

Bayer Advanced™
2010 BCS National Championship Sweepstakes Official Rules

1. **NO PURCHASE NECESSARY TO ENTER OR WIN GRAND PRIZE. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID IN PUERTO RICO AND WHERE PROHIBITED OR OTHERWISE RESTRICTED BY LAW.**

2. **ELIGIBILITY:** The Bayer Advanced™ “2010 BCS National Championship” Sweepstakes (“Sweepstakes”) is open to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older at the time of entry. Employees, retirees, and agents of Bayer Corporation, Bayer CropScience LP, and each of their parent companies and affiliate companies, agencies, distributors, wholesalers and retailers, and members of such employees’ immediate families and individuals living in the same household with such employees, are not eligible to win.

3. **TO ENTER:** There are two ways to enter: (i) Complete an Official Entry Form, or, (ii) Print your name, mailing address, and daytime phone number on a 3” x 5” postcard. Mail completed Official Entry Form or postcard to Bayer Advanced 2010 BCS National Championship Sweepstakes, P.O. Box 1051, Grand Rapids, MN 55745-1051. Entries must be postmarked by 08/31/2009 and received by 09/30/2009.

Sweepstakes begins at 12:00 a.m. EDT on June 15, 2009 and ends at 11:59 p.m. EDT on August 31, 2009. All entries become the exclusive property of Sponsor and will not be acknowledged nor will they be returned. Limit one entry per person.

4. **PRIZE AND CONDITIONS FOR AWARDING PRIZE:** Three (3) Grand Prizes (“Grand Prize”) will be randomly awarded. The Grand Prize winners will each receive a trip for (2) two to the 2010 BCS National Championship Game. Trip includes: round trip coach airfare to Los Angeles, California, for two (2) people (Departure city will be determined according to the closest major U.S. airport to Grand Prize winner’s city and state of residence), transfers to/from the National Championship Game, two (2) tickets to the National Championship Game, 3-nights hotel accommodations, single room double occupancy. Approximate Retail Value (“ARV”): \$4,500. All expenses not expressly stated in the Grand Prize, including by way of example and not by limitation, train, bus or other ground transportation, upgrades, hotel incidentals, in room charges (e.g. mini-bar, room service, telephone, Internet), security fees, passport fees, travel visas, meals, gratuities, phone calls, excursions, or insurance are the sole responsibility of the Grand Prize winner. Travel restrictions, conditions and limitations may apply. Sponsor will not replace any lost or stolen tickets, travel vouchers or certificates. Grand Prize winner's travel companion must be 18 years of age or older as of September 1, 2009 and must depart from the winner’s departure city and must sign a Liability and Publicity Release. Grand Prize must be redeemed between 01/05/2010 and 01/08/2010 or Grand Prize will be forfeited. Each Grand Prize Winner is responsible for all applicable taxes incurred by winning the Grand Prize. Sponsor will provide the Grand Prize winners with an IRS Form 1099 for the value of the Grand Prize. Winners are responsible for any applicable fees and all insurance, federal, state and local taxes, if any, and incidentals and any other unspecified expenses associated with acceptance or use of the Grand Prize. Grand Prize is provided “as is” and without any warranty of any kind, including, but not limited to, any warranty of merchantability or fitness for a particular purpose. Grand Prize is non-transferable and non-assignable. No cash redemption or prize substitution allowed by Grand Prize winners. Sponsor reserves the right to substitute a prize of equal or greater value if the Grand Prize is unavailable and/or undeliverable for any reason in the sole and complete discretion of Sponsor. Total Prize Value: \$13,500.

4. **PRIZE DRAWING:** Three (3) winners will be selected at random on or about October 2, 2009. The winners will be notified by phone, e-mail and Federal Express overnight delivery service no later than October 9, 2009. Winner must provide a valid I.D., and Social Security number, and sign an Affidavit of Eligibility, Liability and Publicity Release, each of which must be completed, signed and returned within seven (7) days from date of issuance, or the Grand Prize will be forfeited and awarded to an alternate winner. If the Grand Prize notification or attempted notification is returned as undeliverable, the Grand Prize will be forfeited and will be awarded to an alternate winner. By accepting the Grand Prize, winners acknowledge compliance with these Official Rules.

5. **ODDS:** Odds of winning depend upon the number of eligible entries received during the promotion period.

6. **OFFICIAL RULES:** Official Rules may be obtained by logging onto www.BayerAdvanced.com/BCSSweepsRules.

8. **OTHER CONDITIONS:** All federal, state and local laws and regulations apply. Sponsor reserves the right, in their its discretion, to cancel, terminate, modify or suspend this Sweepstakes or any portion hereof, or to disqualify any individual implicated in any of the following actions, if for any reason: (a) infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes which, in Sponsor's sole opinion, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, (b) the Sweepstakes or any website associated therewith (or any portion thereof) becomes corrupted or does not allow the proper processing of entries per these rules, or (c) the Sweepstakes is otherwise not capable of running as planned. By entering, entrants agree to release and hold harmless Sponsor and its parent, subsidiaries, affiliates, divisions, advertising and promotional agencies, wholesalers and retailers, contractors, sub-contractors, and each of the foregoing entities' employees, officers, directors, shareholders and agents (collectively the "Released Parties"), from and against any and all claims, actions and/or liability for any injuries or death, loss or damage of any kind arising from or in connection with participation in and/or entry into the Sweepstakes or acceptance, delivery, or use of any prize, including without limitation, the Grand Prize. The Released Parties are not responsible or liable for any incorrect or inaccurate entry information, and assume no responsibility for (i) any error, omission, interruption, defect or delay in operation or transmission at any website, (ii) failure of any entry to be received by Sponsor due to technical problems, human error or traffic congestion on the Internet or at any website, (iii) communications line, hardware and/or software failures, (iv) damage to any computer (software or hardware) resulting from participation in the Sweepstakes, (v) theft or destruction of, tampering with, unauthorized access to, or alteration of entries and/or entry information, or (vi) entries which are late, lost, stolen, damaged, illegible and/or unintelligible (or any combination thereof). By entering, entrants agree to comply with these Official Rules. Any entrant who attempts to tamper with this Sweepstakes in any way shall be disqualified. Additional restrictions may apply.

9. **PUBLICITY RELEASE:** By entering this Sweepstakes, entrants agree that Sponsor may use entrant's [winner's?] name and photograph on Sponsor's website without compensation, credit or right of review or approval. Acceptance of the Grand Prize constitutes winner's consent to use, publish, reproduce and for all purposes, including publicity, promotion and advertising, in any media (including online and offline), Grand Prize winner's name, city, photograph, likeness, voice, image, in perpetuity without further compensation, credit or right of review or approval.

10. **ARBITRATION/CHOICE OF LAW:** Except where prohibited by law, participants agree that any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes shall be resolved exclusively by arbitration pursuant to the Rules of the American Arbitration Association then effective, and any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred by entrant with regard to this Sweepstakes, but in no event attorneys' fees, punitive, incidental, consequential or other damages. All issues and question concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants and Sponsor in connection with the Sweepstakes shall be governed by and construed in accordance with the laws of the State of North Carolina, without giving effect to any choice of law or conflict of law rules or provisions (whether of North Carolina or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than. The invalidity or unenforceability of any provision of these Official Rules shall not affect the invalidity or unenforceability of any other provision so long as the general intent of these Official Rules remains in effect. In the event that any such provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

11. **WINNER LIST:** For the winners list, send a self-addressed, stamped envelope by February 1, 2010, to: Bayer Advanced “**2010 BCS National Championship**” Winners, P.O. Box 1051W, Grand Rapids, MN 55745-1051W. The name of the Grand Prize winners will be posted at <http://www.BayerAdvanced.com/BCSSweesWinners> on or about January 2, 2010.

12. **SPONSOR:** Bayer Advanced is a business group of Bayer CropScience LP, 2 TW Alexander Drive, Research Triangle Park, NC 27709.