

OFFICIAL RULES
Who Has NYC Runway Style?

OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES OR THE DISTRICT OF COLUMBIA, EXCLUDING COLORADO, MARYLAND AND VERMONT, WHO ARE LICENSED COSMETOLOGISTS AND AT LEAST 21 YEARS OF AGE AT THE TIME OF ENTRY. VOID IN COLORADO, MARYLAND, VERMONT, PUERTO RICO AND WHERE PROHIBITED BY LAW.

1. **ELIGIBILITY:** Open to legal residents of the 50 United States or the District of Columbia, excluding Colorado, Maryland and Vermont, who are licensed cosmetologists and at least 21 years of age at the time of entry. Employees, independent contractors and agents of L'Oréal USA Inc., its parent company, subsidiaries, affiliates, advertising, promotional, fulfillment and marketing agencies, and the immediate families (spouse, parents, children, and siblings and their respective spouses) and individuals living in the same households of such persons (whether related or not) are ineligible to enter or win. Void in Colorado, Maryland, Vermont, Puerto Rico and where prohibited by law. Contest subject to all applicable federal, state, local laws and regulations. By participating, entrants agree to be bound by these Official Rules and accept decisions of the Sponsor as final in all matters relating to this Contest. Entrant must provide a valid cosmetology license before redeeming the Grand Prize.

2. **HOW TO ENTER:** The "Who Has NYC Runway Style" Contest ("the Contest") starts 12:01 am Eastern Time ("ET") on June 2, 2008 and ends 11:59 pm ET on August 3rd, 2008 at 5:00:00 PM EST. *{NO. July 20, 2008 is the end date for the First Round Entry period. What we are talking about here is the end date of the Contest as a whole. That date is the date on which you will announce the winners.}* The Contest is divided into two rounds. Entry for the first round must be made between 12:01 am ET on June 2, 2008 and 11:59 pm ET on July 20, 2008 (the "Round One Entry Period"). Entry form and instructions can be found at www.softsheen-carson/professional.com and at myspace.com/stylesquad1 during the Round One Entry Period. Entry form along with one (1) photograph and one (1) fifty dollar (\$50) check payable to SoftSheen-Carson Professional must be mailed to:

SoftSheen-Carson "Who Has NYC Runway Style" Contest
575 5th Avenue
19th floor
Attention: Education Department
New York, NY 10017

Fifty dollar (\$50) check will be held as a deposit and will be returned to all Entrants on or around August 10, 2008.

Entrant must submit one (1) headshot. Headshot must be in color, no smaller than 4x6 and no larger than 8x10. The headshot must display the model from the shoulders up of a hair style that the Entrant has solely created which best exemplifies a style that can be found on a runway fashion show. Hairstyle must include weave/extensions. Entrant must be able to reproduce that style in similar

fashion within 60 minutes in order to be eligible for the Final Round taking place on August 3, 2008 in Atlanta, GA at the International Bronner Brothers Hair Show. The Entrant must use SoftSheen-Carson Professional Weave Care products and describe which products were used to create the look. Entry form must be completed in full and contain the first and last name, email address, mailing address, agreement of photo usage, a headshot photo that is in color, no larger than 8x10 and no smaller than 4x6 from the shoulders up of the hair style described above and a description of SoftSheen-Carson Professional Weave Care products used to achieve the style in the headshot photograph. The description must be written in the English language and can be no longer than 250 words in length. Photographs must be taken within one (1) year from date of submission and must depict the model as they presently appear. Only color photographs may be submitted. Only clear photographs will be accepted. Only photos that are between 4x6 and 8x10 in color and from the shoulders up will be considered. The model depicted in the photo cannot be an employee of, related to an employee of, or have any contractual relationship with L'Oreal USA, Inc., its parent, subsidiaries, affiliates, advertising or promotional, fulfillment or marketing agencies. All entries submitted become the sole property of Sponsor and will not be returned. Limit one entry per person and per household.

Description and photos may not be offensive nor can they defame or invade upon the publicity rights or privacy of any person or otherwise infringe upon any person or entity's personal or proprietary rights, as determined by the judges in their sole discretion. Incomplete entries and entries not complying with all rules are subject to disqualification. No correspondence regarding entries will be acknowledged or entered into with entrants.

3. **JUDGING CRITERIA FIRST ROUND:** All First Round entries will be judged on the following criteria: appearance of entrant's model's hair in photo (60%) and Creativity (40%). The ten (10) Entrants with the highest score will be selected to compete in the Final Round of the Contest on August 3, 2008 at the International Bronner Brothers Hair Show in Atlanta, GA. The ten (10) Finalists will be notified by email.

4. **FINAL ROUND:** All ten (10) Entrants selected to compete in the Final Round of the Contest on August 3, 2008 at the International Bronner Brothers Hair Show in Atlanta, GA will be notified by email on or around July 22, 2008. Final Round Entrants must bring notification email and a government issued ID as proof of entry on August 3, 2008 to be eligible to compete. Final Round Entrants are solely responsible for all transportation, lodging and admissions costs associated with their and their model's attendance at the International Bronner Brothers Hair Show in Atlanta, GA.

Entrants who are selected to compete in the Final Round will be required to use only SoftSheen-Carson Professional Weave Care products while performing in the Contest. Entrant must come ready to the Final Round of the Contest on August 3, 2008 in Atlanta, GA at the International Bronner Brothers Hair Show to finish their model's style before a live audience and Judges. Entrant must provide all tools necessary for completion of style. Entrant's model must wear

weave/extensions to be eligible to compete. Entrant will have no more than 60 minutes to complete their style on stage. The Entrant does not have to use the same model depicted in submitted headshot. Final Round Entrants' models cannot be employees of, related to an employee of, or have any contractual relationship with L'Oreal USA, Inc., its parent, subsidiaries, affiliates, advertising or promotional, fulfillment or marketing agencies.

5. **JUDGING CRITERIA FINAL ROUND:** All second Round Entrants selected to compete in "the Contest" will be judged on the following criteria: Entrant's model hair style (70%), Creativity (20%), Overall look including makeup and wardrobe (10%).

In the event of a tie in the scores of any potential prize winners, the entries involved will be re-judged by an additional judge who will serve as a tiebreaker and evaluate such tied entries according to the criteria listed above. The Winner will be notified immediately following the "the Contest"

6. **PRIZES: One (1) Grand Prize will be awarded to the Entrant:** A 3-day/2-night trip for two (2) to New York City. Prize includes roundtrip Coach class air transportation for two (2) from a major airport nearest the winner's residence (as determined solely by the Sponsor) to New York City; one (1) double -occupancy hotel accommodations for 3-days/2-nights; roundtrip ground transportation between airport/hotel; Two (2) backstage passes to the **Edwing D'Angelo Show during New York Fashion Week**, the opportunity to assist a member of SoftSheen-Carson Professional's Style Squad while styling hair backstage at the Edwing D'Angelo Show, Two (2) tickets to attend the Edwing D'Angelo Show. Entrant and chosen guest must travel together on dates specified by Sponsor, or prize will be forfeited and awarded to an alternate winner. Winners are responsible for all necessary travel documents. All ground transportation, meals, taxes, gratuities, incidentals, miscellaneous hotel expenses and all other expenses not listed as part of the prize shall be the sole responsibility of the winner. Approximate Retail Value (ARV) for the Grand Prize is \$3,000.00 although actual value may vary based on dates of travel and point of departure. Certain restrictions/blackout dates may apply.

All selected ten (10) Final Round Entrants will be awarded:

One (1) set of four Weave Care Styling products (1 of each product in the line). ARV is \$19.96.

Total ARV of all prizes: \$3,199.96

Winners will receive only those items listed in the prize description. Sponsor reserves the right to substitute prize of equal or greater value if an advertised prize becomes unavailable. No substitution, cash equivalent or transfer of prize permitted. All taxes and other expenses incurred and not listed as part of the prize are the winner's sole responsibility. Limit one prize per person and per household. If: (i) any prize notification is returned as undeliverable, (ii) the potential winner declines his/her prize, (iii) the potential winner is unable to travel

on dates approved by Sponsor or (iv) the potential winner fails to comply with any of the Official Rules as outlined herein, such potential winner will be disqualified and an alternate winner will not be selected. If the winner is disqualified due to any of the reasons listed herein, then the disqualified winner's prizes may be awarded to the Entrant with the next highest score, based upon the judging criteria set forth in these Official Rules. Sponsor reserves the right not to award all prizes if the submissions do not meet Sponsor's reasonable standards of quality or if any potential winner is disqualified due to any of the reasons listed above.

7. **TO CLAIM PRIZE:** Potential winner will be notified in person on August 3, 2008. Upon notification, potential winner must be able to confirm identity and eligibility or an alternate winner will be selected by Sponsor based upon the criteria set forth above. Potential Grand Prize winner will be required to complete, sign, have notarized and return to Sponsor an Affidavit of Eligibility, Release of Liability, and where legal, a Publicity Release. If the affidavit and releases are not returned by mail within 10 business days after announcement of the winner, properly executed and notarized or is returned as undeliverable, the prize may be forfeited and awarded to an alternate winner selected by the Sponsor based upon the criteria set forth above.
8. **LIMITATIONS:** The Sponsor is not responsible for any typographical or other errors in printing, the offering or administration of the promotion, or in the announcement, awarding or acceptance of prizes. The Sponsor, its parent company, affiliates, subsidiaries, distributors, advertising and promotion agencies, and the respective directors, officers, employees and agents of each (collectively, the "Sponsor Parties") have no liability whatsoever for any injuries, losses, or damages of any kind resulting from acceptance, possession, use or misuse of the prize or participation in this Contest (including, without limitation, any travel related hereto) nor are the Sponsor Parties responsible for any human error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any online service or web site, or any other error or malfunction, or any injury or damage to participant's or any other person's computer related to or resulting from downloading the entry form, mailing any photos or otherwise from participation in this Contest.
9. **GENERAL CONDITIONS:** By participating, entrants agree to irrevocably assign and transfer all rights, titles and interest in and to the entry, photograph and description, including but not limited to, copyrights to the Sponsor. Upon issuance of notification by L'Oréal USA, Inc., potential winner must provide any appropriate releases for photos required by Sponsor (including, without limitation, releases from any person featured in the entry photo) within 14 days of issuance of request or potential winner will be disqualified. The value of the prize(s) may be taxable as income. Upon receipt of any prize, the winner is required to comply with any and all applicable federal, state and local tax that becomes due with respect to the prize(s). Winner consents to the use of their name and/or photograph for promotional purposes, including online announcements, without additional compensation, except where prohibited by law. Entrants agree that their entry (including the photos and description) will be owned by the Sponsor and that Sponsor and its designees shall have the right to publish (including

without limitation as a cover of SoftSheen-Carson Professional magazine), use, adapt, edit and/or modify such entry (and any component thereof), in whole or in part, in any way including in commerce and in any and all media worldwide, including but not limited to the Internet, without limitation and without compensation to the entrant. Entrants represent that their entries, and the Sponsor's use thereof, will not infringe upon the rights of any third parties and that they have secured the written permission of any third party featured in any photo submitted for Sponsor to use such third party's images for promotional purposes in all media. Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of New York without giving effect to any choice of law or conflict of law rules (whether of the State of New York, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York. In addition, any dispute relating to the Contest (including these Official Rules) shall be brought in the appropriate state or federal court having jurisdiction over the subject matter located in the City and County of New York. Entrants hereby irrevocable consent to the personal jurisdiction of said courts and waive any claim of forum non conveniens or lack of personal jurisdiction they may have.

10. SPONSOR & ADMINISTRATOR: The Sponsor of this contest is SoftSheen-Carson, Consumer Products Division of L'Oreal USA Inc., 575 Fifth Avenue, New York, NY 10017.