

RULES AND REGULATIONS

1. To enter and qualify, from June 23, 2008 until midnight September 30, 2008, visit www.clubolay.ca, login to your Beauty Advisor account, complete the on-line entry form, confirm compliance with the contest rules by checking the appropriate box and submit your entry on-line. Limit one entry per person/per e-mail address.

2. No purchase necessary.

3. Contest closes September 30, 2008.

PRIZE

There will be five (5) prizes awarded, each consisting of:
one (1) Blackberry Pearl†
(approximate retail value of \$500 CDN).

Prize must be accepted as awarded, and is not transferable. The odds of winning will be determined by the number of eligible entries received by the contest closing date.

† Blackberry Pearl is a trademark of Research In Motion Limited., registered in the U.S. and other countries. Blackberry Pearl is being used for the purposes of prize description only and not affiliated or sponsoring the contest nor are they involved in the administration of the contest.

4. Selection Process: Winners will be selected by random draw from amongst all eligible entries received via the internet by the contest closing date. The draws will be held in Montréal, Québec at 10h00 AM EST on October 1, 2008. To win, selected entrant (and/or his/her parent or legal guardian) must first complete a written declaration confirming compliance with the contest rules and correctly answer a mathematical, skill-testing question to be administered by phone or mail or email. In the event the contest sponsors are unable to notify the selected entrant within 7 days of the contest closing date, that selected entry will be disqualified and an alternate winner will be selected from among all remaining eligible entries.

5. No correspondence pertaining to this contest will be entered into except with potential winners. The sponsors accept no liability for printing errors on material distributed for this contest.

6. All decisions of the independent judging organization are final. Prize will be awarded and delivered to the confirmed winners by the handling house. Winners (and/or their parent/legal guardian) will be required to release Procter & Gamble Inc. and its agencies and representatives from liability with respect to the contest and the prize. An affidavit of eligibility and release of liability must be executed. Failure on the part of the selected entrant to return the affidavit by the deadline as noted on the release form will result in disqualification of that person, and an alternate winner may be selected from among all remaining eligible entries. Failure to correctly answer the skill testing question will result in disqualification of the selected entrant and forfeiture of all rights to the prize.

All entries become the property of Procter & Gamble Inc. The sponsor accepts no liability for printing errors on material distributed for this contest nor will any responsibility be taken for technical, hardware, software or telephone failures of any kind, lost or unavailable network

connections, fraud, incomplete, garbled or delayed computer transmissions, whether caused by the Sponsor, users or by any of the equipment or programming associated with or utilized in the promotion or by any technical or human error which may occur in the processing of submissions which may damage a user's system or limit a participant's ability to participate in the contest. Sponsor reserves the right, in its sole discretion, to cancel or suspend this promotion should a virus, bug, computer problem, unauthorized human intervention or other cause beyond Sponsor's control, corrupt the administration, security, fairness or proper play of the contest. In the event of early termination of the contest, a notice will be posted on-line and a random drawing to award all prizes will be conducted from among all eligible entries received prior to the time of termination. Sponsor reserves the right to modify the contest or disqualify entrant if fraud, misconduct or technical failures destroy the integrity of the contest as determined by the sponsor, in its sole discretion. In the event of a dispute regarding any entry, the entry will be

deemed made by the authorized account holder of the e-mail address submitted at the time of entry (i.e. the person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses for the domains associated with the submitted e-mail address).

7. By entering this contest, winners (and/or their parent/legal guardian) agree to be governed by these rules, and, if requested, agrees to have their name and address (city or province only) published in a winner's list. Winners further agrees to allow the contest sponsors to use their name, address (city or province only) and photograph without compensation for advertising purposes related to this contest.

8. This contest is open to all residents of Canada who have reached the legal age of majority in their home province/territory at time of entry, except employees of Procter & Gamble Inc., US affiliates, advertising and promotional agencies, independent judging organization, or parties engaged in the development, production and distribution of materials related to this contest, and members of their immediate families and/or persons living in the same household. If the entrant is under the age of majority, the entrant will need to obtain parental consent in order to enter the contest.

9. This contest is subject to all applicable federal, provincial, municipal and local laws and regulations.

10. For Québec residents, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des Alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

11. A list of winners can be obtained by sending a self-addressed, stamped envelope, before May 1, 2009, to:

Olayforyou Tell a Friend Contest
420 McGill, Suite 400
Montréal, Québec
H2Y 2G1