



This DAP Products Inc. 2012 Keep Sealing, Keep Winning with DAP Contest (the "Contest") is sponsored by DAP Products Inc. ("DAP"). The Contest begins on or about January 4th, 2012 and ends on March, 31st 2012.

1. Entry

In order to enter, each participant must completely fill out the information required on the Online Entry Form (the "Entry Form") available at www.dap.com. Click on the icon that says "Contest". All Entry Forms must be submitted no later than March, 31st 2012 (the "Entry Date"). Entry Forms received after the Entry Date will not be entered into the Contest. Limit one entry per household.

Additional Definitions for the Contest:

"An Entry": An Entry in this Contest shall consist of the Entry Form, a project description, describing your project and the reason why you performed the project, and a photo visual if desired.

"A Weatherization Project Using DAP Product(s)": is a completed project to protect a home or other structure and its interior from the elements that supports the reduction of energy consumption and optimizes energy efficiency by utilizing DAP Products (caulks, sealants, foams, repairs and/or other DAP products).

"An Eligible Entrant": is a legal resident of the U.S. residing in the 48 contiguous states, Alaska, Hawaii, or the District of Columbia who is 18 years of age or older. Employees of DAP and/or its affiliates, sales representatives, subsidiaries or parent companies, advertising/sales promotion agencies and the immediate families of each are not eligible.

"Project Description": is an original written statement by the Eligible Entrant that is no more than three hundred (300) words, written in English, that describes the Weatherization Project and the specific DAP Product(s) used along with the reason why you performed the project. This project must comply with DAP's application instructions for use of the particular product involved, and must obey hazards and cautions applicable to such product. Project Descriptions must be written solely by the Eligible Entrant.

"Visual": Eligible Entrants **MAY** include up to two (2) original photographs taken by the Eligible Entrant featuring images of the Weatherization Project Using DAP Product(s) ("Photographs"). The Photographs should not contain any identifiable people, third party trademarks or advertising materials (if the Photographs do contain such prohibited content, as a condition of continued eligibility in the Contest, DAP may require another

photograph to be submitted without such prohibited content); and must correspond to the Contest topic and feature the Eligible Entrant's original content. Photograph files cannot exceed 1 MB each and must be submitted in the following format: .jpg. Entry materials become the property of DAP and will not be acknowledged or returned. Entries which do not specify using DAP product(s), and which do not give the specific name of DAP product(s) used, will not be accepted. Only entries submitted via www.dap.com, in electronic form, will be accepted. Entries submitted via facsimile, mail, or other express delivery services will NOT be accepted. DAP is not responsible for lost, late, misdirected or otherwise undeliverable Entries, or for Entries that cannot be processed due to network, electronic or computer hardware or software failure, or technical failures of any kind. DAP reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Contest or website or violates these Contest rules. In the case of duplicate ideas, the first entry received will be judged. By submitting an Entry, you accept all Contest rules and agree to be bound by the decisions of DAP and the judges, which will be final. You also agree that your Entry and project ideas becomes the sole property of DAP, and DAP (and/or any of its subsidiary or affiliated companies) reserves the right to make, have made, use, sell, license, adapt, copyright, publish, perform, display, transfer, use, and make derivative works from any or all of them, without compensation.

2. Judging

All Entries must meet the Contest requirements. Entry ideas must be created by the Eligible Entrant. Initial judging will be completed by DAP for appropriate use of eligible products in addition to the criteria outlined below for the Weatherization Projects using DAP Products:

- A. Degree of energy savings achieved through implementation of project
- B. 'The Why' or purpose for completing the project
- C. Applicability to typical consumer or homeowner
- D. Simplicity and cost effectiveness
- E. Creativity and uniqueness of project
- F. Appearance and quality of project design and submission

Judges will disqualify previously published projects, such as those in major home improvement books, in related magazines or home improvement websites, unless the project features modifications considered significant by the judges. Judging will be done by a panel of weatherization experts. The judges will select up to fifteen (15) finalist projects. Finalists will be required to certify that their weatherization projects are their own creation and have not been published or publicized in any form. The panel, based on the criteria, will vote on the fifteen (15) finalist projects. The Weatherization Projects using DAP Product(s) receiving the most panel votes will receive the one (1) grand prize.

3. Prize

One grand prize winner! The winner will receive a check for \$2,500 to use towards their annual energy costs. There is a \$2,500 cap on this prize. If the energy bills for one year exceed that amount the winner will only receive \$2,500. The winner will be notified by phone or email on or about April 15th, 2012. The winner will be required to sign an

affidavit of eligibility and a liability release/assignment of rights that must be returned within five (5) days of notification. Any winner who does not comply with this requirement or does not promptly respond to notification may forfeit their prize at DAP's sole discretion and an alternate winner may be selected. DAP is not responsible for unsuccessful attempts to notify the winner. The winner will be paid via check, and the winner will be responsible for any and all income taxes associated with the prize.

4. Conditions

All Federal, state and local laws and regulations apply. Void where prohibited. DAP is not responsible for any expenses incurred by participants in connection with participation in the Contest. Any decisions related to the Contest, the Contest rules, the operation of the Contest, and the qualifications and eligibility of any participant are at the sole discretion of DAP and are final. Each participant agrees to release and hold the judges and DAP, its employees, officers, directors, shareholders, agents, representatives and its subsidiaries, parent companies or other affiliated companies harmless from any and all damages, losses, claims and/or liabilities arising out of his/her participation in the Contest or resulting from accepting or claiming of the prize awarded hereunder. DAP reserves the right, in its sole discretion, to terminate, suspend or otherwise cancel the Contest, at any time for any reason. DAP reserves the right to verify that the winner is qualified and entitled to receive a prize. Acceptance of any prize constitutes permission (except where prohibited by law) to use winner's name, likeness, biographical information, photographs and any statements or remarks made about winning the prize or participating in the Contest for advertising and promotional purposes, including such usage on the Internet, without additional compensation. Prizes are not transferable.

5. Winner

To obtain a list of prize winners send a self-addressed stamped envelope, postmarked after April 30, 2012, to DAP Products Inc., 2400 Boston Street, Suite 200, Baltimore, Maryland 21224, Attn: " Keep Sealing, Keep Winning" Contest.