

## K'NEX-A-DAY 25<sup>TH</sup> ANNIVERSARY GIVEAWAY CONTEST

### OFFICIAL RULES

**No Purchase Necessary to Enter or Win.**

**A purchase of a TINKERTOY®, LINCOLN LOGS®, K'NEX® OR K'NEX EDUCATION® product will not increase your chances of winning. Many will enter; however, only up to twenty-six (26) will win a prize.**

**Limit: A total of up to twenty-five (25) daily prizes (SRP: Between US \$14.99 and \$1,000.00/each daily prize) will be awarded during this Promotion (one daily prize to each of the twenty-five (25) confirmed daily sweepstakes winners of this Contest). Additionally, one grand prize winner will be awarded a K'NEX Prize Pack (SRP: US \$3,075.72) during this Promotion. There will be a total of twenty-six (26) random drawings during this Promotion.**

**VOID WHERE PROHIBITED BY LAW OR REGULATION.**

**PARTICIPANTS MUST BE 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.**

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.

This Promotion is in no way sponsored, endorsed or administered by, or associated with, the parent or affiliated companies of the social media website Facebook®. You are providing your information to K'NEX, and not to the parent or affiliated companies of the social media website Facebook®. All questions, comments or complaints regarding the Promotion should be directed to the Sponsor at the address above, and not to the parent or affiliated companies of the social media website Facebook®.

The information you provide will only be used in accordance with the K'NEX Privacy Policy, which may be viewed at [http://www.knex.com/About\\_KNEX/privacy\\_policy.php](http://www.knex.com/About_KNEX/privacy_policy.php).

Should there be conflict between the Privacy Policy and the Official Rules, these Official Rules shall govern.

**1. CONTEST DATES:** This Promotion begins Thursday, September 7, 2017 at 12:00 p.m. Eastern Time (“ET”), and ends on Monday, October 2, 2017 at 11:59 p.m. ET, according to Sponsor’s main computer time clock (hereinafter, the “Promotion Period”).

One (1) winner will be chosen daily (starting on Friday, September 8, 2017,) at random from entries entered by 11:59 p.m. ET each day (hereinafter referred to as, “Daily Entry Closing Period”). Random drawings will be conducted within 24 hours of the Daily Entry Closing Period (or within 72 hours after the Daily Entry Closing Period for Friday’s and Saturday’s daily contest; the prize winner for each of those days will be randomly selected on the following Monday). One (1) Grand Prize Winner will be chosen at random from all entries entered by Monday, October 2, 2017 at 11:59 p.m. ET. The random drawing for the Grand Prize Winner will be conducted on Tuesday, October 3, 2017. Potential Winners will be notified within one day after the drawing.

**2. ELIGIBILITY:** This Promotion is open to all permanent, legal U.S. or 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: (a) are **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;** (b) have access to the Internet; and (c) have a Facebook® account. Participants who wish to create a Facebook account to participate, may do so by signing up for a free Facebook®. To sign up for a free Facebook account, visit <http://facebook.com>. Void where prohibited by law. Employees, officers, and directors of Sponsor and Sponsor’s advertising and promotion agencies, and each of its and 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 U.S. and Canadian federal, state, provincial and local laws and regulations. Proof of age may be required.

**3. HOW TO ENTER:** During the Promotion Period, eligible participants may enter the Promotion once per calendar day, by visiting either the LINCOLN LOGS Facebook Page at <http://www.facebook.com/LINCOLNLOGS>, TINKERTOY Facebook Page at <http://www.facebook.com/TINKERTOY>, or the K’NEX Facebook Page at [www.facebook.com/knex](http://www.facebook.com/knex), and then clicking on the K’NEX-A-DAY 25<sup>TH</sup> ANNIVERSARY Sweepstakes Tab. To enter, you must simply: (1) complete the K’NEX-A-DAY 25<sup>TH</sup> ANNIVERSARY Sweepstakes Entry Form, by providing your email address, and state or province of residence; (2) Like LINCOLN LOGS, TINKERTOY and/or K’NEX on Facebook, if you are not currently a fan of the LINCOLN LOGS, TINKERTOY and/or K’NEX Facebook pages (**Optional**); (3) click on the link “Official Contest Rules” located on the Entry Form to review 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

**(Required)**; (4) check the designated box to sign up to receive K'NEX newsletters **(Optional)**; and (5) then click "Enter" to submit your entry **(Required)**.

Each entrant is limited to one entry per person per calendar day. Any attempt to obtain more than one entry per person per calendar day by completing the K'NEX-A-DAY 25<sup>th</sup> ANNIVERSARY GIVEAWAY Sweepstakes Entry Form using different or multiple identities, log-ins, any automated entry system, or any other method is prohibited, and will result in disqualification. In the event of a dispute, all entries will be deemed to have been submitted by the owner of the Facebook account used in connection with the entry. Notwithstanding the foregoing, you can earn bonus entries by sharing this Promotion directly with your Facebook friends. Each time a friend enters, you will receive one additional contest entry.

ALL ENTRIES ARE SUBJECT TO REVIEW BY SPONSOR. SPONSOR RESERVES THE RIGHT TO REVIEW AND DELETE ANY DUPLICATE ENTRY OR ANY ENTRY THAT IT CONSIDERS TO BE INAPPROPRIATE OR INELIGIBLE FOR ANY REASON, IN ITS SOLE DISCRETION. IN PARTICULAR, SPONSOR WILL DELETE ANY ENTRY SUBMITTED BY ANY PERSON UNDER THE AGE OF 18 (FOR U.S. PARTICIPANTS) OR WHO HAS NOT REACHED THE AGE OF MAJORITY IN HIS OR HER PROVINCE OF RESIDENCE (FOR CANADIAN PARTICIPANTS), OR ANY PERSON WHO PROVIDES INFORMATION THAT LEADS SPONSOR, IN ITS SOLE DISCRETION, TO BELIEVE THAT THE ENTRANT IS UNDER THE AGE OF 18 (FOR U.S. PARTICIPANTS) OR HAS NOT REACHED THE AGE OF MAJORITY IN HIS OR HER PROVINCE OF RESIDENCE (FOR CANADIAN PARTICIPANTS).

**4. PRIZES, ODDS, AND NOTIFICATION OF POTENTIAL WINNERS:** A total of up to twenty-five (25) daily prizes (SRP: Between US \$14.99 and \$1,000.00/each daily prize) will be awarded during the Promotion Period (one daily prize to each of the twenty-five(25) confirmed daily sweepstakes winners of this Contest). The Daily Prize Schedule is set forth below:

Date	Prize	SRP (USD)
9/7/17	<b>One (1) K'NEX® Imagine 25Th Anniversary Ultimate Builder's Case (Item #35013)</b>	\$74.99
9/8/17	<b>One (1) K'NEX® Imagine Creation Zone Building Set (Item #16511)</b>	\$34.99
9/9/17	<b>One (1) K'NEX® Thrill Rides Web Weaver Roller Coaster Building Set (Item #45717)</b>	\$79.99
9/10/17	<b>One (1) K'NEX® Imagine Power And Play Motorized Building Set (Item #23012)</b>	\$59.99
9/11/17	<b>One (1) K'NEX® Imagine K'NEXosaurus Rex Building Set (Item #15588)</b>	\$34.99
9/12/17	<b>One (1) K'NEX® Imagine Classic Constructions Building Set (Item #17435)</b>	\$44.99
9/13/17	<b>One (1) K'NEX® Imagine Builder Basics Building Set (Item #17010)</b>	\$29.99
9/14/17	<b>One (1) LINCOLN LOGS® Collector's Edition Village (Item #00844)</b>	\$109.99
9/15/17	<b>One (1) K'NEX® Thrill Rides 3-In-1 Classic Amusement Park Building Set (Item #17035)</b>	\$54.99
9/16/17	<b>One (1) K'NEX® Thrill Rides Son Of Serpent Coaster (Item #52242)</b>	\$1,000.00
9/17/17	<b>One (1) K'NEX Education® Discover Control Set (Item #79014)</b>	\$250.00
9/18/17	<b>One (1) K'NEX® Thrill Rides Lunar Launch Roller Coaster Building Set (Item #51425)</b>	\$69.99
9/19/17	<b>One (1) K'NEX® Thrill Rides Big Ball Factory Building Set (Item #52443)</b>	\$299.99
9/20/17	<b>One (1) KID K'NEX® Budding Builders Building Set (Item #85618)</b>	\$49.99

9/21/17	<b>One (1) K'NEX® Thrill Rides Clock Work Roller Coaster Building Set (Item #15406)</b>	\$34.99
9/22/17	<b>One (1) K'NEX® Imagine 10 Model Building Fun Set (Item#17009)</b>	\$14.99
9/23/17	<b>One (1) KID K'NEX® Zoomin' Rides Building Set (Item #85616)</b>	\$29.99
9/24/17	<b>One of (1) Item #17800 K'NEX® Starter Vehicle Assortment (assortment includes one (1) K'NEX® Imagine Motorcycle Building Set, one (1) K'NEX® Imagine Rocket Car Building Set, and one (1) K'NEX® Imagine Stealth Plane Building Set)</b>	\$20.97
9/25/17	<b>One (1) K'NEX® Imagine Revvin' Racecar 2-In-1 Building Set (Item #16005)</b>	\$34.99
9/26/17	<b>One (1) of Item #38880 Mario Kart Standard Kart Assortment #2 (assortment includes one (1) K'NEX® Mario Kart™ Building Set, one (1) K'NEX® Wario Kart Building Set, and one (1) K'NEX® Shy Guy Kart Building Set)</b>	\$44.97
9/27/17	<b>One (1) TINKERTOY® Deluxe Set (Item #56511)</b>	\$49.99
9/28/17	<b>One (1) of Item #53500 Crazy Targets/Boat Blast Assortment (assortment includes one (1) K'NEX® Plants vs. Zombies Crazy Targets Building Set, and one (1) K'NEX® Plants vs. Zombies Boat Blast Building Set)</b>	\$29.98
9/29/17	<b>One (1) K'NEX® Thrill Rides 6-Foot Ferris Wheel (Item #89490)</b>	\$499.99
9/30/17	<b>One (1) K'NEX® K-Force Build and Blast® Barracuda Rotoshot Blaster Building Set (Item #47023)</b>	\$39.99
10/1/17	<b>One (1) K'NEX EDUCATION® MAKER KIT LARGE (Item # 78497)</b>	\$79.99

In addition, one (1) Grand Prize Winner will be awarded a K'NEX Prize Pack (SRP: US \$3075.72), which consists of one (1) of each of the daily prizes identified above.

Participants may only win one daily prize during the Promotion Period. However, a daily prize winner may also become the Grand Prize Winner. The potential prize

winners will be chosen by random drawing, and need not be present at the time of drawings.

Random drawings will be conducted within 24 hours of the Daily Entry Closing Period (or within 72 hours after the Daily Entry Closing Period for Friday's and Saturday's daily contest; the prize winner for each of those days will be randomly selected on the following Monday). The random drawing for the Grand Prize Winner will be conducted on Tuesday, October 3, 2017.

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.

Sponsor will notify the potential winners, within one day after the drawing, by sending an email to the potential winner using the email address that was provided by that potential winner on his/her K'NEX-A-DAY 25<sup>th</sup> Anniversary GIVEAWAY Sweepstakes Entry Form.

In the event that any email to a potential winner is returned as undeliverable, or a response to any given email is not received by Sponsor with three (3) business days of the date of issuance or a potential winner is found to be in violation of these Official Rules, the prize is forfeited, and an alternate winner will be selected.

Prizes are non-assignable and non-transferrable. Prizes are final, and no substitution will be made by Sponsor, except that the Sponsor may, at its sole discretion, substitute a prize of equal or greater value for any reason. Non-cash prize may not be redeemed for cash value. Total value of all prizes awarded to the prize winners during the Promotion Period is \$6,151.44 (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 not specified herein, associated with the receipt of the prize.

U.S. Prize Winners must note: If the selected Grand Prize Winner is a U.S. resident, the receipt of a valid IRS W-9 Form is a requirement for the awarding of the Grand Prize to the Grand Prize Winner. If Sponsor previously awarded any selected daily prize winner one or more prizes whose cumulative values exceed \$300.00 (USD) during the 2017 calendar year or if the value of the daily prize to be awarded to the daily prize winner in this Promotion exceeds \$300.00 (USD), receipt of a valid IRS W-9 Form is a requirement for the awarding of any and all prizes in connection with this Promotion 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 the parent and affiliated companies of the social media website Facebook®, HASBRO, INC., HASBRO INTERNATIONAL, INC., Nintendo of America, Inc., Electronic Arts, Inc., and PopCap Games, Inc., and each of 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.

The prize winner's failure to provide such Declaration and Release to K'NEX within ten (10) business days from the date of winner notification, or the failure of a Prize Winner to provide a valid and complete IRS W-9 Form within ten (10) business days from the date of winner notification (if applicable) will void the award, and K'NEX will then select an alternative winner according to these rules, and the prize will be so awarded.

**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 Sponsor in selecting the twenty-five (25) daily prize winners and the one (1) Grand Prize Winner, 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, FACEBOOK, INC., HASBRO, INC., HASBRO INTERNATIONAL, INC., NINTENDO OF AMERICA, INC., ELECTRONIC ARTS, INC., AND POPCAP GAMES, INC., 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, FACEBOOK, INC., HASBRO, INC., HASBRO INTERNATIONAL, INC., NINTENDO OF AMERICA, INC., ELECTRONIC ARTS, INC., AND POPCAP GAMES, INC., 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, FACEBOOK INC., HASBRO, INC., HASBRO INTERNATIONAL, INC., NINTENDO OF AMERICA, INC., ELECTRONIC ARTS, INC., AND POPCAP GAMES, INC., AND ITS 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 winner 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 Sweepstakes. CAUTION: Any attempt by an entrant to deliberately damage any website 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. ANNOUNCEMENT OF WINNERS:** The daily prize winners' and the Grand Prize winner's first names and states/provinces of residence will be posted on the K'NEX® Facebook Page, LINCOLN LOGS® Facebook Page, and TINKERTOY® Facebook Page on or about 24 hours from time that the selected entrants are confirmed as winners.

For a copy of these Announcements (available on or around October 15, 2017), send a self-addressed stamped envelope to: K'NEX-A-DAY 25<sup>th</sup> Anniversary GIVEAWAY Sweepstakes, K'NEX Limited Partnership Group, 2990 Bergey Road, Hatfield, PA, United States 19440.

**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 twenty-five (25) daily prize winners, and the one (1) Grand Prize winner, and warrants that he/she is eligible to participate in this Promotion.

**9. Privacy Note:** Entry information will only be used to administer this Giveaway or otherwise in accordance with K'NEX's Privacy Policy. The entrant's first name and state/province of residence will be posted on the K'NEX® Facebook page, LINCOLN LOGS® Facebook Page, and TINKERTOY® Facebook Page if that entrant is selected as a Prize Winner. No other personal information will be posted or shared except as needed to administer this Sweepstakes or in accordance with K'NEX's Privacy Policy. Sponsor will, of course, use the full name and address of the prize winner in order to send him/her the prize to which she/he is entitled, if selected as a Contest winner. Please review K'NEX's Privacy Policy at [http://www.knex.com/About\\_KNEX/privacy\\_policy.php](http://www.knex.com/About_KNEX/privacy_policy.php).

NO PURCHASE NECESSARY.

A PURCHASE OF A K'NEX®, K'NEX EDUCATION®, LINCOLN LOGS®, AND/OR TINKERTOY® PRODUCT DOES NOT INCREASE THE CHANCES OF WINNING.

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

The parent and affiliated companies of the social media website Facebook® are not sponsoring, endorsing or otherwise affiliated with this Promotion. By participating in this Promotion, you agree to a complete release of the parent and affiliated companies of the social media website Facebook® from any claims.

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