

Joy Cone Peppa Pig Coloring Contest Sweepstakes Official Rules

NO PURCHASE NECESSARY. Sweepstakes begins Wednesday, May 28, 2014 and ends Monday, June 23, 2014. 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 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:

Contestants must color their own coloring images, 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 emailed (in color) to support@joycone.com or received via mail by 6/23/14 to Joy Cone Co. Attn: Marketing Department 3435 Lamor Road, Hermitage, PA 16148. The Peppa Pig coloring photo is located on Joy's website <http://www.joycone.com/content/promotions>. Be sure to attach and complete the entry form located on page 3 of this document to the colored picture submission.

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 Wednesday, May 28, 2014 and before 11:59 pm EST on Monday, June 23, 2014 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 Peppa Pig Coloring Contest Sweepstakes, **Joy Cone Co. Attn: Marketing Department 3435 Lamor Road Hermitage, PA 16148.**

WINNER SELECTION/NOTIFICATION. 1 winner(s) will be 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 June 27, 2014. 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.

PRIZE/ODDS. 3 winner(s) will be selected to receive (1) Peppa Pig DVD and (1) Free Joy Cone Product Coupon. 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-joycone>

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.

PEPPA PIG COLORING CONTEST ENTRY FORM

Please Print

Child's Name

Address

City

State

Zip Code

Phone

Email Address

Age

PERMISSION FROM YOUR PARENT (OR LEGAL GUARDIAN)

Parent's Signature: _____ Date: _____

Please Note: Entry form must be completed and accompanied by the colored image of Peppa Pig. Form must be submitted to Joy Cone Co. on or before Monday, June 23, 2014.