



FashionCampNYC "Lug Your Stuff" Contest Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN THIS CONTEST. ENTRY INTO THE CONTEST REQUIRES PERMISSION FROM A PARENT / LEGAL GUARDIAN VIA A WRITTEN CONSENT FORM.

ALL SUBMISSIONS SHALL BECOME THE PROPERTY OF THE SPONSOR AND WILL NOT BE RETURNED. THE GRAND PRIZE WINNING SUBMISSION MAY BE REPRODUCED AND DISTRIBUTED AT SPONSORS SOLE CHOOSING. BY ENTERING A SUBMISSION, CONTESTANTS AND WINNERS GRANT SPONSOR A NON EXCLUSIVE, TRANSFERABLE, ROYALTY FREE, WORLDWIDE LICENSE TO USE AND EXPLOIT THE SUBMISSION WITHOUT ANY COMPENSATION AND SUCH RIGHTS SHALL BE RELEASED VIA THE WRITTEN PARENTAL CONSENT FORM IN ORDER FOR AN ENTRY TO BE ELIGIBLE.

DATES OF CONTEST: The FashionCampNYC "Lug Your Stuff" Contest (the "Contest") begins at 12:00 a.m. Eastern Time ("ET") on February 1, 2010 and ends at 11:59 p.m. ET on March 15, 2010 (the "Contest" Period).

ELIGIBILITY: The Contest is open only to legal U.S. residents of the fifty (50) United States and the District of Columbia who are between the ages of thirteen (13) and seventeen (17) at time of entry (the "Contestant"). Employees and their immediate family members (parents, children, siblings or spouse, regardless of where they live, or persons living in same household, whether related or not) of FashionCampNYC (the "Sponsor"), and each of its respective parent companies, divisions, affiliates, contractors, subsidiaries, distributors, sales representatives, advertising and promotion agencies, including The National Sweepstakes Company (the "Independent Administrator") and any others engaged in the development, production, execution or distribution of this Contest (collectively, the "Contest Entities") are not eligible to participate. Contest is void outside the fifty (50) United States and the District of Columbia, Puerto Rico and where ever else restricted or prohibited by law.

HOW TO PARTICIPATE: Visit www.fashioncampnyc.com/contest (the "Website") during the Contest Period, click on the "Click here to enter the Contest" link, download the Contest instructions, and with your parent or legal guardian's permission, complete and submit the following (collectively, the "Submission"):

- Tote Bag Pattern and Design:** By clicking the links provided, download the tote design template (the "Pattern") and the FashionCampNYC logo (the "Logo"), both of which must be used to create your *original* tote bag design (the "Design"). Using the Pattern, Contestants may create the Design by drawing or painting the design or sewing or constructing the Design using fabric, paper or other material. Designs may be embellished as the Contestant so chooses, including, but not limited to, the use of beading, paint, buttons, pockets and zippers. **Regardless of the method or medium chosen to create your Design, all Designs must include the Logo and must be created using the Pattern. Designs must maintain the outside measurements of 14 ½" wide by 15" tall. Any Design submitted that does not include the Logo and does not maintain the measurements of the Pattern will not be eligible.**
- Online Entry Form / Photo Submission:** Once you have completed your Design, visit the Website before 11:59 p.m. ET on March 15, 2010, click on the "Click here to enter the Contest" link and then click the "Contest entry form" link. Then, complete the official Contest entry form ("the "Entry Form") in its entirety, including your first name, your email address and your parent / legal guardian's email address. Then, submit a unique name for your Design (the "Design Name") in the field provided and digitally submit one (1) photograph depicting the front of your Design and one (1) photograph depicting the back of your Design (collectively, the "Photos"). **Photos must consist of a file size of 5mb or less and must be submitted in JPEG format to be considered eligible.** Upon pressing the

“Submit” button, your Design will be entered into the Contest, subject to the receipt of the completed parental consent form (the “Consent Form”) as outlined below.

- 3. CONSENT FORM SUBMISSION: IN ORDER FOR A SUBMISSION TO BE CONSIDERED ELIGIBLE IN THE CONTEST, ALL CONTESTANTS MUST SUBMIT A CONSENT FORM TO THE SPONSOR NO LATER THAN 11:59 P.M. ET ON MARCH 15, 2010. THE CONSENT FORM MUST BE COMPLETED AND SIGNED BY YOUR PARENT / LEGAL GUARDIAN. IN THE EVENT THE CONSENT FORM IS NOT SUBMITTED AS REQUIRED THE SUBMISSION WILL NOT BE ACCEPTED AND THE CONTESTANT WILL NOT BE ELIGIBLE TO WIN A PRIZE IN THE CONTEST.** To obtain the Consent Form, visit the Website during the Sweepstakes Period click on the “Click here to enter the Contest” link and then click the “Parent consent form” link. Then, by clicking the link provided, download the Consent Form and have your parent or legal guardian sign and complete the Consent Form in its entirety. The completed Consent Form must be submitted to the Sponsor no later than 11:59 p.m. ET on March 15, 2010 via fax at (914) 345-2120 or via email at contest@fashioncampnyc.com.

Submissions must be original works, never previously published, manufactured or produced, and must not infringe on any third party copyrights or other rights. Upon clicking the “submit” button you will receive entry into the Contest. **Limit of one (1) Submission per Contestant during the Contest Period.** Late Submissions or Submissions sent via any other method will not be accepted. Sponsor and Contest Entities are not responsible for lost, late, illegible, incomplete, delayed, misdirected Submissions or for the quality of any Photo submitted, and all such Submissions are void. Any attempt by any Contestant to enter more than one (1) Submission by using multiple/different addresses, identities, and/or any other methods will void that Contestant’s Submission, and that Contestant will be disqualified from the Contest. All Submissions shall become the exclusive property of the Sponsor and Contest Entities and will not be returned. By entering a Submission, Contestants grant Sponsor and Contest Entities a non exclusive, transferable, royalty free, worldwide license to use and exploit the Submission. Sponsor and Contest Entities have no obligation to acknowledge receipt of or to return any Submission received. Submissions that; (a) are determined by Sponsor or Contest Entities in their sole discretion to be indecent, offensive, inappropriate or morally objectionable; (b) advocate violence, drug use or any illegal act; (c) promote a commercial/business enterprise, a charity, political, religious cause or any cause other than the Contestant him/herself personally; (d) have been previously published, manufactured or produced, or have won an award in any competition or contest; or (e) otherwise violate these Official Contest rules, as determined by Sponsor or Contest Entities in their sole discretion, will not be eligible. Submission) must be truthful in all respects. Contestants warrant and represent that their Submission is solely their original work, has not been copied (in whole or in part) from any other source and does not violate any third party legal rights (including without limitation rights of trademark, copyright, privacy or publicity). Sponsor reserves the right, at its sole discretion, to disqualify any Contestant if Sponsor suspects that Contestant’s Submission violates the legal rights of any third party.

JUDGING / WINNING: Individual judges will determine the grand prize winner (the “Grand Prize Winner”), first runner up (the “First Runner Up”) and second runner up (the “Second Runner Up”) based upon the following two (2) judging phases:

- 1. Phase 1:** Between the dates of March 16, 2010 and March 23, 2010, an independent panel of judges will select five (5) semi-finalists (each, a “Semi-Finalist”) from among all eligible Submissions received during the Contest Period. Each eligible Submission will be judged by a qualified panel of judges on the basis of the following criteria as is depicted in the Design Name and Photos: (a) Originality/Creativity (35%); (b) Function (35%); and (c) Style (30%). The five (5) Semi-Finalists will be selected based upon the five (5) Contestants whose Submissions received the highest cumulative score in Phase 1. In the event of a tie, the Submissions involved will be re-judged by an additional judge who will serve as a tiebreaker and evaluate such tied Submissions according to the criteria listed above. The decisions of the judges shall be final in all matters relating to this Contest. Potential Semi-Finalists and their parent / legal guardian will be notified on or about March 26, 2010 by telephone or email once all Semi-Finalists are determined, subject to verification. NOTE: Potential Semi-Finalist notifications will not be left on answering machines if notified by telephone.

2. **Phase 2:** In order to be eligible to win a prize in the Contest, each Semi-Finalist will be required to participate in Phase 2, by sending their physical finished Design (the "Finished Design") to the Sponsor. The Finished Design must be provided as depicted in the Photos, , meaning that if it was a drawing, the Contestant must submit the actual drawing, or if it was sewn or constructed using fabric, paper or other materials, the Contestant must submit the actual constructed Design.. The Finished Design must be mailed to: "Lug your Stuff Semi-Finalist", PO Box 219, Elmsford, NY 10523. The Finished Design must be postmarked by April 2, 2010 and received by April 9, 2010 to be considered eligible for judging in Phase 2.

On or about April 12, 2010, an independent panel of judges will select the Grand Prize Winner, First Runner Up and Second Runner from among all Finished Designs received as outlined above. Each Finished Design will be re-judged by a qualified panel of judges on the basis of the following criteria as it is depicted in the Finished Design: (a) Originality/Creativity (35%) (b) Function (35%) (c) Style (30%). The Grand Prize Winner will be determined based upon the Semi-Finalist whose Finished Design received the highest cumulative score in Phase 2, the First Runner Up will be determined based upon the Semi-Finalist whose Finished Design received the second highest cumulative score in Phase 2, and the Second Runner Up will be determined based upon the Semi-Finalist whose Finished Design received the third highest cumulative score in Phase 2. In the event of a tie, the Final Designs involved will be re-judged by an additional judge who will serve as a tiebreaker and evaluate such tied Final Designs according to the criteria listed above. The decisions of the judges shall be final in all matters relating to this Contest. The Grand Prize Winner, First Runner Up and Second Runner up and their parent / legal guardians will be notified on or about April 15, 2010 by telephone or email once all prize winners are determined, subject to verification and will receive the corresponding prize as outlined in the "Prizes" section below. NOTE: Potential prize winning notifications will not be left on answering machines if notified by telephone

PRIZES:

GRAND PRIZE: One (1) Grand Prize of a FashionCampNYC Experience will be awarded, having an approximate retail value (the "ARV") of \$3,895 (the "Grand Prize"). Grand Prize includes; (a) roundtrip air transportation for the Grand Prize Winner and their parent / legal guardian (the "Travel Companion") from a major airport nearest Grand Prize Winner's legal US residence to New York City; (b) ground transportation from the airport to the hotel; (c) five (5) nights hotel accommodations (based upon double occupancy) at the Roger Smith Hotel or an alternate hotel chosen by the Sponsor; (d) FashionCampNYC Tuition (valued at \$1,295) for the 2010 session associated with Grand Prize Winner's dates of travel; and (e) one (1) \$500 TOPSHOP Gift Card.

Expenses of a personal nature (including but not limited to meals / beverages, transportation, gratuities, phone calls, gift purchases, etc) and any other expense not included as part of the Grand Prize are the sole financial responsibility of the Grand Prize Winner and Travel Companion. **Grand Prize winner/Travel Companion must travel by the date indicated by the Sponsor in accordance with the 2010 FashionCampNYC Sessions of either; (a) July 12, 2010 through July 16, 2010; (b) July 19, 2010 through July 23, 2010; (c) August 2, 2010 through August 6, 2010; or (d) August 2, 2010 through August 6, 2010 and must confirm desired travel dates with Independent Administrator upon claiming the prize (as listed under the "Prize Claim" Section below) or prize will be forfeited. In the event the Grand Prize winner and Travel Companion cannot travel between the dates of the 2010FashionCampNYC Session, the Grand Prize will be forfeited, no alternate prize will be awarded to such Grand Prize winner, and an alternate Grand Prize winner will be selected based upon the criteria outlined in Phase 2, time permitting.** All travel is subject to space availability at time of request, blackout dates (including holidays) and other restrictions may apply. Tickets / itineraries are final once confirmed and may not be changed for any reason, other than at the sole discretion of the Sponsor. No responsibility is assumed by the Sponsor for any cancellation or rescheduling of the FashionCampNYC Session chosen in whole or in part. In the event of cancellation or rescheduling of the FashionCampNYC Session, no alternate or substitute prize for such cancellation or rescheduling will be awarded. Grand Prize winner and Travel Companion must travel on same itinerary and must have valid required travel documents (i.e., valid photo ID, passport, birth certificate, etc) before departure. Grand Prize winner

and Travel Companion are solely responsible for determining and obtaining, each at his / her own cost, required travel documents. Travel Companion must be the parent / legal guardian of the Grand Prize winner and at least twenty one (21) years of age or older to accompany the Grand Prize winner. All federal, state, and local taxes, including but not limited to any taxes imposed on the income of the Grand Prize winner as a result of winning the Grand Prize, and all other expenses not specifically mentioned herein as part of the Grand Prize are the sole responsibility of the Grand Prize winner. Prize is non-transferable, and cannot be sold, combined with any other offer or redeemed for cash, except at the sole discretion of the Sponsor. Any difference in the stated ARV of the Grand Prize and the actual cost of the Grand Prize at time of booking will not be awarded.

FIRST RUNNER UP PRIZE: One (1) First Runner Up Prize of a \$100 TOPSHOP Gift Card will be awarded. The ARV of the First Runner Up Prize is \$100.00.

SECOND RUNNER UP PRIZE: One (1) Second Runner Up Prize of a \$50 TOPSHOP Gift Card will be awarded. The ARV of the Second Runner Up Prize is \$50.00.

The total ARV of all prizes to be awarded in this Contest is \$4,045.00. No prize substitution, exchange or cash redemption of any prize shall be permitted, except at Sponsor's sole discretion. Prizes are not transferable prior to award. Sponsor reserves the right to substitute a prize of equal or greater value for any prize. Prize winners are responsible for all federal, state and local taxes, including taxes imposed on the income of the Grand Prize winner, arising from receipt, possession, acceptance or use of any prize. **Limit of one (1) prize per person.** No more than the number of prizes set forth in these Official Rules will be awarded. All prizes will be awarded, time permitting.

Name of prize manufacturers/trademark owner are used solely for the purposes of identification of the prizes. No endorsement, authorization, sponsorship, or approval of prize manufacturers/trademark owner is intended or implied by such use.

PRIZE CLAIMS: Except where prohibited, potential Grand Prize winner must sign and return to Independent Administrator, within seven (7) business days of receipt, an Affidavit of Eligibility / Liability / Publicity Release, an IRS Form W-9, and a Travel Companion Waiver (to be signed by the Travel Companion) in order to claim prize (collectively, the "Required Documents"). **Potential Grand Prize winner must report income to the Internal Revenue Service (IRS). In the event it is deemed during the verification process that the potential Grand Prize winner does not have a unique, personal and valid social security number for Sponsor to report the tax liability associated with acceptance of the prize, potential Grand Prize winner will be disqualified. Valid social security numbers will be determined by IRS requirements.** If potential Grand Prize winner fails to sign and return the Required Documents within the required time period, the potential Grand Prize winner forfeits his/her right to the Grand Prize and the Semi-Finalist with the next highest scoring Final Design will be selected as the Grand Prize winner. In the event that the Grand Prize winner is disqualified, Sponsor and Contest Entities shall have no liability or obligation to such individual. All prize winners consent to the use of his/her name, likeness, biographical information, and voice in advertising worldwide without additional compensation. **In addition, a commercial version of the Final Design submitted by the Grand Prize winner may be reproduced by the Sponsor and distributed at their sole choosing to Fashion Camp Session Participants for their personal use. By accepting the Grand Prize, Grand Prize Winner (with the consent of their parent / legal guardian) grant the Sponsor a non exclusive, transferable, royalty free, worldwide license to use, modify and exploit the Final Design without any compensation to the Grand Prize Winner or any other third party representing the Grand Prize Winner as shall be executed in writing.**

GENERAL RULES OF PARTICIPATION: Contestants agree to be bound by these official Rules and the decisions of all judges and Sponsor, which are final and binding in all respects and not subject to appeal. Sponsor reserves the right to disqualify from this Contest any Contestant it believes has violated these Official Rules. Sponsor may prohibit a Contestant from participating in the Contest or winning the prize if, in its sole discretion, it determines that said Contestant is attempting to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other Contestant, Sponsor or Contest Entities. By participating in the Contest, Contestants, to the fullest extent permitted by law, agree to release, discharge, indemnify and hold harmless, the Sponsor and Contest Entities and

each of their respective officers, directors, employees, representatives, shareholders, successors, assigns and agents from and against any claims made by Contestants or any other third parties, related in any way to the operation of the Contest, as well as any other claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from participation in the Contest., or from the receipt, use or misuse of any prize. If for any reason this Contest is not able to be conducted as planned, including but not limited to, by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, then Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest and judge from those entries received up to the cancellation/suspension date. CAUTION: ANY ATTEMPT BY A CONTESTANT TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH CONTESTANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

INDEPENDENT ADMINISTRATOR: The National Sweepstakes Company, 693 East Ave., Rochester, NY 14607.

WINNER'S LIST /OFFICIAL RULES REQUEST: For the name of the prize winners or a copy of these Official Rules, send a self-addressed, stamped (business size) envelope to: "Lug Your Stuff Contest", (please specify Winner's List or Rules Request), PO Box 10505 Rochester, NY 14610. Requests must be received not later than May 31, 2010. The official rules may also be viewed at the Website during the Contest Period.

SPONSOR: FashionCampNYC, PO Box 219, Elmsford, NY 10523. *This offer shall not be published without the consent of the Sponsor.*