

**BabyLegs® Sew Golden Contest**  
**OFFICIAL RULES**

**NO PURCHASE NECESSARY. A PURCHASE DOES NOT INCREASE YOUR CHANCE OF WINNING. THIS IS A GAME OF CHANCE.**

**1. Eligibility:**

Sew Golden (the “Contest”) is open only to legal residents of the United States, who are at least eighteen (18) years old at the time of entry. Employees, officers and directors of Baby Legs, LLC, (“BabyLegs”), BabyLegs Retailers (“Retailers”), Valley Supply Chain, and any of their respective parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, and local laws and regulations. **Void where prohibited by law.**

**2. Sponsor:**

Baby Legs, LLC, 6333 1<sup>st</sup> Ave South, Suite 8, Seattle, WA 98108. Administrator: Baby Legs, LLC, 6333 1<sup>st</sup> Ave South, Suite 8, Seattle, WA 98108.

**3. Agreement to Official Rules:**

By participating in the Contest, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor, and/or Administrator, which are final and binding in all matters related to the Contest. Whether an entrant receives a prize is contingent upon fulfilling all requirements set forth herein.

**4. Timing:**

The Contest begins on June 1, 2008 at 12:01 a.m. Pacific Standard Time (“PST”) and ends on July 15, 2008 at 11:59 p.m. PST (the “Contest Period”) or until all winning prizes have been redeemed. Sponsor’s computer is the official time-keeping device for the Contest.

**5. How to Enter:**

To enter with purchase, purchase specially marked packages of BabyLegs® brand leg warmers during the Contest Period. To enter without purchase, visit <http://www.babylegs.net/SewGolden> during the Contest Period and follow the links and instructions to complete a 3x5 card and mail it to BabyLegs to enter.

**6. Winner Determination:**

Winning Tickets will be placed in random pairs of BabyLegs® brand leg warmers. Potential winners must contact BabyLegs at 206-734-4000 and confirm the winning ID number that appears on the winning Ticket. Odds of winning a prize are 1: 1780. Potential winners must be able to produce the actual physical winning ticket. Prizes must be collected before December 31,

2008. Grand Prize Trip must commence on or before December 31, 2008 but may conclude after that date. No deposits are required. Winner does not need to be present to win or attend any sales presentations.

#### **7. Winner Requirements:**

Unclaimed First Prizes will not be awarded. Acceptance of any prize shall constitute and signify winner's agreement and consent that Sponsor may use the winner's name, city, state, likeness, profile, and/or prize information in connection with the Contest, throughout the universe, including the Internet, without limitation and without further payment or consideration, except where prohibited by law. Winners agree to sign additional writings, statements, agreements or releases consistent with these Contest Rules.

#### **8. Prizes:**

ONE (1) GRAND PRIZE: Vacation package to Seattle: One hotel room for four nights. Coach airfare for up to four family members, car rental for five days and entertainment passes. Meals, gratuities and other transportations are excluded. No deposit is required. Approximate Retail Value ("ARV"): \$3,500. The ARV is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Fifteen first prizes: one pair of See Kai Run™ Shoes, one pair of See Kai Run™ shoes, one Woobee™ blanket, one Moby Wrap™, one Brain Candy™ DVD, one Mally Bibs™ bib, one Mally Bibs™ bib, one SaraBear™ diaper caddy, one Vintage Onesie™ onesie, one Vintage Onesie™ onesie, 52 pairs of BabyLegs® brand leg warmers, one Four Peas™ backpack and lunch bag, one Four Peas™ toddler bag, one Bella™ baby carrier. Total ARV of the 15 first prizes is \$1200.00. Each prize is non-transferable and no substitution will be made. No cash equivalent. Each winner is responsible for all taxes and fees associated with prize receipt and/or use. Income and other taxes, if any, are the sole responsibility of the winner. Vouchers for prizes will be provided if the prize is not redeemed within 30 days. The vouchers will have the same expiration date as stated on the winning ticket.

#### **9. Publicity:**

Except where prohibited, participation in the Contest constitutes the winner's irrevocable consent and release to Sponsor, BabyLegs and their agents to use, record, reproduce, publish, display, perform and translate the name, likeness, voice, quotations, opinions and biographical information of the Grand or First Prize winners, including without limitation any profile for promotional purposes in any media, worldwide, without further payment or consideration.

#### **10. Release:**

By receipt of any prize, entrant agrees to release and hold harmless Sponsor, BabyLegs, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties" or the "Contest Entities") from and against any claim or cause of action,

including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize.

#### **11. General Conditions:**

Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or those of any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

#### **12. Limitations of Liability:**

The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize. Sponsor is not responsible for misdirected or undeliverable entries or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor and Administrator are not responsible for any typographical/other error in entries, selection announcement or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with this Contest.

#### **13. Disputes:**

Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the Courts of the State Of Washington (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights

and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Washington without giving effect to any choice of law or conflict of law rules (whether of the State of Washington or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Washington.

**14. Entrant's Personal Information:**

By entering the Contest, you grant Sponsor permission to share your email address and any other personally identifiable information for the purpose of administration, ranking and prize fulfillment. As a result, you may receive additional email communication or promotions from the sponsor. Sponsor will not sell, rent, transfer or otherwise disclose your personal data to any third party other than those required by law and as explicitly described herein.

**15. Winner List and Contest Rules:**

For the winner list and contest rules, send an email with Subject Line: "Sew Golden Contest Rules," to [info@babylegs.net](mailto:info@babylegs.net). Requests must be received by July 20, 2008. Additionally, the list of winners will be posted at the office of BabyLegs LLC, 6333 1<sup>st</sup> Ave South, Suite 8, Seattle, WA 98108.

**16. Abbreviated Rules**

NO PURCHASE NECESSARY. To enter and for full rules, visit [www.babylegs.net](http://www.babylegs.net). Starts 12:01 AM ET 6/01/08 and ends 11:59 PM 7/15/08. Open to legal residents of the United States 18 years of age or older, except employees, spouses, and immediate families of BabyLegs LLC and retail partners. Odds of winning a prize are 1:1780. Void outside the United States and where prohibited by law. Please visit [www.babylegs.net](http://www.babylegs.net) for a list of prizes and information on no-purchase necessary entries. Approximate retail value (ARV) for Grand Prize is \$3500. The ARV for all other prizes is \$1250. Sponsor: BabyLegs LLC, 6333 1<sup>st</sup> Ave South, Suite 8, Seattle, WA 98108.

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