

Dow Building Solutions' "Great Remodelers Doing Great Stuff" Contest
Official Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN.

Dow Building Solutions' "Great Remodelers Doing Great Stuff" (the "Contest") begins on September 1, 2011 at 12:01 a.m. EST and ends November 30, 2011 at 11:59 p.m. EST ("Contest Period").

ELIGIBILITY: Contest is open only to legal residents of the fifty (50) United States and the District of Columbia, 18 years of age or older at the time of entry. Void where prohibited by law. Employees of The Dow Chemical Company ("Sponsor"), Weber Shandwick Worldwide, and their respective parents, subsidiaries, affiliates, promotion and advertising agencies, and members of their immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to enter or win. Contest is subject to all applicable federal, state and local laws.

HOW TO ENTER: To enter the Contest, visit www.greatremodelersgreatstuff.com or <http://greatstuff.dow/greatremodelers>, follow the directions provided to complete the entry form, and write a story of 150 words or less on how you use DIY or remodeling skills to help out in your community (collectively, with entry form, an "Entry"). All Entries must be received by 11:59 p.m. EST on November 30, 2011, to be considered. Submission of erroneous or incomplete information will void the submitted Entry. Except as otherwise provided herein, Sponsor will not enter into any correspondence with an entrant regarding an Entry. Entries generated by script, macro or other automated means or by any means which subvert the Entry process are void. Limit one (1) Entry per person using only one email address. Entries received from any person or email address in excess of the limitation will be void. All Entries become the sole property of the Sponsor and will not be returned.

Entry must (i) be entrant's own original work, (ii) be in English, (iii) cannot be previously published or submitted in connection with any other contest, (iv) be in keeping with the Sponsor's image and (v) not be offensive or inappropriate, as determined by the Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. Sponsor reserves the right to disqualify any Entry that it determines, in its sole discretion, is offensive or inappropriate, not in keeping with Sponsor's image or that is otherwise not in compliance with these Official Rules.

By submitting an Entry, entrant hereby grants permission for the Entry to be posted on www.greatremodelersgreatstuff.com or <http://greatstuff.dow/greatremodelers> or other Sponsor websites, including social media channels, at Sponsor's discretion. Entrant agrees that Released Parties (as defined below) are not responsible for any

unauthorized use of Entries by third parties. Released Parties do not guarantee the posting of any Entry and may remove a posted Entry at any time.

JUDGING: All eligible Entries received by Sponsor will be judged by a panel of qualified judges based equally on the following judging criteria: originality 50% (Story shows overall impact work had on community/family/individual); 25% Memorable Content; 25% Clear Message about how you got things done. The one (1) Entry with the highest score will be deemed the potential Grand Prize winner, subject to verification of eligibility and compliance with these Official Rules. In the event of a tie, an additional, "tie-breaking" judge will determine the potential Grand Prize winner based on the criteria listed herein. Sponsor reserves the right not to award the Grand Prize if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries.

WINNER NOTIFICATION: Potential winner will be notified by telephone, mail and/or email and will be required to complete an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law) and any other documents required by Sponsor, which must be returned within seven (7) days of date appearing on prize notification. Return of prize or prize notification as undeliverable, failure to sign and return requested documentation within the specified time period, the inability of Sponsor to contact potential winner within a reasonable time period or noncompliance with these Official Rules by potential winner will result in disqualification and, at Sponsor's sole discretion, the prize may be awarded to a runner-up. If potential winner is at least 18 but still considered a minor in his/her state of residence, Sponsor reserves the right to award the prize in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winner set forth herein.

GRAND PRIZE (1): A \$4,000 gift card to a home improvement retailer, \$1,000 in Dow Building Solutions products to be determined at a later date, and \$1,000 awarded in the form of a gift certificate which may be redeemed for National Association of the Remolding Industry study groups to help you prepare for building certification programs. Approximate Retail Value ("ARV") is \$6,000. Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Gift card is subject to certain terms and conditions as specified by issuer. Winner may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute prize (or portion thereof) with one of comparable or greater value. Winner is responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided, including, but not limited to installation of any products received, warranties, or additional certification program costs. All prize details are at Sponsor's sole discretion.

GENERAL CONDITIONS: By participating, each entrant agrees: (a) to abide by these Official Rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Contest; (b) to release, discharge and hold harmless Sponsor, Weber Shandwick Worldwide, and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Contest or any Contest-related activity or

the acceptance, possession, use or misuse of any awarded prize; and (c) to the use of his/her name, photograph, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so. By participating, entrants also agree not to release any publicity or other materials on their own or through someone else regarding their participation in the Contest without the prior consent of the Sponsor, which it may withhold in its sole discretion.

OWNERSHIP/USE OF ENTRIES: By submitting an Entry, each entrant agrees Sponsor shall own the Entry submitted (including all rights embodied therein) and that Sponsor and its designees may exploit, edit, modify, and distribute the Entry and all elements of such Entry, including, without limitation, the names of any persons or locations embodied therein, in any and all media now known or hereafter devised, worldwide, in perpetuity without compensation, permission or notification to entrant or any third party.

MISCELLANEOUS: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled Entries or stories; or 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 difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing or judging of Entries, the announcement of the prize, the incorrect uploading of the story, or in any Contest-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 the Contest. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Contest or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries will be void. Should any portion of the Contest 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 Entries, or in the event the Contest is unable to run as planned for any other reason, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest and, if terminated, at its discretion, select the potential winner from all eligible, non-suspect Entries received prior to action taken using the judging criteria outlined above. Should multiple users of the same e-mail account enter the Contest and a dispute arises regarding the identity of the entrant, the authorized account subscriber of said e-mail account at the time of Entry will be considered the entrant and must comply with these Official Rules. "Authorized account subscriber" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line

service provider or other organization, which is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEY FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

REQUEST FOR WINNER'S NAME: For the name of the winner (available after January 1, 2012), send a self-addressed, stamped, envelope by January 30, 2012 to: "Great Remodelers Doing Great Stuff" Contest Winner, 1605 Joseph Drive 200 Larkin Center Midland, MI 48674.

SPONSOR:

The Dow Chemical Company
2030 Dow Center
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48674
USA