

TERMS AND CONDITIONS FOR THE DYNEEMA[®] EXPERIENCE TEAM CAMPAIGN

This campaign is an initiative by DSM Dyneema B.V., Mauritslaan 49, 6129 EL Urmond, The Netherlands. Hereinafter "DSM Dyneema". By taking part in this campaign, the participant accepts these general terms and conditions.

Article 1. General

1.1 This campaign is organised by DSM Dyneema and its purpose is to promote products made with Dyneema[®] fibers. Forty Running Rigging sets made with Dyneema[®] fibers will be offered to participants in this campaign who have been selected by DSM Dyneema. The selected participants will also be offered small additional prizes or gifts.

1.2 The campaign is free to enter, only one entry per person.

1.3 Details of the campaign will be published and accessible on the website www.dyneemaexperience.com. The terms and conditions of the campaign and other information on the campaign will also be provided on the website.

1.4 In these terms and conditions, the words listed below will have the following meanings:

- "campaign": the Dyneema[®] campaign to promote Running Rigging sets made with Dyneema[®] fibers;
- "participant": any person who has registered to take part in the campaign via the website;
- "selected participant": Any participant selected by DSM Dyneema to share his/her experiences with Running Rigging sets made with Dyneema[®] fibers;
- "website": the website www.dyneemaexperience.com.

1.5 No purchase is necessary.

Article 2. Campaign

2.1 The campaign period runs from 9 January 2011 to 23 September 2011.

2.2 Participants can take part in the campaign by completing the application form on the website before 4 March 2011. A panel from DSM Dyneema plus one independent representative will then select 40 individuals based on the creativity of their application and number of online registered crew members to become selected participants.

2.3 The selected participants who follow the guidelines during the campaign and in the opinion of the judges create the most interesting or numerous postings during the campaign will qualify to receive small prizes throughout the campaign (see Article 4.2).

2.4 The judge's decision is final and no correspondence can be entered into with regard to the selection of the selected participants or the decision to award prizes to the selected participants.

Article 3. Participation

3.1 All participants (including participants who have not been selected) will be bound by the provisions of these terms and conditions and consent to these terms and conditions by taking part in the campaign.

3.2 The participant:

- guarantees that the information which he/she has provided during the registration procedure is correct;
- also guarantees that he/she has entered the information truthfully and in full;
- guarantees that the personal information that he/she has provided during the registration process was entered by himself/herself;
- must be at least 18 years old in order to take part in this campaign;
- guarantees that he/she has actually consented to the general terms and conditions. It is not permitted to have other persons do this;
- guarantees that information or content doesn't infringe any patent, design copyright, database right or trade mark of any other person.

3.3 The selected participant:

- will share his/her experiences with Running Rigging sets made with Dyneema[®] fibers on the various social media of their choice like Twitter, YouTube, Facebook and the website which DSM Dyneema has specially set up for this purpose, www.dyneemaexperience.com
- will grant DSM Dyneema permission to use any information, videos, text (including blogs) and other works which he/she has produced with regard to this campaign for promotional purposes without requiring payment
- guarantees that produced content doesn't infringe any patent, design copyright, database right or trade mark of any other person.
- will grant DSM Dyneema permission to use his/her name for promotional purposes relating to this campaign without requiring payment.
- will by participating in the campaign grant DSM Dyneema permission to send him/her information as part of its marketing activities. Each communication from DSM Dyneema will contain an option enabling the participant to withdraw his/her permission permanently;
- guarantees that he/she has actually consented to the general terms and conditions. It is not permitted to have other persons do this on the participant's behalf.

3.4 The information required for participation will become the property of DSM Dyneema B.V. and will not be sold or supplied to third parties.

3.5 DSM Dyneema employees, DSM employees, the immediate families of DSM Dyneema and DSM and anyone who is in any way involved, directly or indirectly, in the development and implementation of the campaign are precluded from taking part in this campaign.

3.6 Only one entry per email address will be accepted.

3.7 To enter the campaign, simply select the "Join here" tab on the website and complete the web form.

Article 4. DSM Dyneema prizes

4.1 In this campaign, the prize consists of 40 Running Rigging sets made with Dyneema[®] fibers which shall be given and delivered free of charge to 40 selected participants.

4.2 DSM Dyneema will also award prizes among the selected participants during the campaign (see 2.3). These and the closing date will be notified to the participants on a monthly basis. Prizes must be accepted as offered. DSM Dyneema reserves the right to substitute a prize of equal or greater value if the original prize cannot be awarded due to unforeseen circumstances.

4.3 The prizes will be allotted to the selected participants under the supervision of an independent third party. Prize winners will be informed by e-mail within 10 days of the closing date.

4.4 Prizes cannot be exchanged for cash.

Article 5. Liability

5.1 Nothing in these terms and conditions shall limit DSM Dyneema's liability for death or personal injury caused by its negligence or for any other liability which is incapable of being excluded or limited by law.

5.2 Subject to Article 5.1 above, DSM Dyneema will not be liable for:

- any loss or damage arising from this campaign; or
- loss or damage resulting from inaccurate or incomplete information and/or technical faults on the website;

5.3 Running Rigging sets made with Dyneema® fibers and prizes given away by DSM Dyneema as part of this campaign are covered by the standard warranty conditions issued by the supplier of the products.

Article 6. Publicity

6.1 DSM Dyneema reserves the right to feature photographs, videos and the names and regions of the selected participants in future publications and publicity.

Selected participants may also be required to take part in promotional publicity, including on the website.

Article 7. General

7.1 This campaign is governed by Dutch law.

7.2 DSM Dyneema reserves the right, without prior or further notice:

- to exclude (selected) participants from taking part in the campaign if it believes that they will misuse the campaign, fail to act in accordance with these terms and conditions for the campaign, act fraudulently and/or exert undue influence on the campaign;
- to make corrections and changes to the website or to restrict and/or discontinue access to the website or parts of this website in any manner and at any time that it deems desirable or necessary; and
- to end the campaign or to change the rules, prizes, conditions, stipulations or information as it sees fit and without prior notice.

7.3 No part of the contents of this campaign and/or publication may be reproduced or published without DSM Dyneema's express permission.

7.4 Amendments, typing errors and misprints excepted.

7.5 The promoter of the campaign is DSM Dyneema B.V., Mauritslaan 49, 6129 EL Urmond, The Netherlands

7.6 The names and regions of the winners may be obtained by writing to

Dyneema® Experience Team, DSM Dyneema B.V., Mauritslaan 49, 6129 EL Urmond, The Netherlands