submit the **Sweepstakes** entry form. Contestants must fill in all the required information (first and last name, mailing address, city, state, zip code, comment, email and subject (sweepstakes)) on the form before the entries are submitted. *In the comment's section, share with us a fun story about your favorite pet.* **Sweepstakes** must be selected in the **subject** drop down menu. We ask all winning participants wait 1 month before participating in future Joy Cone & "Russell Madness" sweepstakes.

All entries must take place after 07/07/15 at 8:30am (EST) 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 Joy Cone & "Russell Madness" Sweepstakes Official Rules, **Joy Cone Co. Attn: Marketing Department 3435 Lamor Road Hermitage, PA 16148.**

WINNER SELECTION/NOTIFICATION. 2 winners will be selected on or about 08/05/15 in a random drawing from among all eligible entries received. In order to be qualified, all participants must provide in the comment's section, *a fun story about their favorite pet.* Each sweepstakes is a different drawing that must be entered separately. In the event the Sponsor does not receive any eligible entries, the Sponsor has the right to cancel the Sweepstakes. Drawing will be conducted by Joy Cone Co., whose decisions are final. Odds of winning will depend upon the total number of eligible entries received. Winner(s) 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.

PRIZE/ODDS. 2 winners will be selected to receive (1) "Russell Madness" DVD and (1) Free Joy Cone Product Coupon. Approximate Retail Value of Prize - \$20.00.

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/joycone_privacy_policy.pdf.

GENERAL. By participating in this sweepstakes, 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. Winners 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 sweepstake 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 sweepstakes is subject to all applicable laws and is void where prohibited.

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