

## Eclipse Gum Wanted: Stress Relief Sweepstakes Official Rules

**1. No Purchase Necessary to Enter. A Purchase Will Not Increase Your Chances of Winning. Void Where Prohibited.**

**2. Eligibility:** The Eclipse Gum Wanted: Stress Relief Sweepstakes is open to all legal U.S. residents (excluding residents of Puerto Rico) who are 18 years of age or older at the time of entry. Employees (“Employees”) of Wm. Wrigley Jr. Company. (“Sponsor”), Daniel J. Edelman, Inc. (“Promoter”), and each of their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and each of their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and/or those living in the same household, whether or not related, are not eligible. Void in Puerto Rico and where prohibited by law. Sweepstakes is subject to all applicable federal, state and local laws.

**3. How to Enter:** Entrants may enter the sweepstakes by completing and submitting the entry form at [www.wrigleygumisgood.com/eclipsestressrelief](http://www.wrigleygumisgood.com/eclipsestressrelief) beginning September 4, 2008 at 12:01 am (CST) through October 31, 2008 at 11:59 pm (CST). Alternatively, entrants can also print and complete the entry form accessed at [www.wrigleygumisgood.com/eclipsestressrelief](http://www.wrigleygumisgood.com/eclipsestressrelief) and mail it to Wrigley Eclipse Gum Sweepstakes, 200 E. Randolph Dr., 63 Floor, Chicago, IL 60601. Mail-in entries must be postmarked by October 31, 2008 and received by November 7, 2008 to be eligible to win. Sponsor assumes no responsibility for lost, late, delayed, damaged, incomplete, illegible, unintelligible, inaccurate, misdirected, non-compliant or postage due entries or for any computer, online, telephone or technical malfunctions that may occur. Limit one entry per person regardless of the method of entry (online or via mail). Entries that have been tampered with or altered are void. All entries become the property of Sponsor and will not be acknowledged or returned. Each online entrant must be the Authorized Account Holder of the email account indicated by the entrant’s email address. Authorized Account Holder is defined as the natural person who is assigned to an email address by an Internet service provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain name associated with the submitted email address. In the event of a dispute over the identity of an online entrant, entry will be deemed to be submitted by the Authorized Account Holder of the email account.

**4. Selection of Winner:** Prize winners will be selected on or about November 14, 2008 in a random drawing from all eligible entries received. Winners will be selected by Daniel J. Edelman, Inc., an independent judging organization whose decisions are final. Odds of winning depend on the number of eligible entries received and cannot be calculated in advance. Limit one prize per person/household.

**5. Prizes.** There is one grand prize and 10 runner up prizes. The grand prize for the sweepstakes is (1) \$1,500, which will be paid by check. The five runner up prizes are (10) one year’s supply of Eclipse gum. Total APR of prizes is \$2,220. No transfer of prizes or substitution of prizes is permitted, except at the election of Sponsor who may substitute a prize of equal or greater value. All federal, state and local taxes on prizes shall be the sole responsibility of the winners. Winners agree that a 1099 form will be issued to the grand prize winner who will be required to provide his/her social security number for tax purposes

**6. Notification of Winner:** The winner will be notified shortly after the drawing. Winner will be notified via e-mail at the e-mail address provided. Prize will be mailed to the recipient at the address provided. All decisions of Sponsor are final and binding. Sponsor is not responsible for late, lost, or misdirected notifications. If the potential winner cannot be contacted, or if the potential winner fails to respond within fourteen (14) days of the mailing of the notice or comply with these Official Rules, the potential winner forfeits the prize. Any prize not claimed will be forfeited, and a new winner will be randomly chosen from the pool of remaining eligible entrants. Sponsor shall not be held responsible for, or liable for failure to, contact any potential winner who provided an incorrect address or contact information. In case of any dispute, the winner will be the Authorized Account Holder or person identified in any mail-in entry. If any potential winner is considered a minor in his/her state of residence, prize may be awarded in the name of a parent or legal guardian who will be required to fulfill all requirements imposed on winner set forth herein. Entrants are required to update their entry forms regularly with their correct contact information so that they will receive prizes if they become a potential winner.

The winner may be required to sign a publicity release prior to collecting the prize, which will allow Sponsor to use winner's name, biographical information, picture, portrait, voice and/or likeness for the purpose of advertising, trade, or promotion without further compensation or consideration in any and all media throughout the world, unless prohibited by law. If required by Sponsor, the potential winner must sign and return a release of liability, declaration of eligibility prior to collecting the prize.

**7. Conditions of Participation:** This program is subject to the laws of the State of Illinois. Entrants agree to accept these official rules and the decisions of Sponsor, which shall be final. Sponsor, Promoter, and each of their respective agents, subsidiaries, affiliates, directors, officers, consultants, employees and representatives are not responsible for (i) any condition caused by events beyond their control that may cause the sweepstakes to be disrupted or corrupted; (ii) any injuries, losses, or damages (compensatory, direct, incidental, consequential or otherwise) of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from participation in the sweepstakes; or (iii) any printing or typographical errors in any materials associated with the sweepstakes.

Entries that have been tampered with or altered are void. In the event this Sweepstakes or any part of it is compromised or becomes technically corrupted in any way, electronically or otherwise, the Sponsor reserves the right to cancel, terminate, or suspend any part of the Sweepstakes and in such event, to determine the winners by conducting a drawing from all eligible entries received up to such time of cancellation, termination or suspension.

**CAUTION: ANY ATTEMPT TO DAMAGE ANY WEB SITE 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 ENTRANT NOMINEE TO THE FULLEST EXTENT PERMITTED BY LAW.**

Entrants expressly consent to the use of personal information contained in the entry for the purposes of this Sweepstakes and for the purposes of marketing by Sponsor, in accordance with these Official Rules and Sponsor's privacy policy (as may be amended from time to time); provided, that in the event of any conflict between these Official Rules and such Privacy Policy, the terms and conditions of these Official Rules shall prevail. Acceptance of prize constitutes permission for the Sponsor and its designees to use winner's name, city and state of residence and/or likeness for purposes of advertising and trade in any and all media now or hereafter known throughout the world in perpetuity, without further compensation, notification or permission, unless prohibited by law. By participating, entrants agree to: (i) be bound by these Official Rules and the decisions of the Sponsor and judges, which are final and binding in all matters; and (ii) release, discharge and hold harmless Sponsor, Promoter, and each of their respective parents, subsidiaries, affiliates and advertising and promotion agencies, and their respective officers, directors, shareholders, employees, agents, attorneys and representatives (collectively, the "Released Parties") from any and all claims and liability whatsoever for any injuries, losses or damages of any kind resulting from the acceptance, possession or use of prize (including any injuries resulting from use of the Prize) or participation in the Sweepstakes. Released Parties are not responsible for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or malfunctions of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or malfunctions which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prize or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by web site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to entrants' or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the web site. Persons who tamper with or abuse any aspect of the Sweepstakes or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and their entries void. If, in the judges' opinion, there is any suspected or actual evidence of tampering with any portion of the Sweepstakes, or if technical difficulties, virus, bugs or other causes compromise the integrity of the Sweepstakes, the judges reserve the right to modify, suspend or terminate the Sweepstakes and, if terminated, at their sole discretion, conduct a random drawing to award the prize using all eligible, non-suspect entries received as of the date of termination.

As a condition of participating, entrant agrees that: (i) under no circumstances will entrant 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, if any, and (ii) all causes of action arising out of or connected with this Sweepstakes, or any compensation or credit to be provided, shall be resolved individually, without resort to any form of class action; and (iii) any and all claims, judgments, and award shall be limited to actual out of pocket costs incurred, if any, and in no event shall entrant be entitled to receive attorneys' fees or other legal costs. This Sweepstakes shall be governed by Illinois substantive and procedural law, without giving effect to any choice of law or conflicts of laws rules or provisions (whether of the State of Illinois) or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Illinois. By participating in this Sweepstakes, entrants irrevocably consent that Illinois courts shall have personal jurisdiction over any dispute or litigation arising from or relating to this Sweepstakes and that venue shall only be in the federal or state courts of Illinois.

8. **Rules/Winner's Lists:** For a copy of the Official Rules, please send a self-addressed stamped envelope, except where prohibited by law, to Wrigley Eclipse Gum Sweepstakes, 200 E. Randolph Dr., 63 Floor, Chicago, IL 60601, which must be received on or before November 7, 2008. For a Winner's List, please send a self-addressed stamped envelope to Wrigley Eclipse Gum Sweepstakes, 200 E. Randolph Dr., 63 Floor, Chicago, IL 60601, which must be received after November 7, 2008 and before December 31, 2008. Vermont residents may exclude return postage.

9. **SPONSOR.** Wm. Wrigley Jr. Co. located at 410 N. Michigan Avenue, Chicago, Illinois 60611 (the "Sponsor") is the official sponsor of this sweepstakes.