

New York Fashion Week Blog Sweepstakes Official Rules

NO PURCHASE NECESSARY. Sweepstakes begins September 13, 2011 and ends on September 18, 2011. Must be legal U.S. resident and 18 years of age or older to enter. Employees of Paris Presents Incorporated ("Sponsor"), and their respective affiliated companies and advertising and promotion agencies (and members of their immediate family and/or those living in the same of household of each such employee) are not eligible.

HOW TO ENTER.

1. Visit the EcoTools Fashion Week Blog at: <http://www.ecotools.com/ny-fashion-week/blog> ("Website")
2. Click on the "comments" button after any blog post.
3. Enter required information (name, email, CAPTCHA code, and comment) into the comment form and hit "send". All entry requirements must be completed to enter. No purchase is necessary to claim prize. By entering and clicking "send" on the blog page, all participants agree to be bound by the official rules of these Sweepstakes. For a printed copy of these official rules, send a self-addressed stamped envelope to New York Fashion Week Blog Sweepstakes Official Rules, P.O. Box 903, Northbrook, IL 60065.

WINNER SELECTION/NOTIFICATION. One (1) winner will be selected at random, on Tuesday, September 20. Winner will be notified via e-mail. Failure to respond to notification, or to respond to follow-up notification or claim prize when required may result in disqualification and selection of an alternate winner if time allows. In the event of a dispute as to the identity of any entrant, the entrant is deemed the "Authorized Account Holder" of the e-mail address or at time the individual commented on the New York Fashion Week blog.

PRIZE/ODDS. One (1) Winner will receive a Fashion Week Prize Pack of EcoTools products mentioned on the New York Fashion Week Blog ("Prize"). Approximate Retail Value (ARV) of the Prize is \$50. Prize may not be substituted for cash equivalent, assigned or transferred. All federal, state, local and other tax liabilities, including but not limited to income and withholding taxes, and like amounts in connection with acceptance, receipt and/or use of the Sponsor's Prize arising from this Contest is the responsibility of the winners or winner's legal guardian.

GENERAL. Entrants agree to be bound by the terms of these rules and by the decisions of Sponsor, which are final and binding. By participating in this promotion, entrants agree to hold Sponsor and its parent company, subsidiaries, affiliates, successors, assigns, officers and employees harmless for any injury or damage caused or claimed to be caused by participation in the promotion or acceptance or use of the prize, and also grants Sponsor the right to use winner's name and likeness for publicity purposes without further consideration to the extent allowed by law. Winner may be required to sign and return an affidavit of eligibility and/or other releases. If prize is not claimed, it will not be awarded. Sponsor is not responsible for any printing, typographical, mechanical or other error in the printing of the offer, administration of the promotion or in the announcement of the prizes. Sponsor is not responsible for electronic transmission errors or for technical malfunctions of any kind. If for any reason this

Sweepstakes is not capable of running as planned, Sponsor reserves the right at its sole discretion to terminate or modify the Sweepstakes. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes or the Website, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person. This sweepstakes is subject to all applicable laws and is void where prohibited.

SPONSOR: Paris Presents Incorporated. 3800 Swanson Court. Gurnee, IL 60031