WRITE A REVIEW ON WWW.KNEX.COM FOR A CHANCE TO WIN

A $100 K'NEX.com Coupon Code!

OFFICIAL RULES:

1. **CONTEST DATES: This Promotion begins on Wednesday, January 4, 2017 at 12:00 a.m. Eastern Time ("ET"), and ends on Wednesday, January 25, 2017 at 11:59 p.m. ET, according to the main computer time clock at K'NEX (the "Promotion Period").**

   Five (5) winners will be randomly chosen on Friday, January 27, 2017 from all eligible entries entered during the Promotion Period. Potential Winners will be notified within one day after the drawing.

   NO PURCHASE NECESSARY. A purchase of a K'NEX product and/or the writing of a positive product review will *not* increase one's chances of winning. Many will enter; however, only five (5) will win. Limit: Five (5) $100 K'NEX.com Coupon Codes will be awarded in connection with this Promotion. Eligible participants may only win once during the Promotion Period.

   Entry in this Promotion does not constitute entry into any other promotion, contest or sweepstakes. By participating in the Promotion, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of K'NEX Limited Partnership Group ("K'NEX"), 2990 Bergey Road, Hatfield, PA 19440 (the "**Sponsor**"), whose decisions shall be final and legally binding in all respects.

2. **HOW TO ENTER:** During the Promotion Period, eligible participants may enter the Promotion by: (a) visiting www.knex.com, and selecting a K'NEX product to review; (b) click "Write a review" or "Be the first to review this product" on the applicable K'NEX product webpage; (c) write your review, and then complete all the necessary questions on the My Review webpage; (d) click on the link "Customer Ratings and Reviews Terms and Conditions, and Official Contest Rules" located on the bottom right hand side of the My Review page to review the applicable Customer Ratings And Reviews Terms of Use, and a complete copy of these Official Rules, and then check the box next to this link indicating that you accept and agree to abide by the aforementioned terms, conditions and rules; and (e) click "Post Review" to submit your review. You will receive an email confirmation after submitting your review. Respond to this email confirmation to verify your email address. Only eligible participants who submit reviews that are approved and published by the Sponsor are qualified to participate in this Promotion. Eligible participants can increase their chances of winning a $100 K'NEX.com Coupon Code by submitting multiple product reviews published by the Sponsor. Every published review you submit counts as a separate entry into the random drawings.

3. **ELIGIBILITY:** This Promotion is open all permanent, legal U.S. and Canadian residents currently domiciled in the U.S. or Canada (except those of Puerto Rico, U.S. territories or possessions, and the Province of Quebec), who are eighteen (18) years of age or older (for U.S. participants), or have reached the age of majority in his or her province of residence (for Canadian participants), at the time of entry, and who have submitted an approved and published K'NEX product review to Sponsor during the Promotion Period. Employees, officers, and directors of Sponsor, prize suppliers and Bazaarvoice, Inc., and each of their parent, subsidiary and affiliated companies (collectively, the "**Promotion Entities**"), and each of their immediate family members and/or people living in the same household are not eligible to participate. All eligibility is subject to all federal, state, Canadian federal and provincial, and local laws and regulations. Proof of age may be required.

4. **PRIZES, ODDS, AND NOTIFICATION OF POTENTIAL WINNERS:** A total of five $100 K'NEX.com Coupon Codes will be awarded. Each $100 K'NEX.com Coupon Code is good toward a **2017** calendar year purchase at knex.com. Credit can only be applied to *one purchase transaction* and ***must be used no later than December 31, 2017, or the credit will expire and become void.*** If the winner does not spend the entire amount of his/her credit code during his/her one transaction, the remaining balance is forfeit.

   Participants may only win once during the Promotion Period. Odds of winning are dependent upon the number of eligible entries received; the more eligible entries received, the lower the odds of winning a prize.

   The potential prize winners will be chosen by random drawing using www.random.org by K'NEX Staff under the supervision of the K'NEX General Counsel. The potential winners need not be present at the time of drawings. The potential winners will be contacted by email within one day after the drawing. If, after 24 hours, no contact can be made or the potential winner is found to be in violation of these Official Rules, the prize will be forfeited and an alternate winner selected.

   The random drawings will be conducted on **January 27, 2017.**

   Prizes are non-assignable and non-transferrable. Prizes are final, and no substitution will be made by Sponsor. Non-cash prize may not be redeemed for cash value. Total value of all prizes is $500.00 USD. Sponsor will comply with all income tax reporting obligations. All prize winners are responsible for any and all local, state, federal and/or Canadian federal or provincial taxes, as well as any other costs, fees and expenses no specified herein, associated with the receipt of the prize.

   U.S. Prize Winners must note: If the selected Prize Winner is a U.S. resident, and the Sponsor previously awarded the selected Prize Winner one or more prizes whose cumulative values exceed $300.00 (USD) during the 2017 calendar year, receipt of a valid IRS W-9 Form is a requirement for the awarding of any and all further prizes to that Winner. If the total value of all accepted prizes from Sponsor exceeds $600.00 during the 2017

calendar year, the value of the accepted prizes is taxable as income, and an IRS Form 1099 Misc. or equivalent will be filed in the name of the Winner for the value of all prizes received from Sponsor during the 2017 calendar year, and the Winner is solely responsible for all tax related issues relating to these prizes after they are awarded.

Should the selected prize winner be a Canadian citizen, before being declared the winner of any prize, each selected entrant must first correctly answer, without assistance of any kind, whether mechanical, electronic or otherwise, a time-limited mathematical skill-testing question to be administered at a mutually convenient time by telephone.

Each selected entrant will also be required to complete and return to Sponsor a written declaration and release (the "Declaration and Release"), declaring that the entrant is eligible to win the prize in accordance with these Official Rules and releasing Promotion Entities, and their respective directors, officers, owners, partners, shareholders, employees, agents, representatives, successors and assigns from any liability in connection with this Promotion, or the use, misuse or possession of any prize related thereto.

5. MISCELLANEOUS:

Void in Puerto Rico, U.S. territories and possessions, the Province of Quebec, and where prohibited. All federal, state, Canadian federal and provincial, and local laws and regulations apply. By participating in this Promotion, each entrant agrees to be bound by the decision of the Sponsorin selecting the five winners, and warrants that he/she is eligible to participate in this Promotion. **LIMITATION OF LIABILITY: BY ENTERING THIS PROMOTION, AND ACCEPTING PRIZE, WINNER AGREES TO RELEASE PROMOTION ENTITIES, AND ANY PARENT, SUBSIDIARY, AFFILIATED OR SUCCESSOR ENTITIES, AND ITS OR THEIR RESPECTIVE DIRECTORS, SHAREHOLDERS, EMPLOYEES, OFFICERS, MEMBERS, PERSONNEL, AGENTS, AND ASSIGNS, INCLUDING, WITHOUT LIMITATION, ITS OR THEIR AGENTS, ADVERTISING, OR PROMOTION AGENCIES, FROM ANY AND ALL LIABILITY, LOSS, ACTION, DEMAND, CLAIM OR DAMAGES ARISING FROM OR IN CONNECTION WITH PARTICIPATION IN THIS CONTEST, THE AWARDING, RECEIPT, AND/OR USE OR MISUSE OF ANY PRIZE, OR PARTICIPATION IN ANY PRIZE-RELATED ACTIVITIES. NEITHER PROMOTION ENTITIES NOR ANY PARENT, SUBSIDIARY, AFFILIATED OR SUCCESSOR ENTITIES, OR ITS OR THEIR RESPECTIVE DIRECTORS, SHAREHOLDERS, OFFICERS, EMPLOYEES, MEMBERS, PERSONNEL, AGENTS OR ASSIGNS, WILL HAVE ANY LIABILITY OR RESPONSIBILITY FOR ANY INJURY, LOSS, ACTION, DEMAND, CLAIM, OR OTHER LIABILITY OF ANY KIND ARISING IN CONNECTION WITH PARTICIPATION IN THE PROMOTION OR ANY PRIZE AWARDED. BY ACCEPTING PRIZE, WINNER AGREES TO HOLD PROMOTION ENTITIES, AND THEIR AFFILIATES AND EACH OF THEIR RESPECTIVE SHAREHOLDERS, DIRECTORS, OFFICERS, EMPLOYEES, MEMBERS, AGENTS, PERSONNEL, AND ASSIGNS HARMLESS AGAINST ANY AND ALL CLAIMS AND LIABILITY ARISING OUT OF THE USE OF THE PRIZE OR ANY OTHER PARTICIPATION IN THE PROMOTION. WINNER ASSUMES ALL LIABILITY FOR ANY INJURY OR DAMAGE CAUSED OR CLAIMED TO BE CAUSED BY PARTICIPATION IN THIS PROMOTION OR USE OR REDEMPTION OF ANY PRIZE.** This Promotion will be governed by the internal laws of the Commonwealth of Pennsylvania,

without application of its conflict of laws principles. Any and all legal actions or claims arising in connection with this Promotion must be brought in a court of competent jurisdiction located within the Commonwealth of Pennsylvania. Entrants and winners are notified and agree that any claims that they wish to assert as set forth herein must be brought within one (1) year of the end of the Promotion Period, or they will be barred as untimely.

6. **GENERAL TERMS AND CONDITIONS:**
   Sponsor is not responsible for lost, late, illegible, incomplete, garbled, or misdirected entries, mail or communications, for errors, omissions, interruptions, deletions, defects, or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices, or transmission lines, or data corruption, theft, destruction, unauthorized access to or alteration of entry materials. Sponsor is not responsible for electronic communications which are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's email account to receive email messages. The use of automated software or computer programs in connection with this Promotion is prohibited and any individual who uses or attempts to use such methods in connection with this Promotion will be disqualified. Sponsor disclaims any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with this Promotion, and reserves the right, in its sole discretion, to cancel, terminate or suspend this Promotion should any virus, bug, bots, unauthorized human intervention, or other causes beyond Sponsor's control corrupt or otherwise affect the administration, security, fairness or proper conduct of the Contest. **CAUTION: Any attempt by an entrant to deliberately damage any web site or undermine the legitimate operation of this Promotion is a violation of criminal and civil laws. Should such an attempt be made, Sponsor reserves the right to disqualify and/or seek damages from any such entrant to the fullest extent permitted by law.** Sponsor also reserves the right, at its sole discretion, to disqualify any entrant from any other promotion conducted by Sponsor, now or in the future, if entrant's fraud or misconduct affects the integrity of this Promotion.

7. **LIST OF WINNERS:** The five winners' first names will be posted on the K'NEX Facebook page on or about 24 hours from time of being a confirmed winner.

8. **RELEASE:**
   By participating in this Promotion, each entrant accepts the conditions stated in these Official Rules, agrees to abide by and be bound by the decisions of the Sponsor regarding the winner, and warrants that he/she is eligible to participate in this Promotion.

NO PURCHASE NECESSARY.

A PURCHASE OF A K'NEX PRODUCT AND/OR THE WRITING OF A POSITIVE PRODUCT REVIEW DOES NOT INCREASE THE CHANCES OF WINNING.

THE MORE ENTRIES, THE LOWER THE CHANCES OF WINNING A PRIZE.