

BabyPlanet Sweepstakes Official Rules

1) PROGRAM DESCRIPTION: No purchase necessary to enter or win. Promotion begins at 12:00 a.m. (CT) on April 25, 2010 and ends at 11:59 p.m. (CT) on May 9, 2010 ("Promotional Period").

2) HOW TO ENTER: Fanning BabyPlanet on Facebook or following BabyPlanet on Twitter are each worth one entry. Tweets about the contest are worth one entry. Tweets must include the #babyplanet hashtag. Entrants can post multiple tweets, and each original tweet will be counted for one entry. Incomplete, illegible, and inaccurate twitter postings are void. All entries become the property of the Essential Brands, Inc. and will not be returned. Essential Brands Inc. assumes no responsibility for lost, late, incomplete, illegible, inaccurate, misdirected, mutilated, stolen, delayed, undelivered, or ineligible due entries, e-mail, mail or for any error or malfunction that may occur, whether computer, technical, typographical, mechanical, human or otherwise, relating to or in connection with this promotion, including, without limitation, errors which may occur in connection with the administration of this promotion, the processing of entries, the announcement of the prize or in any promotion-related materials.

3) WINNER SELECTION: A random drawing will be conducted from among all eligible entries. Odds of winning any Sweepstakes prize depends on the number of eligible entries received for the applicable drawing.

4) PRIZES: One (1) Grand Prize awarded per Promotional Period: A **timi & leslie BabyPlanet stroller and matching diaper bag**. Approximate Retail Value (ARV) of Grand Prize: USD\$260.00. Also included is shipping to the winner's home within the 50 United States and Canada. Any expenses not explicitly listed herein are the sole responsibility of the winner. No substitution, barter, transfer, or assignment of prize permitted, except by Essential Brands Inc. at its sole discretion. Essential Brands Inc. reserves the right to substitute a prize of comparable or greater value if entire prize or a portion of a prize is unavailable. Prize not redeemable for cash. Prize will be awarded by UPS within 6-8 weeks after the promotional period ends. The sponsor has the right to send other colors if the color requested is not available.

5) ELIGIBILITY: This sweepstakes is open only to legal residents of the 50 United States and the District of Columbia 18 years of age or older at the time of entry. Void in Puerto Rico and where prohibited by law. Employees of Essentials Brands, Inc and anyone working on the product, project or promotion, their respective parents companies, subsidiaries, advertising and promotional agencies and the immediate family members (parents, spouse, siblings, children) or anyone who lives in the same household of each (whether related or not) are not eligible. Entrants agree to be bound by the terms of these Official Rules and by the decisions of the judges, which are final and binding on all matters pertaining to this promotion.

6) GENERAL CONDITIONS: The laws of the United States govern this sweepstakes. All federal, state and local laws and regulations apply. Participation constitutes your full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor and independent judging organization, which are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein in a timely manner. Winners may be required to execute and return an Affidavit of Eligibility and Liability Release and where legal, Publicity Release within 14 days following the date of issuance of notification. Non-compliance within this time period or return of any notification as undeliverable may result in disqualification. Acceptance of prize constitutes permission for Sponsor and its designees to use winner's name, voice, picture, video and other likeness for advertising, promotional and other purposes without additional compensation unless prohibited by law. No more than the quantity of prizes listed in these rules will be awarded. By entering this promotion, participants waive all rights to claim punitive, incidental and consequential damages, or attorneys' fees and agrees to release and hold harmless the Sponsor, its parent company, subsidiaries, affiliates, divisions, distributors, agencies, suppliers and advertising, promotional and judging organizations and each of their respective employees, officers, directors, shareholders and agents (collectively, the "Releasees") from and against any and all claims, actions, and/or liability for any loss, injuries and/or damages (including, without limitation, any death or disability) sustained in connection with use of a prize or related to participation in this promotion.

7) INTERNET: Essentials Brands, Inc. is not responsible for technical, hardware or software malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this game or by any human error which may occur in the processing of the entries in this promotion. If, in the judges' opinion, there is any suspected or actual evidence of tampering

with any portion of the game, or if technical difficulties compromise the integrity of the promotion, the judges reserve the right to terminate the game and conduct a random drawing to award the prizes using all eligible, non-suspect entries received as of the date of termination. Use of automated entry devices or programs is prohibited. In the event of a dispute as to the identity of a winner based on a twitter account, the winning entry will be declared made by the authorized account holder of the twitter account submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

8) WINNER'S LIST: The winner will be posted on the BabyPlanet Twitter and Facebook accounts on Monday, May 10, 2010