

Official Rules for Extreme Makeover Coppertone™ Polarized Lens Promotion

NO PURCHASE NECESSARY TO ENTER OR WIN. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

The Promotion. The Extreme Makeover Coppertone Promotion (this “**Promotion**”) has three components: (1) an incentive provided as a sales reward, and (2) a random drawing for five (5) Monthly Prizes each month and three (3) Grand Prizes.

Eligibility: Subject to the additional restrictions below, this Promotion is open to licensed Eye Care Professionals who are legal residents of the 50 United States and the District of Columbia and 18 years of age or older at time of entry. The term “**Eye Care Professionals**” means the owners and employees of retail sellers of Vision-Ease Lens products. This Promotion ends August 31, 2010. Employees of Vision-Ease Lens Corporation (“**Sponsor**”), Egroup Inc. (“**Administrator**”), Schering-Plough HealthCare Products, Inc., Insight Equity A.P. X, LP and Fashion Optical Displays and each of their respective parent companies, subsidiaries, affiliates, retailers, suppliers, distributors, advertising/promotion agencies (collectively, the “**Contest Entities**”) and their immediate family members and/or those living in the same household of any such employees, whether or not related, are not eligible to enter or win.

Monthly and Grand Prize Drawing

How to enter Monthly and Grand Prize drawings: During the promotional period April 1, 2010 to August 31, 2010, there are two ways to enter for the Monthly and Grand Prize drawings;

- 1) All sales of premium Coppertone polarized lenses as reported by sales out data from participating labs will automatically be entered into the Monthly and Grand Prize drawings.
- 2) On a plain 3”x 5” card, legibly hand print or type your name, complete address, Zip Code, daytime & evening phone numbers (including area code) and email address. Then mail the card in a first class envelope to Vision-Ease Lens Extreme Makeover Coppertone Promotion, C/O Egroup Inc., 901 North 3rd Street, Suite 195 Minneapolis, MN 55401. Limit one entry per mailing address. Sponsor is not responsible for late, lost, incomplete, illegible, misdirected or misrouted entries. Sweepstakes entries become the property of Sponsor and will not be returned.

Monthly and Grand Prize Drawings: Potential Monthly Prize winners will be selected at random in drawings held on or about the following dates: May 14, 2010, June 14, 2010, July 16, 2010, August 16, 2010 and September 20, 2010 from eligible entries received. Non-winning entries from one monthly drawing will roll over into subsequent monthly drawings. Random drawings for the Grand Prizes will occur on or about September 20, 2010 from eligible entries received.

Monthly Drawing. Prize consists of five (5) spa basket packages. ARV \$150. Actual value may vary depending on availability of assortment of spa gifts at time of drawing. Packages include but are not limited to a variety of relaxation spa and bath products including Coppertone branded sunscreen products.

Grand Prize Drawing. Three (3) Grand Prize winners will be drawn at random from all eligible entries received for the entire Promotional Period. Grand Prize drawing will be held on or about September 20, 2010. Each Grand Prizes consists of one (1) preapproved made to order display for eye care professional office or retail area. ARV \$5000, \$3000 and \$2000. Actual value may vary depending on availability of display products, eye care professional retail area and handling and shipping costs. Winner must take delivery of optical display within 120 days from Sponsor receipt of the completed Eligibility and Release Forms. Sponsor is not responsible for providing any additional cabinetry or cost of installation of the display. Sponsor shall be responsible for standard shipping and delivery to winners eye care retail location within the forty-eight (48) contiguous United States or the District of Columbia. All taxes, including but not limited to federal, state and local taxes, and any other costs and expenses associated with prize acceptance and use not expressly provided for herein, are solely the responsibility of the winners, including but not limited to any costs of installation, and any additional handling and shipping costs not expressly stated in the package description above, are the responsibility solely of winner. Sponsor assumes no responsibility for cancelled, delayed, shipping or handling losses or damages. Other restrictions may apply.

General Prize Conditions: One prize package per person and a winner of a monthly prize will be eligible for the Grand Prize. Prizes are not redeemable for cash, may not be substituted, and are not transferable. Winners will not receive difference between actual and approximate retail value. The odds of winning are based on total number of eligible entries received. **MANY WILL ENTER FEW WILL WIN.** If winner refuses Monthly Prizes or Grand Prize or is unable to accept, prize will be forfeited in its entirety. Sponsor reserves the right to substitute the prizes for one of equal or greater value if the designated prize should become unavailable or impracticable for any reason. Winners are solely responsible for all federal, state and local taxes and costs and expenses associated and fees associated with prize acceptance and use not specified herein as being provided.

Winner Notification

Prize winners will be notified by telephone or mail and by posting name of winner (in the case of mail-in entries) for each of the Monthly Prize drawings and the Grand Prize drawing on the Vision-Ease Lens web site, www.vision-ease.com. Grand Prize winners are required to sign and return by mail within 14 days of receipt an Affidavit of Eligibility, and Liability/Publicity release and substitute W-9 form (including social security number). If prize is not claimed or if prize is refused an alternative winner will be selected at random from entries received.

Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Administrator, Contest Entities and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and prize suppliers and each of their respective companies officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including but not limited to personal injury, death, or damage to or loss of property, arising out of the participation in this Promotion or receipt or use or misuse of any prize.

General Conditions: Released Parties are not responsible for lost, incomplete, inaccurate, stolen, delayed, misdirected, undelivered, illegible or postage due entries or sales out data from participating labs, prize claims, 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 difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with this Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of this Promotion, the processing of sales out data, reward claims or entries, the announcement of the rewards or prizes, or in any promotion-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in this Promotion. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this promotion or downloading materials from or use of the web site. Persons who tamper with or abuse any aspect of this Promotion or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Promotion materials are automatically void if counterfeited, mutilated, forged, altered or tampered with in any way, if illegible, mechanically reproduced, obtained outside authorized legitimate channels or if they contain printing, production, typographical, mechanical, or other errors. Should any portion of this Promotion be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of sales out data entries or claims, Sponsor reserves the right at its sole discretion to suspend, modify or terminate this Promotion and, if terminated, at its discretion, select the potential Monthly and Grand winners from all eligible, non-suspect entries received for each applicable drawing prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Each winner, by acceptance of prize/reward, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph and/or other likeness and biographical information and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval.

Winners List: To obtain copy of winner's names send a self addressed stamped envelope to Vision-Ease Lens, Attn: Extreme Makeover Coppertone Promotion, 7000 Sunwood Drive NW, Ramsey, MN 55303.

Sponsor: Vision-Ease Lens, 7000 Sunwood Drive NW, Ramsey, MN 55303.

Administrator: Egroup Inc. 901 North 3rd Street, Suite 195 Minneapolis, MN 55401.