

## **Asgrow<sup>®</sup> 5-Bean Coloring Contest Official Rules**

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.** The Asgrow<sup>®</sup> 5-Bean Coloring Contest (the “Sweepstakes”) begins on or about August 15, 2010, 2010 at 8:00 a.m. Central Time (“CT”) and ends on October 1, 2010 at 5:00 p.m. CT (“Sweepstakes Period”).

1. **Eligibility:** The Sweepstakes is open to legal residents of the United States and the District of Columbia who are 7 years old or younger at the time of entry. Employees, officers and directors, their immediate family members (spouse, siblings, children and parents, regardless of where they live) or members of the same households (whether related or not) of Monsanto Company (the “Sponsor”), its affiliates, subsidiaries, advertising and promotion agencies and those associated with the development, distribution or implementation of this Sweepstakes are not eligible to participate.

2. **Entry:**

- a. During the Sweepstakes Period, download a coloring sheet from [www.asgrow.com/5bean](http://www.asgrow.com/5bean) and mail the colored coloring sheet to 5-Bean Coloring Contest, 914 Spruce Street, St. Louis, MO 63102. Alternatively, you may pick up and/or drop off a coloring sheet by visiting the Asgrow<sup>®</sup> booth at the Farm Progress Show.
- b. To enter by mail, provide your name, address, phone number and email address by mail to 5-Bean Coloring Contest, 914 Spruce Street, St. Louis, MO 63102. All mail in entries must be postmarked on or after August 15, 2010 and on or before October 1, 2010 and must be received by the Sponsor on or before October 8, 2010. Entries received after this date will not be accepted.
- c. Limit one (1) entry per person, regardless of the form of entry. All entries become the property of the Sponsor and will not be acknowledged or returned, and no correspondence will be entered into regarding the status of any entry. Entries that do not comply with the terms of the Sweepstakes will result in disqualification. Incomplete or illegible entries will not be considered. This program is subject to change without notification in Sponsor’s sole discretion. Entries will be void if electronically or mechanically reproduced, forged, defective, altered or obtained through unauthorized channels or if they contain production, typographical, electronic, mechanical or other errors. Sponsor reserves the right in its sole discretion to disqualify any entry at any time which, in Sponsor’s opinion, is offensive, contains unsuitable material, endangers the safety or well being of any person, or if it is determined the entrant has not complied with these Official Rules.
- d. The first 2,500 eligible entrants will receive a free 5-bean t-shirt.

3. **Winning:** On or about October 15, 2010, the Sponsor will select ten (10) potential winners (each a “Winner”) in a random drawing from among all eligible entries received during the Sweepstakes Period. If the potential winner cannot be reached after reasonable efforts have been made, if the prize notification is returned as undeliverable, if the potential winner is found to be

ineligible, or if the potential winner cannot or does not comply with these Official Rules, such person will be disqualified and an alternate potential winner will be selected via random drawing from the remaining eligible entrants. Sponsor's decisions are final and binding on all participants. The potential winners must meet all eligibility requirements set forth in these rules to qualify for a prize.

4. **Odds of Winning:** The actual odds of winning depend upon the number of eligible entries received. We estimate that the odds of winning are 1/100.

5. **Prizes:** Each Winner will receive one box of 24 soybean crayons for each person in such Winner's school, up to a maximum of 500 boxes of crayons per Winner (the "Prize"). Each box of crayons has an approximate retail value of \$2.68, making the maximum approximate retail value of the Prize \$1,340. The actual approximate retail value of each Prize will depend on the total number of boxes of crayons awarded to each Winner's school.

Each Prize is non-transferable except at Sponsor's sole discretion. No substitutions or cash redemptions except at Sponsor's sole discretion, in which case a prize of equal or greater value will be awarded. The winner is responsible for any applicable fees, federal, state and local taxes, if any, and any other unspecified expenses, including insurance, license and registration, associated with acceptance or use of prize.

6. **Claiming prizes:** Potential Winners will be required to complete and submit an Affidavit of Eligibility and a Liability/Publicity release within 10 business days of receipt. The Affidavit of Eligibility and the Liability/Publicity release must be signed by the parent or legal guardian of the potential Winner. Failure to fully complete, sign and return an Affidavit of Eligibility and a Liability/Publicity release will result in disqualification of the potential Winner and an alternate potential winner will be selected via random drawing from the remaining eligible entrants. Properly claimed Prizes will be awarded, provided a sufficient number of entries are received. Neither Sponsor nor its respective agencies are responsible for loss, delay or damage in shipping of prize. Acceptance of a prize also constitutes permission to use winner's name, biographical information, voice and/or likeness for Sponsor's promotional and/or advertising purposes without notice or further compensation, unless legally prohibited. Winners agree to provide Monsanto Company and its agents, successors and assigns, full written permission and authority to use, copyright, reproduce, display and publish in any media, now known or hereafter developed, including the world wide web, their name, address, photograph, or other likeness, voice or biographical data.

7. **Conditions:** Sponsor is not responsible for lost, late, garbled, illegible, incomplete, or misdirected entries. Sponsor reserves the right to disqualify any person found or suspected of tampering with the entry process or the operation of the Sweepstakes, to be acting in violation of these Official Rules, to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. If, for any reason, the Sweepstakes is not capable of running as planned by reason of, but not limited to, tampering, unauthorized intervention, fraud, technical failures, or any other causes which Sponsor deems could corrupt or affect the administration, security, fairness or proper conduct of this Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, modify, suspend or terminate the Sweepstakes

and select the winners from among the entries received prior to the action, or as otherwise may be deemed fair and equitable by Sponsor. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects.

8. **Hold Harmless/Release.** By participating, each entrant agree to release Sponsor, participating sponsors, and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agencies from any liability whatsoever, and waive any and all causes of action, for any claims, costs, injuries, losses, or damages of any kind (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional) arising out of or in connection with the event or acceptance, possession, or use/misuse of any Prize, participation in any promotion-related activity, or participation in the promotion, whether under a theory of contract, torts (including negligence), warranty, or any other theory or cause of action.

9. **Official Rules:** To receive a copy of these Official Rules or a list of the Sweepstakes winner, send a self-addressed, stamped envelope before 10/01/2010 to: 5-Bean Coloring Contest, 914 Spruce Street, St. Louis, MO 63102.

10. **Winner's List:** To receive a list of the Sweepstakes winner, send a self-addressed, stamped envelope before 10/01/2010 to: 5-Bean Coloring Contest, 914 Spruce Street, St. Louis, MO 63102.

11. **Sponsor:** Monsanto Company, 800 N. Lindbergh Blvd., St. Louis, MO 63167.

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