

**Birthday in a Box's Full of Prizes Contest Official Rules NO PURCHASE NECESSARY TO ENTER. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.**

CONTEST IS OFFERED ONLY TO LEGAL RESIDENTS OF THE UNITED STATES AND CANADA.

**ELIGIBILITY:** Contest is open to legal residents of the United States and Canada aged 18 or older. Employees and directors of Birthday in a Box, Inc. ("Sponsor"), its affiliated companies and companies associated with the implementation, administration and fulfillment of the Contest and the immediate family (parents, siblings and children and their spouses) and members of their households, whether related or not, of such individuals are not eligible. Contest is void where prohibited.

**ENTRY:** No purchase necessary to enter. A purchase will not increase your chance of winning. Contest begins on June 30<sup>th</sup>, 2011, at 12:01 a.m. EST and ends on July 14<sup>th</sup>, 2011, at 11:59 p.m. EST ("Contest Period"). Entry must be submitted and received by 11:59 p.m. EST on July 14<sup>th</sup>, 2011. There is a one entry per email address, per household limit. In the event of any dispute as to the person submitting an entry, the entry will be deemed by the authorized holder of the email address submitted at the time of entry. All entries become the property of Sponsor. Names of entrants will not be sold to third parties.

**PRIZE:** First Prize: One (1) standard party kit of your choice & one (1) personalized banner, Second Prize: One (1) personalized banner, Third Prize: One (1) personalized coloring book.

**PRIZE RESTRICTIONS:** No cash or other substitution of prize is available. Prize may not be transferred. Prize not valid with any other promotions, discounts or offers.

**WINNER SELECTION/NOTIFICATION:** Prize winner will be selected in a random drawing to be conducted by Sponsor on or about the 15th day of July from among all timely, eligible entries received. Odds of being selected depend upon the number of entries. Winners will be notified by email. All prizes will be awarded unless declined by winner.

**GENERAL CONDITIONS:** By participating, entrants agree (a) that they have read and will abide by the Official Rules and the decisions of the Sponsor and its agents which decisions shall be final on all matters relating to the Contest; (b) to release and indemnify and hold harmless Sponsor, its parents and affiliated companies and their respective directors, officers, employees and agents from and against any and all liability or claims resulting in whole or in part, directly or indirectly, from their participation in the Contest and the acceptance and use of the prize.

**LIMITATIONS OF LIABILITY:** Sponsor is not responsible for any incorrect or inaccurate information, whether caused by web site users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in

operation or transmission, communications line failure, theft or unauthorized access to, or alteration of information submitted; nor is it responsible for any problem or technical malfunction of any equipment or system, or for any late, lost or misdelivered mail. If for any reason the Contest cannot run as planned, including for any cause which corrupts or affects the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right at its sole discretion to cancel, terminate or modify the Contest. Notice of any such action will be posted at <http://www.birthdayinabox.com/info/sitemap.asp>. If Contest is terminated or cancelled, Sponsor shall select the winners in a random drawing from among entries legitimately received prior to the event causing such termination or cancellation.

**WINNER'S LIST:** Contest results, winner's list, and/or a copy of these Official Rules may be obtained by sending a self-addressed, stamped envelope to Birthday in a Box Full of Prizes Contest/Official Rules" 7951 Cessna Avenue, Gaithersburg, MD 20879. Requests must be received by July 31<sup>st</sup>, 2011.

**SPONSOR:** Birthday in a Box, Inc., 7951 Cessna Avenue, Gaithersburg, MD 20879