



(diclofenac epolamine topical patch) 1.3%

OFFICIAL RULES FOR "AMERICA'S FAVORITE FLECTOR® PATCH MOMENT" SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID IN ALASKA AND HAWAII AND WHERE PROHIBITED.

1. Sweepstakes begins 12:00 AM Eastern Time ("ET") October 15, 2008 and ends 11:59 PM ET November 30, 2008 ("Sweepstakes Period").

2. Open only to legal residents of the 48 contiguous United States and the District of Columbia who are 18 years of age or older at the time of registration. Void in Alaska and Hawaii and where prohibited by law.

3. To enter the Sweepstakes, go to www.FlectorPatchMoments.com which will redirect you to the Sweepstakes page located at Metacafe.com. To receive an entry into the Sweepstakes, entrant must rate one of the FLECTOR® Patch Moment video bloopers. Registration is required in order to rate a video and is free by submitting your e-mail address, nickname, password and date of birth. Submission of erroneous or incomplete information will void the submitted entry. Limit one (1) entry per person and per e-mail address for the duration of the Sweepstakes Period, regardless of how many FLECTOR® Patch Moment videos an entrant rates. If multiple entries are received from any person or e-mail address, only the first such entry will be eligible for entry. Should multiple users of the same e-mail account enter the Sweepstakes and a dispute thereafter 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. All entries become the property of the Sponsor and will not be acknowledged.

4. A random drawing will be conducted on or about December 3, 2008 from among all eligible entries received during the Sweepstakes Period. Drawing will be conducted by Trymark Consulting Group, L.L.C., an independent judging organization whose decisions are final and binding. Odds of winning will depend on the total number of eligible entries received.

5. Grand Prize Package (1): A trip for two (2) to anywhere within the continental United States of winner's choice (not to exceed \$2,700). The trip consists of the following: Roundtrip coach commercial air transportation for two (2) (winner and one (1) guest) from a major U.S. gateway airport nearest winner's residence (as determined by Sponsor) to the destination of choice within the continental US; Standard double occupancy accommodations for three (3) days/two (2) nights at a hotel designated by Sponsor; Ground transportation to/from hotel and \$450.00 check for winner only which may be used by winner towards meals and other expenses. In addition, \$10,000.00 will be donated by Sponsor in winner's honor to the charity of winner's choice (charity subject to approval by Sponsor). Total Approximate Retail Value ("ARV") of Grand Prize package: \$3,150.00. Actual value of Grand Prize package may vary based upon winner's choice of final destination and dates of travel. If winner resides within a 100-mile radius of destination of selected destination, ground transportation may be provided in lieu of air transportation and no compensation or substitution will be provided for difference in prize value. Travel must be made through Sponsor's agent, on a carrier of Sponsor's choice. Winner and guest must travel together on same itinerary. Guest must be of legal age of majority in his/her state of residence (and at least 18), unless he/she is winner's child or ward. Travel destination and exact dates of travel are subject to availability and Sponsor's approval. Blackout dates and travel restrictions may apply. Travel must be completed by November 30, 2009 or prize will be forfeited and Sponsor will have no further obligation to winner. Winner and guest are responsible for obtaining all required travel documents. Winner is responsible for all costs and expenses associated with the acceptance and use of the prize not specified herein as being awarded, including, but not limited to, all federal, state and local taxes, any additional ground transportation, meals, gratuities and souvenirs. First Prize (5): One (1) Samsung 32" LCD TV (model LN32A650) (ARV \$1,499.99 each). Second Prize (10): One (1) Samsung Digital Camcorder (model SC-HMX20C) (ARV \$899.99 each). Total

ARV of all prizes combined is \$29,649.85. Winners will be responsible for all taxes (including federal, state and local taxes) and any other costs and expenses, including any cost of installation, associated with acceptance and use of the prize not described herein as being awarded. All prize details are at the sole discretion of the Sponsor. Prizes are not transferable, redeemable for cash, or substitutable by winners. Sponsor retains the right at its discretion to substitute a prize, or portion of prize, with one of comparable or greater value.

6. Employees of Alpharma Pharmaceuticals LLC ("Sponsor"), GolinHarris, Metacafe, Inc., Trymark Consulting Group, L.L.C., and any of their respective parents, affiliates, subsidiaries, advertising and promotion agencies and the immediate families (spouse, parents, children and siblings and their respective spouses, regardless of where they reside) and individuals living in the same households of such employees, whether or not related, are ineligible to enter or win a prize. Void in Alaska and Hawaii and where prohibited by law. Subject to all applicable federal, state and local laws and regulations.

7. Potential winners may be required, in the sole discretion of the judges, to execute and return an affidavit of eligibility and a liability release and, where legal, a publicity release within fourteen (14) days of date of issuance of those documents or prize may be forfeited and, at Sponsor's discretion, awarded to an alternate winner. Guest of Grand Prize winner (or Grand Prize winner if guest is his/her minor child or ward) will be required to complete and return a travel/liability release prior to issuance of travel documents. Potential winners will be notified by e-mail. In the event that any e-mail to a potential winner is returned as undeliverable or a response to a given e-mail is not received within three (3) business days of its issuance or a potential winner is not in compliance with these rules, the prize may be forfeited and, at Sponsor's discretion, an alternate winner may be selected. If winner is at least 18 but still considered a minor in his/her state of residence, Sponsor may, at its discretion, award the prize to his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winner set forth herein. If Grand Prize is awarded to a parent or legal guardian, such parent or legal guardian must take minor winner on trip as his/her guest.

8. By participating, entrants agree as follows: a) to abide by these Official Rules, and to the decisions of Sponsor and the judges, which shall be final and binding in all respects; b) to the use of their names and/or likenesses and/or biographical data by Sponsor and its designees if selected as a winner for advertising, promotional and other purposes in any and all media now or hereafter known throughout the world in perpetuity without compensation, permission or notification (except where prohibited by law); and c) THAT SPONSOR, GOLINHARRIS, METACAFE, INC., TRYMARK CONSULTING GROUP, L.L.C. AND ANY OF THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING AND PROMOTION AGENCIES, RETAILERS, DISTRIBUTORS AND SUPPLIERS, AND EACH OF THEIR RESPECTIVE OFFICERS, DIRECTORS, SHAREHOLDERS, AGENTS, AND EMPLOYEES (COLLECTIVELY, THE "RELEASED PARTIES") SHALL HAVE NO LIABILITY AND SHALL BE HELD HARMLESS FOR ANY DAMAGE, LOSS OR INJURY TO AN ENTRANT OR ANY THIRD PARTY RESULTING FROM PARTICIPATION IN THIS SWEEPSTAKES OR THE USE OR MISUSE OF ANY PRIZE (INCLUDING ANY TRAVEL OR ACTIVITY RELATED THERETO). Released Parties are not responsible for lost, delayed, interrupted or unavailable network, server or other connections, miscommunications, failed phone, computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other errors or malfunctions of any kind whether computer, network, human, mechanical, electronic, printing, typographical or otherwise relating to or in connection with this Sweepstakes, including, without limitation, errors or problems which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prizes or in any Sweepstakes-related materials or for any damage to entrant's or other person's hardware or software as a result of participation. Released Parties are not responsible for entries that are lost, late, stolen, inaccurate, incomplete, delayed, misdirected, undelivered, garbled or delayed by computer transmissions or any combination thereof. Persons found tampering with or abusing any aspect of this Sweepstakes or who are in violation of these Official Rules as solely determined by the judges will be disqualified and all associated entries will be void. Every submission must be manually keystroked and manually entered by the individual entrant and repetitive automated electronic submission of entries is specifically disallowed. Use of automated entry software or programs is prohibited and all such entries will be void. In the event the Sweepstakes is compromised by virus, bugs, non-authorized human intervention or other causes which corrupt or impair the administration, security, fairness or proper play of the Sweepstakes, Sponsor reserves the right in its sole discretion to modify, suspend or terminate the Sweepstakes or any portion thereof and/or terminate the participation of any entrant (and void his/her entry) whose conduct potentially compromises the

Sweepstakes and at its sole discretion, if terminated, award the prizes from among all eligible non-suspect entries received prior to the act requiring such suspension or termination. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

9. AS A CONDITION OF PARTICIPATING, ENTRANT AGREES THAT A) UNDER NO CIRCUMSTANCES WILL ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM PUNITIVE, INCIDENTAL, CONSEQUENTIAL, OR ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT OF POCKET EXPENSES, IF ANY, AND B) ALL CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS SWEEPSTAKES, OR ANY COMPENSATION OR CREDIT TO BE PROVIDED, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND C) ANY AND ALL CLAIMS, JUDGMENTS, AND AWARD SHALL BE LIMITED TO ACTUAL OUT OF POCKET COSTS INCURRED, IF ANY, AND IN NO EVENT SHALL ENTRANT BE ENTITLED TO RECEIVE ATTORNEYS' FEES OR OTHER LEGAL COSTS OR EXPENSES.

10. Information submitted in connection with the Sweepstakes will be treated in accordance with these Official Rules and Sponsor's Privacy Policy (as may be amended from time to time), currently located at <http://www.flectorphatch.com/privacy.html>; provided, that in the event of any conflict between these Official Rules and such Privacy Policy, the terms and conditions of these Official Rules shall prevail.

11. The names of the winners (available after December 22, 2008) and/or a copy of these Official Rules may be obtained by mailing a self-addressed, stamped #10 envelope to: "America's Favorite FLECTOR® Patch Moment" Sweepstakes -Winners/Rules (please specify which), P.O. Box 295, Gainesville, VA 20156, for receipt no later than February 28, 2009. VT residents omit return postage on rules requests.

Sponsor: Alharma Pharmaceuticals LLC, 440 Route 22 East, Bridgewater, NJ 08807.

Promoter: Trymark Consulting Group, L.L.C., P.O. Box 5756, Parsippany, NJ 07054.



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