

## Official Rules and Regulations

### MUSEUM OF HANDPIECE ART (MoHA) SWEEPSTAKES

#### **NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

- Eligibility:** The Museum of Handpiece Art (“MoHA”) Sweepstakes (the “Promotion”) is open to legal residents of the 50 United States and the District of Columbia, except where prohibited by state law governing marketing to healthcare professionals. You must be 18 years of age or older and a licensed US dental professional at the time of entry. If participation in the Promotion constitutes a violation of your employer’s or professional organization’s policies or guidelines, you are not eligible to enter or win. Employees of DentalEZ, Inc., (the “Sponsor”), DentalEZ Alabama, Inc., Columbia Dentoform Corporation, RAMVAC Dental Products, Inc., any of their respective shareholders, officers, directors, agents, assigns, suppliers, distributors, subsidiaries and affiliated companies, advertising, promotion, or production agencies and web suppliers (and their immediate families (spouse, children, parents, siblings)) and those living in their same households (whether or not related) (collectively hereinafter, the “Released Parties”) are not eligible to participate. By participating, entrants agree to these Official Rules. Void where prohibited.
- Promotional Period:** Promotion begins at 12:01:01 a.m. Eastern Time (“ET”) on 11/27/2009 and ends at 11:59:59 p.m. ET on 12/31/2010 (“Promotional Period”). Entries must be received and recorded by the Sponsor during the Promotional Period. The computer of the Sponsor is the official clock for this Promotion. There will be thirteen (13) monthly entry periods (each a “Monthly Entry Period”) as set forth in more detail in the schedule below. At the conclusion of each Monthly Entry Period, there will be a random drawing conducted by an independent judging agency from all entries received during the corresponding Monthly Entry Period (“Monthly Drawing”). At the conclusion of the Promotional Period there will be one (1) Grand Prize Drawing (described in detail below in Rule 5).

<i>Monthly Entry Period*:</i>	<i>All entries must be received between:</i>	<i>Approximate Monthly Drawing Date</i>	<i>Winners Notified</i>
1	11/27/09 – 12/31/09	1/5/10	1/12/10
2	1/01/10 – 1/31/10	2/5/10	2/12/10
3	2/1/10 – 2/28/10	3/5/10	3/12/10
4	3/1/10 – 3/31/10	4/5/10	4/12/10
5	4/1/10 – 4/30/10	5/5/10	5/12/10
6	5/1/10 – 5/31/10	6/4/10	6/11/10
7	6/1/10 – 6/30/10	7/5/10	7/12/10
8	7/1/10 – 7/31/10	8/5/10	8/12/10
9	8/1/10 – 8/31/10	9/3/10	9/10/10
10	9/1/10 – 9/30/10	10/5/10	10/12/10
11	10/1/10 – 10/31/10	11/5/10	11/12/10
12	11/1/10 – 11/30/10	12/3/10	12/10/10
13	12/1/10 – 12/31/10	1/7/11	1/14/11

\*Monthly Entry Periods begin at 12:01:01 a.m. ET on start date of each Monthly Entry Period and end at 11:59:59 p.m. ET on the last day of that Monthly Entry Period.

3. **How to Enter:** During the Promotional Period, visit [www.starmasterpiece.com](http://www.starmasterpiece.com) (the "Website"). Follow the onscreen instructions to create a piece of digital art using a StarDental handpiece ("Masterpiece" or "Entry"). The steps are easy: select a background and a handpiece (you can use multiple handpieces on a single project); create and finish your Masterpiece using the web tools provided; and complete and submit the entry form, including your name, practice name, mailing address, email address, and telephone number. A minimum of twenty-five (25) of the most current Masterpieces submitted will be displayed online in the MoHA gallery. Each Masterpiece will be identified by the city and state of the person who created the Masterpiece. You will also have the option of saving your Masterpiece to your computer. Limit one (1) Entry per person/email address per day during the Promotional Period.

Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of Entries by using multiple/different email addresses, identities, or any other methods will void that entrant's Entries and that entrant may be disqualified. Use of any automated system to participate is prohibited, and Entries by any means which subvert the entry process are prohibited and will result in disqualification (and all associated Entries will be void). Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected Entries, which will be disqualified. In the event a dispute arises regarding the identity of the entrant who submitted an Entry, the authorized account holder of the email address used to enter will be deemed to be the entrant and he/she must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

To be eligible for a particular Monthly Drawing, you must submit an Entry during the corresponding Monthly Entry Period, and all Entries must be received by 11:59:59 p.m. ET on the last day of such Monthly Entry Period. Entries will not be rolled over into subsequent Monthly Entry Periods; however, all Entries submitted during the Promotional Period will be eligible for the Grand Prize Drawing. All Entries must be received by 11:59:59 p.m. ET, 12/31/2010, to be eligible for the Grand Prize Drawing. All Entries become property of Sponsor and will not be acknowledged or returned. All potential winners are subject to verification by sponsor, whose decisions are final and binding in all matters related to the promotion.

4. **Entry Requirements:** Each Entry must also comply with the following:
  - (a) Entries that are lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, obscene, or Entries that otherwise contain inappropriate content or objectionable material, may be disqualified at any time in the Sponsor's sole and unfettered discretion.
  - (b) The Entry must not infringe the copyright, trademark, privacy, publicity, or other intellectual rights of any person or entity.

(c) The Entry must not contain any personally identifiable information of any person other than the entrant. Should the entrant include personally identifiable information about him/herself in his/her Entry, entrant acknowledges and agrees that such information will be disclosed publicly and entrant is solely responsible for any consequences thereof.

(d) The Entry must not contain any commercial content or logos except those of Sponsor.

(e) Sponsor reserves the right in its sole and unfettered discretion to disqualify any Entry that it believes violates or potentially violates any of the foregoing requirements or otherwise fails to comply with any provision of these Official Rules or the terms of service for the Website. The decision of the Sponsor on this and all matters pertaining to the Promotion shall be final and binding.

5. **Winner Selection/Notification:** Monthly Prize winners will be selected during random Monthly Drawings conducted by Sponsor as set forth in Rule 2 above. Grand Prize winner will be selected in a random drawing to be held at the 2011 Chicago Dental Society Midwinter Meeting ("Meeting") during February 24-26, 2011. The Grand Prize winner will be selected from all eligible Entries received during the Promotional Period by an independent judging agency, whose decisions are final and binding. Monthly Prize winners will be notified through email on the dates specified above in Rule 2. Grand Prize winners will be notified by mail, email or telephone immediately following the Meeting. Potential winners will be required to sign and return to Sponsor, within ten (10) days of the date notice is sent, an Affidavit of Eligibility (including proof that he or she is a licensed dental professional, a citizen of the U.S., and his or her social security number), and except where prohibited, a Liability & Publicity Release ("Affidavit"). Failure to comply with this deadline may result in forfeiture of the prize and selection of an alternate winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner. Sponsor is not responsible for changes to entrant's mailing address, email and/or telephone number.
6. **Prizes/Odds:** One (1) Grand Prize will be awarded consisting of a 4-day/3-night trip to Paris, France for winner and one (1) guest. Trip package includes roundtrip, business-class air, transportation for two (2) from a major U.S. airport near winner's home (as determined by Sponsor in its sole discretion); hotel accommodations for winner and guest (one room/double occupancy at a four-star hotel) for three (3) nights; ground transfers to/from the airport and hotel and \$7,500 (U.S. dollars) in spending money. **\$7,500 will be in the form of a VISA card.** Winner and guest must travel from one departure location and must travel on the same itinerary. All travel arrangements must be made by travel agent designated by Sponsor and all travel must be completed no later than December 31, 2011. Trip subject to availability and blackout dates. Travel must be roundtrip. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs associated with prize acceptance and use not expressly stated in the package description above, including, but not limited to, ground transportation, meals, incidentals, passenger tariffs or duties, airline fees, surcharges, airport fees, luggage fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other

expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Winner and travel companions are solely responsible for obtaining valid passports and any other documents necessary for international travel. Travel restrictions, conditions and limitations may apply. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates, gift cards, or travelers' checks. Minors must be accompanied at all times during trip (including, but not limited to, in-flight and hotel stay) by minor's parent or legal guardian. Travel companion (or winner, if travel companion is a minor child) must execute liability/publicity releases prior to issuance of travel documents. If winner chooses to travel without a guest, that portion of Grand Prize is forfeited in its entirety and no substitution or compensation will be provided. All elements of Grand Prize must be redeemed at the same time.

Total approximate retail value ("ARV") of Grand Prize is \$20,000.00. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Odds of winning the Grand Prize depend on the number of eligible entries received during the Promotional Period.

Monthly Prizes: Twelve (12) Monthly Prizes will be awarded, each consisting of one (1) select StarDental handpiece. ARV: \$1,000 each. Odds of winning a Monthly Prize depends on the number of eligible Entries received during a particular Monthly Entry Period. Limit: One (1) Monthly Prize per person per practice during the Promotional Period.

For All Prizes: No cash equivalent will be awarded and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize (or portion thereof) for one of equal or greater value if the designated prize (or prize element) should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. All details of prize and prize components will be determined by Sponsor in its sole and absolute discretion.

TOTAL ARV OF ALL PRIZES: \$33,000

7. **General Conditions:** Entrants agree (a) that Sponsor, Released Parties and all of their respective officers, directors, employees, representatives and agents are released, will have no liability whatsoever for, and shall be held harmless by entrants against any liability for any injuries, losses or damages of any kind to person(s), including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Promotion or any Promotion-related activities and/or travel; (b) under no circumstances will entrants be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Promotion shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, excluding attorney's fees and court costs. Except where legally prohibited, winners grant (and agree to confirm that grant in writing) permission to Sponsor and those acting under its

authority the right to the use of his/her name, picture, likeness, voice, biographical information and statements, at any time or times, for advertising, trade, publicity and promotional purposes without additional compensation, in all media now known or hereafter discovered, worldwide and on the Internet and World Wide Web, without notice, review or approval. The entry information provided is subject to Sponsor's Privacy Policy available at [www.starmasterpiece.com/privacy.html](http://www.starmasterpiece.com/privacy.html).

8. **Grant of Rights:** By submitting an Entry into the Promotion, you hereby grant to Sponsor a royalty-free, perpetual non-exclusive irrevocable worldwide license to exploit, sublicense, and assign the Entry and all ancillary and derivative rights thereto in all media now known or hereafter devised in any and all languages. Without limiting the foregoing, by submitting an Entry into the Promotion, you agree that you will not sell, license, sublicense, or assign such Entry to any manufacturer or supplier of dental products (other than Sponsor).
9. **Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines, cable, satellite, Internet Service Provider (ISP) or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) any errors, problems or malfunctions of any kind, whether caused by computer, network, mechanical, printing, typographical, technical, human or otherwise, which may occur in connection with the Promotion, including, without limitation, errors, problems or malfunctions which may occur in connection with the administration of the Promotion, the processing of Entries, the announcement of any prize or in any Promotion-related materials; (5) late, lost, undeliverable, damaged, delayed, misdirected, incomplete, inaccurate, garbled or stolen Entries; (6) any incorrect or inaccurate information, whether caused by website users, tampering, hacking or by any equipment or programming associated with or utilized in the Promotion; or (7) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's Entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Entry, provided that if it is not possible to award another Entry due to discontinuance of the Promotion, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible Entries received up to the date of discontinuance for any or all of the prizes offered herein.
10. **Governing Law/Jurisdiction:** 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 Promotion shall be governed by and construed in accordance with the laws of the Commonwealth of Pennsylvania without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's law. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts located in Philadelphia, Pennsylvania.
11. **Severability:** If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

12. **Winners List:** For winners' names, available after 2/26/11, send a separate self-addressed, stamped envelope to: Lanmark Group, Inc., Attention MoHA Judging Department, 527 Industrial Way West, Eatontown, NJ 07724. All requests must be received by 3/26/11. Vermont residents may omit return postage.
13. **Sponsor:** The Sponsor of this Promotion is DentalEZ, Inc., 2 West Liberty Boulevard, Suite 160, Malvern, PA 19355.

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