

**Unilever U.S.
Degree® for Men
“Always Take On The Challenge” Contest
Official Contest Rules**

NO PURCHASE IS NECESSARY TO ENTER OR WIN.

Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules.

I. CONTEST PERIOD: The Degree for Men “Always Take On The Challenge” (the “Contest”) begins 12:01 a.m. Eastern Daylight Time (“EDT”), Wednesday, September 29, 2009, and ends 11:59 p.m. EDT, Monday, November 30, 2009 (the “Entry Period”). The Contest is sponsored by, Degree®, a subsidiary of Unilever, United States, Inc., 800 Sylvan Ave., Englewood Cliffs, NJ 07632 (the “Sponsor”).

II. ELIGIBILITY: The Contest is open to legal residents of the United States (U.S.), and District of Columbia (“D.C.”); are 13 years of age or older as of September 29, 2009 (“Start Date”); Participants who are thirteen years of age through seventeen years of age are eligible with the stipulation that the parent or legal guardian will be required to sign an Affidavit of Eligibility and Liability/Publicity Release (in compliance with COPPA Laws). All federal, state and local laws and regulations apply. Void Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries, and where prohibited, taxed or otherwise restricted by law. Officers, directors and employees of Unilever and Weber Shandwick, their respective subsidiaries, sales representatives, franchisees and franchisees’ affiliates, and each of their respective parent, subsidiary and affiliated companies, advertising, promotional and judging agencies, persons engaged in the development, production or distribution of materials for this Promotion (collectively, the “Sponsor and Administrators”) and the immediate family members (parent, child, sibling, and spouse) of, or persons living in the same household as, such individuals (whether related or not) are not eligible to participate in the Contest. **Void where prohibited by law.**

III. CONTEST DESCRIPTION: The Sponsor of Degree for Men “Always Take On The Challenge” Contest invites soccer enthusiasts and amateur players to create an original Video (“Video”) that “shows-off” an individual’s coolest soccer tricks. Those who enter the Contest by November 30, 2009, (“Entry End Date”) and are in compliance with the entry process shall be considered a Contestant (“Contestant”). There are four (4) Periods to the Contest: Period 1: The Contest Entry and Submission Upload; Period 2: The Contest Popular Voting; Period 3: Judging Decision Period; and Period 4: Winner Announcement. Refer to Date-line Chart below.

“Always Take On The Challenge” Contest Periods	Start at 12:00:01 AM ET on Dates Noted	End at 11:59 PM ET on Dates Noted
Video Entry and Upload Video Period	September 29	November 30
Popular Voting Period	September 29	November 30
Judges Decision to Select Winner	December 1	December 15
Winner Announcement	December 15	

Note: All dates/times are 2009/Eastern

IV. HOW TO ENTER CONTEST:

- No purchase necessary. Contestants have the opportunity to submit an original Video via YouTube (“Contest Site”). **Please note: A YouTube Account (“Account”) at www.youtube.com must be established before an online Video Entry (“Video Entry”) can be submitted.** YouTube will act as the host site for this Contest. Creating a YouTube account is free. A Contestant is required to read and agree to YouTube Terms & Conditions at <http://youtube.com/t/terms> and the YouTube Privacy Policy at <http://www.youtube.com/t/privacy>.
- Create and submit one, very cool soccer tricks video. It should be no more than 2 minutes in length.

- **LIMIT:** Each Contestant may submit only one (1) Video during the Video Submission Entry Period. If a Contestant submits more than one Video, only the first entry received by that Contestant would be judged. If a group (“Group”) collaborates on a Video, they are required to designate one member of the Group to enter the Contest and accept the prize on behalf of the Group. Sponsor is not liable for any disputes between collaborators related to a Video.
- By completing the registration and submitting a Video, the Contestant agrees that the Video conforms to the Video Guidelines and Content Restrictions as defined below (Rule #V) as well as the YouTube Terms and Conditions (collectively, the “Guidelines and Restrictions” Rule #V) and that the Sponsor and/or YouTube, in its sole discretion, may remove your Video at any time and for any reason, including if it believes, in its sole discretion, that your Video fails to conform to the Guidelines and Restrictions in any way, fails to conform to the YouTube Terms of Use, or otherwise contains prohibited, inappropriate, offensive, infringing or otherwise, unacceptable content as determined by Sponsor or YouTube, in their sole discretion, in which case your Video shall be disqualified from the Contest.
- By pushing the submit button, you certify that you have read and agree with these Official Contest Rules and understand that you may be required to sign other documents as listed in the Notification Section (Rule #IX), of these Official Contest Rules.
- **IMPORTANT:** Be sure to save your Video in the original format after uploading it to the Contest Site. If you are selected as a potential winner, you agree that you will provide Sponsor with your Video in its original format in order for the Video to be used in future advertising, PR or Promotions. The Sponsor assumes no responsibility for lost, late, misdirected or damaged entries, including entries that may be delayed in transmission. No incomplete, illegible or otherwise invalid entries will be accepted. Odds of winning will depend on the quality and total number of eligible entries received.

V. VIDEO ENTRY GUIDELINES AND RESTRICTIONS

1.) Guidelines: To be eligible, the Video Entry must be submitted in accordance with the online instructions and meet the following guidelines:

- The Video must be two (2) minutes maximum in length, including credits;
(If entry is longer than 2 minutes only the first 2 minutes will be judged and posted for public view, if entry is selected for appearance in this competition)

- The Video must be in .wmv, .avi, .mov and .mpg format; refer to YouTube Guidelines;
- The Video must have a file size less than one hundred (100) MB;

The uploading process is designed to work with most digital cameras, camcorders and cell phones in the above formats, but Sponsor makes no guarantee that any particular device will upload successfully. Successfully submitting your Video to the Contest Site is not verification that the Video is a qualifying Video (as defined above).

2.) Content Restrictions: The Video Entry must meet the following content restrictions:

- The Video must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright or trademark infringement;
- The Video must not contain brand names or trademarks other than the Contestant’s company or organization’s name and mark;
- The Video must not contain music, photos or artwork not created by Contestant;
- The Video can be in English and or Spanish, and must not contain material that is inappropriate, indecent, obscene, hateful, tortuous, defamatory, slanderous or libelous;
- The Video must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age; and
- The Video must not contain material that is unlawful, in violation of or contrary to the laws or regulations of the Sponsor, and or their Privacy Policy.

VI. TERMS OF VIDEO SUBMISSIONS: By entering, entrants agree to comply with YouTube's Terms of Use (www.youtube.com/t/terms), Privacy Policy (www.youtube.com/t/privacy) and with these complete Official Rules. By entering, entrant warrants that his or her idea and video and all elements thereof satisfy the Terms and Conditions of YouTube's Terms of Use and that the initial and possible subsequent entries: (i) it is the Contest’s original work and has been legally created; (ii) it has not been previously published or distributed in any media; (iii) has not previously won an award or prize of any kind; (iv) it does not infringe

upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other legal or moral rights of any person or entity; (v) that you have obtained permission from any person whose name or likeness or voice is used in the Video and that such person is 13 years of age or older - PERSONS UNDER THE AGE OF 13 MAY NOT APPEAR IN A VIDEO. (vi) Contestant has all rights ownership to the Video, including without limitation, copyrights, and, that the Contestant has received prior written permission from the videographer of the Video if the Video entry was taped by someone other than the entrant him/herself; (vii) publication of the Video via various media including Web posting, will not infringe on any third party rights; and (viii) you will indemnify and hold harmless the Released Parties (as defined in Rule XIII below) from any claims and damages (including reasonable attorneys' fees) arising from or relating to the breach or alleged breach of your representations and warranties herein, your Video, or your conduct in creating your Video or otherwise in connection with this Contest. All Videos will become the exclusive property of Sponsor, and none will be acknowledged or returned. By submitting a Video, Contestant irrevocably grants Sponsor and their respective agents an unlimited, worldwide, perpetual, unconditional, gratis license and right to edit, modify, adapt, distribute, stream, post, publish, broadcast, reproduce, encode, store, copy, transmit, publicly display, exhibit, and or otherwise use or reuse (without limitation as to when or to the number of times used) the Video and all elements thereof, in whole or in part, including any persons or likeness embodied therein (in each case, as submitted or as edited/modified in any way by the Sponsor, in its sole discretion) in any way, and may use video in any and all media, now or hereafter devised, without attribution, compensation, permission or notification to the Contestant, or any other entity, and without notice, review, or approval from Contestant or any other entity. Should Sponsor edit any such Video elements, Contestant is not relieved from responsibility for compliance with the YouTube Terms of Use and these Official Rules. Upon Sponsor's request, each Contestant must provide a signed written personal release and/or license/ assignment from (1) entrant and all other persons who appear in the Video submitted, and/or (2) the copyright owner of any copyrighted material, including but not limited to depictions of buildings or other structures, sculpture or artwork that appears in the video entry, authorizing use of the Video in Sponsor's and Sponsor's designees' editorial publications, advertising, marketing and promotions in any and all media now known or hereafter known throughout the world in perpetuity, without additional compensation, permission or notification, unless prohibited by law. All releases must be in the form provided by Sponsor. Entrant must provide fully completed documentation within five (5) days of the date notice or attempted notice is sent. Failure to provide such releases upon request may result in disqualification and the Participant, whose Video receives the next highest voting score may be deemed the alternate potential winner for the applicable prize. Released Parties (as defined in Rule #XIII below) are not responsible for lost, late, incomplete, invalid, unintelligible, garbled, delayed, inaccurate or misdirected Videos, Videos not uploaded in accordance with instructions, or Videos not received for any reason; all of which will be disqualified. Sponsor reserves the right to, but is not obligated to, monitor/screen entries prior to posting them to the Contest Site. By entering, you acknowledge that Sponsor has no obligation to use or post your submitted Video. BY SUBMITTING AN ENTRY, PARTICIPANT ACKNOWLEDGES THAT HIS/HER ENTRY MAY BE POSTED ON THE CONTEST WEBSITE LOCATED AT WWW.DEGREEFUTBOL.COM, OR OTHER WEBSITE(S) AUTHORIZED BY SPONSOR FOR THE CONTEST (COLLECTIVELY "THE WEBSITE"), AT SPONSOR'S DISCRETION AND CAN BE VIEWED BY OTHER WEBSITE USERS. This Contest may be cancelled in the event an insufficient number of qualified Entries are received that meet the minimum standards established by the Sponsor and or Judges. Any waiver of any obligation hereunder by Sponsor does not constitute a general waiver of any obligation to Contestants. Video Entries may only be submitted by individuals who are not "Professionals". A 'Professional' is someone who currently has a contract with a professional soccer team or organization or who has earned more than \$15,000 (2008 tax year) from the sport of soccer the entrant participated in. Contest Entities and their respective parents, subsidiaries, affiliates and each of their respective officers, directors, shareholders, agents and employees, and any Internet access providers (collectively "Released Parties") are not responsible for incorrect or inaccurate entry of information, human error, technical malfunction, lost/delayed data transmission, omission, interruption, deletion, defect, line failure of any telephone, computer or other network, computer equipment, software or any combination thereof, inability to access the YouTube web site, for problems uploading or downloading any Contest-related materials from the web site, or for late, lost, damaged, misdirected, incorrect or incomplete entry. For purposes of these Official Rules, receipt of entry occurs when Sponsor's servers successfully receive the uploaded video file and record the required entry information including the following: YouTube Video Title description,

Contestant's name, street address, city, state, ZIP Code, phone number and email address and any other information on the Contest website. Any entry information collected from the Contestant shall be used only in a manner consistent with the consent given by entrants at the time of entry, with these Official Rules, and with YouTube's Privacy Policy, which can be found at www.youtube.com. Persons who are under contract with a professional soccer team during the Contest Period are not eligible to enter this contest. By submitting an entry, you are authorizing the Sponsor to send you one (1) email as entered on entry form, about its products and services. You may opt out of receiving future e-mails from Sponsor by clicking on the link contained in the initial e-mail. You will remain eligible for this Contest whether or not you opt out of receiving promotional e-mails from Sponsor.

Certain Video Entries may be featured from time to time on the Sponsor's Web site or in advertising during the Contest Period, in Sponsor's sole discretion; being selected as a featured Video Entry is unrelated to the Judging Criteria and does not guarantee selection of a Grand, First, Second or Third Prize Winner in the Contest.

VII. POPULAR VOTING TO DETERMINE SEMI-FINALISTS: Friends and families have the opportunity to cast a vote via www.youtube.com. **Please note: A YouTube Account ("Account") must be established before an online vote can be submitted.** Creating a YouTube account is free.

YouTube Member Voting to Determine Semi-Finalists: All eligible Video Entries received during the Entry Submission Period, will be available for voting by Using the YouTube Voting Tab ("Thumbs-Up" or "Thumbs-Down" icons). Registered YouTube members will have the opportunity to rank the Videos during the Popular Voting period (see Rule #III for dates/times). Limit one vote per registered YouTube member account per day, during public voting period. At the conclusion of the Voting Period, the Sponsor will tabulate the votes. This will determine the top scoring Ten Entries, to be known as the "Semi-Finalists". In the event of a tie at any level, all tied entries will be re-judged by an additional judge selected by Sponsor, who, using the judging criteria (see Rule #XIV) will break the tie. Prize Winners will be announced at www.youtube.com and www.degreeformen.com, on or about December 15, 2009. The judges' decisions are final and binding in all matters relating to this Contest.

VIII. JUDGES PANEL TO DETERMINE FINALISTS: The highest scoring Semi-Finalist entries that are received during the Popular Voting Period, will then be reviewed by a panel of judges including celebrities retained by the Sponsor. This panel will score each eligible entrant's Video based on the following weighted judging criteria: Creative expression (50%); Quality of performance (30%); Presentation of material (10%); Does the video make a person want to buy DegreeMen Deodorant (10%). At the conclusion of the Judges voting period, the Sponsor will tabulate their criteria scores. The top ranked entry will be deemed the: One (1) Grand Prize Winner, The next seven highest ranking entries will be deemed winners of the First, Second and Third prizes respectively. Designation as a Prize Winner is subject to maintaining compliance with these Official Rules, YouTube membership and approval by Sponsors. In the event of a tie, all tied entries will be re-judged by an additional judge selected by Sponsor, who, using the judging criteria will break the tie. If Sponsor does not receive a sufficient number of eligible and qualified entries, and/or if any finalist fails to return required paperwork by the stated due date (see Rule #IX), Sponsor reserves the right to disqualify any Finalist and post fewer than eight finalist videos. Prize Winners will be announced at www.youtube.com and www.degree.com on or about December 15, 2009. The decisions of the judges are final and not subject to challenge and/or appeal.

IX. NOTIFICATION AND CONTEST DOCUMENTS: The potential Grand, First, Second and Third prizewinners will be notified by mail, telephone, and/or email on or about December 15 2009. Winners may be asked to complete and execute an Affidavit of Eligibility and Liability/Publicity Release, in compliance with these Official Rules. Additional forms may be required (e.g. travel release, assignment of copyright) at the sole discretion of the Sponsor unless prohibited by law. The signed Affidavit of Eligibility must be received from the winner, within 5 business days of issuance by Sponsor. If a selected prize winner is an eligible minor (age 13 through 17), the prize may be awarded to his or her parent or legal guardian, who will be required to sign and return all prize acceptance documents and assume all responsibilities of the prize winner. If any documents sent to a potential Winner by any means are returned as undeliverable or a potential Winner fails to properly execute and return all documents described herein in the time noted, or if a potential Winner is found not to be eligible or not in compliance with these Official Rules the potential

prize winner will be disqualified, even if the disqualified potential winner's name may have been shown/announced online, and the next highest scoring entry may be moved up, at the discretion of Sponsor and notified. No more than one (1) Grand, one (1) First, one (1) Second, and five (5) Third prizes will be awarded. Except where prohibited by law Sponsor may announce the name, home city and state of winners online. Contest Entities shall not have any responsibility or liability whatsoever for any property loss, damage, personal injury, or death, in connection with any person's participation in the Contest or any prize awarded herein.

X. PRIZES: One (1) Grand Prize Winner will be awarded a special La Federación Mexicana de Fútbol/ Mexican National Team (“MNT”) Event Experience. Approximate Retail Value (“ARV”) \$2,000. One (1) First Prize Winner will be awarded Three (3) Second Prize Winners will each be awarded MNT Merchandise to include Soccer Celebrity Signed Soccer Ball, an Official MNT Jersey and Degree Men products. “ARV” is \$500. Total Second Prize value is \$1,500.

In Addition: The Grand Prize Winner will participate in a chance-based game to determine if he/she will win \$50,000 Cash. The Grand Prize Winner will be invited to select and remove two (2) envelopes from fifteen (15) sealed envelopes. Two of these 15 envelopes contain a certificate for the \$50,000. The winner must select both winning envelopes. The winning envelope(s) will be revealed if not selected by the winner.

Total Prize Pool “ARV” is \$53,500

XI. GRAND PRIZE CONDITIONS: A Grand Prize Winner (“Winner”) is any Contestant who satisfies all entrant requirements, which are based on final judging and agrees to the following: (i) Potential Winner shall supply upon request by Sponsor, personal information for purposes of Sponsor performing a background check, criminal check, issuing prizes, governmental reporting and/or verifying Winner’s identification; (ii) Sponsor has the right, but without obligation, to obtain information in order to disqualify a Winner based on the results thereof and/or any perceived negative conduct by a potential Winner during any one of the promotional events Winner is invited to, including, without limitation to, anything that may reflect unfavorably on the Sponsor, or any perceived breach(es) of the Contest document(s) signed by a Winner, as determined in the sole discretion of the Sponsor; (iii) Winner designated by Sponsor agrees to be available for a any photo-shoots on the provided scheduled dates, and in the location(s) ultimately selected by Sponsor and or Partnering Sponsors; (iv) the Video Entry Materials, in whole or in part, and/or results of the Winner’s Photo-Shoot may be used in any and all media in whole or in part, alone or in combination with other works, and the Winner’s image(s) may be changed, altered, edited or modified, used in distorted, illusory or composite form, or in any other manner, as solely determined by Sponsor; (v) SPONSOR MAKES NO REPRESENTATIONS, WARRANTIES OR GUARANTEES WHATSOEVER (EXPRESS OR IMPLIED) OF ANY KIND, INCLUDING THAT A PARTICIPANT’S VIDEO WILL APPEAR IN ANY PUBLIC MEDIA, OR THAT WINNER WILL RECEIVE OTHER BENEFITS OF ANY KIND BY VIRTUE OF THEIR PARTICIPATION IN THIS CONTEST; (vi) The winner accepts the Contest prizes offered by Sponsor and Partnering Sponsors, which are nontransferable and non-refundable and must be accepted as awarded. No substitution of prize is offered, no transfer of prize to a third party is permitted and non-cash prize is not redeemable for cash value, except as determined by Sponsor in its sole discretion. Sponsor reserves the right to award a prize of equal or greater value in the event that any of the published prizes become unavailable. Any difference between the stated value of a prize and the actual value of prize will not be awarded; (vii) all federal, state and local laws and regulations apply. Prize recipient is responsible for all applicable federal, state, and local taxes on a prize; if applicable, Winner will receive an IRS Form1099 for the retail value of the prize; (viii) Upon forfeiture for any reason stated in these Official Rules, no compensation will be given except at the sole discretion of Sponsor. All additional expenses and costs not expressly listed in Sponsor’s Prize Contract are the winner’s responsibility. Unclaimed or undeliverable prizes will not be awarded after Six (6) months of Notification Date; (ix) The Winner’s Entry and acceptance of the prizes offered constitutes permission for the Sponsor to use all materials created subsequent to entry, including any photo-shoot photographs, recordings, video tape footage, promotional activity, publicity and other materials documenting Winner events, including the image and/or voice of Winner, and all rights title and interest thereto, and may be used, at the sole discretion of Sponsor (without obligation) for any purpose and in any media whatsoever, without limitation, including print, collateral materials, product packaging, audio recordings/film/TV/video,

outdoor advertising and the Internet, without compensation or review; (x) Potential Winner must sign documents as listed in the Notification Section (Rule #IX) of these Official Contest Rules.

XII. LIMITATIONS OF LIABILITY: If for any reason, this Contest is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupts or affects the administration, security, fairness, integrity or proper conduct of the Contest, the Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process (if applicable), and to cancel, terminate, modify or suspend the Contest in whole or in part, at any time, without notice and award the prize using all non-suspect eligible entries received as of the termination/suspension date. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor also is not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure or delay of any email or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof. Sponsor is not responsible for any damage to a Participant's system, which is occasioned by participating in this Contest or by downloading any information necessary to participate in the promotion. Sponsor also is not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error, which may occur in the processing of the entries in the Contest. If any provisions of the Official Contest Rules are determined by a court of competent jurisdiction to be invalid or unenforceable, such determination shall not affect the validity or enforceability of any other provision. ALL ENTRANTS ACCEPT THE CONDITIONS STATED IN THESE OFFICIAL RULES, AGREE TO BE BOUND BY THE DECISIONS OF THE JUDGES AND PUBLIC VOTING, WARRANT THAT THEY ARE ELIGIBLE TO PARTICIPATE IN THIS CONTEST AND RELEASE CONTEST ENTITIES FROM AND AGAINST ALL CLAIMS AND DAMAGES ARISING IN CONNECTION WITH THEIR PARTICIPATION AND/OR ENTRY IN THE CONTEST AND/OR AWARDING OF OR USE OF ANY PRIZE AWARDED IN THIS CONTEST. ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSORS AND THEIR LICENSEES RESERVE THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR ANY SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. ENTRANTS (OR IF ENTRANT IS NOT OF AGE OF MAJORITY IN THEIR STATE OF RESIDENCE, GUARDIANS OF SUCH) AGREE TO INDEMNIFY AND HOLD HARMLESS THE SPONSORS AND LICENSEES FROM AND AGAINST ANY AND ALL CLAIMS, LOSSES, DAMAGES OR LIABILITY (INCLUDING REASONABLE ATTORNEYS' FEES AND EXPENSES) THAT MAY BE ASSERTED AGAINST OR INCURRED BY ANY OF THEM AT ANY TIME, IN CONNECTION WITH ENTRY, OR USE THEREOF, OR BY RESPECTIVE ENTRANTS' BREACHES OF ANY AGREEMENT OR WARRANTY ASSOCIATED WITH THE CONTEST. In the event of a dispute regarding the identity of an individual who actually submitted an On-Line entry, the entry will be deemed submitted by the authorized account holder of YouTube and or the email account. "Authorized account holder" is defined as the natural person who is assigned to an email account by an Internet access provider, On-Line service provider or other Organization (e.g., business, educational, institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

XIII. RELEASE: By entering, each Participant agrees to release and hold harmless Sponsor, YouTube, and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising in whole or in part, directly or indirectly, out of participation in the Contest or any Contest related activity; receipt or use or misuse of any prize; Released Parties' use of the rights granted herein; or for any printing, production, typographical, human, or other error in the printing, offering or announcement of any prize.

XIV. DISPUTES: Except where prohibited, as a condition of participating in this Contest, Participant agrees that any and all disputes which cannot be resolved between the parties, claims and causes of action arising out of, or connected with this Contest, or any prizes awarded, or the determination of Winners shall be resolved individually (without resort to any form of class action and with the understanding and agreement that these Official Contest Rules shall apply), and shall be submitted to arbitration pursuant to the commercial arbitration rules of the American Arbitration Association, then effective. Further, in any such dispute, under no circumstances will Participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than Participant's actual out-of-pocket expenses (e.g., costs associated with entering this Contest), and Participant further waives all rights to have damages multiplied or increased. The arbitration shall be conducted in the State of New Jersey, in the City of Englewood Cliffs, County of Bergen, and judgment on the arbitration award may be entered into any court having jurisdiction thereof. In the event that arbitration is prohibited, in a particular state/territory then any such claim shall be brought and maintained in the federal or state courts of the State of New Jersey, in the City of Englewood Cliffs, County of Bergen. Any dispute or claim arising out of the entry of this Contest, or any disputes with site users which arise as a result of the use of this website, shall be governed by the laws of the State of New Jersey, without respect to conflicts of laws principles.

XV. WINNERS LIST/OFFICIAL CONTEST RULES REQUEST: For the names and city/state of residence of prize Winners or a copy of these Official Contest Rules, send a request specifying a copy of the Winners List or Official Contest Rules along with a self-addressed, stamped envelope postmarked by 1/4/10 and received by 1/7/10 Mail to: Compliance/ Degree "Always Take On The Challenge" Winners List, 106 Elm St, Stonington, CT 06378. Vermont and Washington residents may omit return postage.

XVI. SPONSOR: Unilever, United States, Inc., 800 Sylvan Ave., Englewood Cliffs, NJ 07632

XVII. ADMINISTRATOR: Compliance Sweepstakes Services LLC, 106 Elm St., Stonington, CT 06378