

PRANG POWER “PRIZE PACKAGE” SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **HOW TO ENTER:** The **Prang Power “Prize Package” Sweepstakes** (“Sweepstakes”) is an online-only Sweepstakes. The Sweepstakes begins April 13, 2012 at 12:00:00 AM (ET) and ends June 1, 2012 at 11:59:59 PM (ET) (“Promotion Period”). To enter, go to http://www.prangpower.com/PrangPoints/Signup_Search_NoSchool.php (the “Website”) to register to become a member of the Prang Power Program (see eligibility restrictions in Section 2 below) and enter the promotion code: **KINF** in the space provided to complete entry into the Sweepstakes. Entrants must become members of the Prang Power Program. Registration is free. Online entries must be completed by June 1, 2012 at 11:59:59 PM (ET).

Limit one (1) entry per Prang Power account – regardless of method of submission. All entries become the property of Dixon Ticonderoga Company (“Sponsor”) and will not be acknowledged or returned. Proof of submission of an entry will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for any change of mailing address, email address, and/or telephone number of entrants. In the event of a dispute, any entries will be deemed to have been submitted by the Authorized Account Holder of the Prang Power account number submitted at the time of entry, provided that person meets all eligibility requirements set forth in these Official Rules. “Authorized Account Holder” means the natural person who is assigned as the sole or primary contact for Prang Power account in question.

2. **ELIGIBILITY:** Entrants must become, and be eligible to become a Prang Power program account holder. Any entity that is an educational institution, including public or private school, preschool, day care, youth organization, school district, school site and/or individual classroom teacher is eligible to become a Prang Power program account holder. Employees of Sponsor and its affiliates, subsidiaries, advertising and promotion agencies, dealers and their immediate family members and/or those living in the same household of each are not eligible to participate. Void outside of the fifty United States and the District of Columbia and where prohibited by law.
3. **RANDOM DRAWING:** Ten (10) winners will be selected in a random drawing on or about June 4th, 2012 from among all eligible entries received, by Sponsor, whose decisions are final in all matters relating to this Sweepstakes. Winners will be notified by phone, mail and/or email at Sponsor’s discretion.

4. **PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS:** Ten (10) Grand Prizes – Each of the ten (10) selected Sweepstakes winners (each, a "Winner") will receive the following: (a) one (1) 200 count Prang Washable Art Marker Master Pack (approximate retail value ("ARV"): \$122.00); (b) one (1) 114 count Lyra Groove Colored Pencil Master Pack (ARV: \$67.20); (c) one (1) 800 count Prang Crayon Master Pack (ARV: \$87.33); (d) one (1) Prang Oval 8 Watercolor Master Pack (24 sets and 12 refills) (ARV: \$179.25); and (e) three (3) 30 count Pre-Sharpended Ticonderoga Pencil Packs (ARV: \$36.90).

Total ARV of each Prize: \$492.68

Total ARV of all prizes \$4,926.80.

Odds of winning depend on total number of eligible entries received. Unclaimed prizes will not be awarded. Limit one (1) prize per Prang Power Account. All applicable federal, state and local taxes on prizes are the sole responsibility of the Winners. **Winners will receive a 1099 tax form for the approximate retail value of their prize.**

5. **GENERAL:** Potential prize winners will be required to execute and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release within seven (7) days after first notification attempt. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected provided there is sufficient time remaining to award prize. If any selected potential winner fails to comply with these Official Rules, is found to be ineligible and/or does not submit required documentation within the designated period, their prize will be forfeited and an alternate winner selected. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. Subject to all federal, state and local laws/regulations. By participating, entrants and winner's consent to the use of his/her name, photo and/or likenesses for advertising and promotional purposes, without limitation or additional compensation, where permitted by law. By participating, entrants and Winners release and agree to hold harmless Sponsor and its affiliates, partners, members, directors, employees, officers and agents, including without limitation, their advertising/promotional agencies from any and all liability, injury, loss or damage of any kind arising from or in connection with participation in the Sweepstakes, or the awarding, receipt, possession, use or misuse of any prize and/or with respect to participation in any prize related activity. Sponsor is not responsible for any typographical or other error in printing, offering or announcement of prizes. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of Sponsor, which are final and binding in all respects.
6. **INTERNET:** Sponsor is not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in incorrect collection of data, omission,

interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason the Internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Internet portion of the Sweepstakes and select the winners by random drawing from among all eligible entries received up to the point of the action taken by the Sponsor. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

7. **GOVERNING LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants or Sponsor in connection with the Sweepstakes or in connection with any submission or other material submitted in connection with the Sweepstakes, shall be governed by and construed in accordance with internal laws of the State of Florida without giving effect to any choice of law of conflict of law rules or provisions that would cause the application of any other state's laws. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.
8. **WINNER'S LIST:** For names of winners, send a self-addressed, stamped envelope by December 31, 2012 to: Dixon Ticonderoga "Prang Power Prize Package" Sweepstakes, Attn: Winner's List, 195 International Parkway, Heathrow, FL 32746. Winner's list to be available after June 30, 2012.
9. **SPONSOR:** Dixon Ticonderoga Company, 195 International Parkway, Heathrow, FL 32746.