

SIMPLICITY CREATIVE FASHION CONTEST OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. VOID IN MARYLAND, VERMONT AND WHERE PROHIBITED.

TERM: The contest will begin on March 15, 2008 at midnight (Eastern Time). There are two methods for entering the Contest-by mail and online. All mail entries must be postmarked by July 15, 2008 and received by July 31, 2008. All online entries must be received by 11:59pm (Eastern Time) on July 15, 2008. Late entries are not eligible.

PRIZES: Four categories: Dresses, Jackets/Coats, Separates, Wardrobe (3 or more items).

1st Grand Prize Winner Trip for two to Paris, France for 6 days and 5 nights plus \$1,000! Includes roundtrip air transportation for two to Paris, France; five nights' hotel accommodations in Paris, France (double occupancy); transfers and \$1,000 for other expenses in traveler's checks or equivalent. Prize is valid for travel from any U.S. origin city to Paris, France; no substitutions will be allowed. The Actual Retail Value ("ARV") of the travel prize may vary depending upon winner's itinerary but maximum value of prize is \$8,000. Travel arrangements must be made 30 days in advance through Carlson Travel, Memphis, TN. Travel dates subject to availability; travel must be completed by March 1, 2009.

2nd Grand Prize Winner Trip for two to New York, NY for 6 days and 5 nights! Includes roundtrip air transportation for two to New York, NY; five nights' hotel accommodations in New York, NY (double occupancy) and transfers. Prize is valid for travel from any U.S. origin city to New York, NY; no substitutions will be allowed. The ARV of the travel prize may vary depending upon winner's itinerary but maximum value of prize is \$5,000. Travel arrangements must be made 30 days in advance through Carlson Travel, Memphis, TN. Travel dates subject to availability; travel must be completed by March 1, 2009.

4 First Prize Winners One, 1st Prize Winner will be selected from each of the 4 categories and will be awarded a \$500 Cash Prize from Simplicity Pattern Co. Inc.

4 Second Prize Winners One, 2nd Prize Winner will be selected from each of the 4 categories and awarded a Singer® Electronic Sewing Machine Model #7462 which features 30 built-in stitches, 80 stitch functions, and one-step buttonholes. Retail Value: \$199.99.

4 Third Prize Winners One, 3rd Prize Winner will be selected from each of the 4 categories and awarded a \$50 Hancock Gift Certificate and a Threads Magazine one-year subscription, (valued at \$82.95).

20 Runner-Up Prizes Five, Runner-up Prize Winners will be selected from each of the 4 categories and each winner will be awarded a Simplicity "Simply the Best" Sewing Book and a Wrights Sidewinder/Portable Bobbin Winder (approximate retail value \$50.00)

HOW TO PARTICIPATE IN THIS CONTEST:

- (1) Signing up for the Contest: Entrants (or other person modeling the garment) must be photographed modeling a garment made from any current Simplicity pattern available in stores at the time of the Contest. The Contest entrant is the person who has created the garment, who may or may not be the person modeling the garment. Participants can enter by mail or online.
- (2) To enter, each entrant may submit one entry per garment and **MUST** submit the following:
 - a. Completed entry form or facsimile thereof, listing entrant's name, address, daytime phone number, e-mail address (if any) and age.
 - b. Current Simplicity fashion pattern number.
 - c. One color photograph of the entrant (or other person modeling the garment). All photographs will become the property of Simplicity Pattern Co. Inc. and will not be returned. Photographs should be no smaller than 3" x 4" and no larger than 5" x 7". Photographs submitted online should be in .jpg or similar format.
 - d. You may enter more than once, but you must submit one completed entry form with each entry.

Entrant's name, address and telephone must be listed on the back of the photograph. Mail your entry to: Simplicity Creative Fashion Contest, Simplicity Pattern Co. Inc., 2 Park Avenue, New York, NY 10016. Mail entries must be postmarked by July 15, 2008 and received no later than July 31, 2008. Hand-delivered entries will not be accepted and if left at our office, will not be entered in the Simplicity Creative Fashion Contest. Participants may also download and submit an entry form via the Internet by clicking on the Contest banner at <http://www.simplicity.com/> or www.hancockfabrics.com/contest or www.threadsmagazine.com. All fields must be completed for a valid entry and an appropriate photograph must be attached.

ELIGIBILITY: All legal U.S. residents residing in the 50 United States (other than residents of the States of Maryland and Vermont) and the District of Columbia. Entries for participants under the age of 18 must be submitted by a parent or legal guardian. Employees and affiliates of Simplicity Pattern Co. Inc., Wrights or Hancock Fabrics and their immediate families and members of their households are not eligible to participate in the Simplicity Creative Fashion Contest. By registering to win the prize, the winner grants Simplicity Pattern Co. Inc. permission to use his/her name and likeness and the likeness of a third party model if one is used in the photo for advertising and future promotion purposes without additional compensation (except where prohibited by law). Grand Prize winners will be required to sign an affidavit in order to receive their prizes. The Simplicity Creative Fashion Contest is subject to these complete and Official Rules.

SELECTION OF WINNERS: A total of fifty (50) entrants will be selected from all the photo entries for final judging and will be notified by telephone on or about August 29, 2008.

- THESE FIFTY ENTRANTS WILL BE REQUIRED TO SUBMIT THE GARMENTS FOR FURTHER JUDGING BY SEPTEMBER 19, 2008 IN ORDER FOR SIMPLICITY PATTERN CO. INC. TO DETERMINE THE FINAL PRIZE AWARDS.
- THIRTY-FOUR WINNERS WILL BE NOTIFIED BY TELEPHONE ON OR ABOUT OCTOBER 10, 2008. (All garments will be shipped to sender by October 24, 2008.)

No telephone calls or correspondence will be accepted from contestants inquiring on winners or judges' selections.

Entries will be judged on the following criteria: overall appearance and fashion point of view, creative effort, selections, combinations appropriate to design, and quality of construction and general workmanship. Judges include representatives from Simplicity, and home-sewing experts. The decision of the judges will be final. Anyone not complying with all the contest rules will automatically be disqualified. **ALL PRIZES WILL BE AWARDED TO THE WINNING ENTRANTS.** Winners will be notified as provided above and have 5 business days to contact Simplicity Pattern Co. Inc. regarding their prize. Simplicity Pattern Co. Inc. reserves the right to modify scheduling of the Simplicity Creative Fashion Contest without prior notice. Limit one prize per person. Grand Prize Winners shall be required to sign and return an affidavit of eligibility within five business days of notification. Failure to return the affidavit in the time noted will result in disqualification of the entry and the selection of an alternate winner. Any winner that does not comply with these Official Rules will be disqualified and an alternate winner will be selected. Return of any prize or prize notification as "undeliverable" will result in disqualification and an alternate winner will be selected. If a potential winner cannot be reached after a reasonable effort has been made during five business days from the first notification attempt, such person may be disqualified, with an alternate winner selected. Any prize notification or prize returned as undeliverable will result in the awarding of that prize to an alternate winner.

REDEMPTION: Simplicity Pattern Co. Inc. will deliver the prizes as follows: Each prize will be shipped to the appropriate winner's home address. Simplicity Pattern Co. Inc. is not responsible for lost or mutilated prizes and none will be replaced. Prizes are non-transferable and no substitutions or cash equivalents are allowed except by Simplicity Pattern Co. Inc., which also reserves the right to award a prize of equal or greater value if the advertised prize is unavailable. The total value of the prizes is approximately \$19,000.

CONDITIONS: By participating in the Simplicity Creative Fashion Contest, you agree to release and hold Simplicity Pattern Co. Inc. and Hancock Fabrics and their directors, officers, employees and agents, and all prize suppliers harmless from any and all losses, damages, rights, claims, and actions of any kind in connection with the Simplicity Creative Fashion Contest or any product purchased, or resulting from acceptance, possession, use or misuse of any prize, including, without limitation, personal injuries, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy, whether suffered by you or a third party. The Simplicity Creative Fashion Contest is void wherever prohibited or restricted by law and is subject to all applicable federal, state and local laws and regulations. By participating, entrants agree to be bound by these Official Rules and the decisions of Simplicity Pattern Co. Inc. and waive any right to claim ambiguity in these Official Rules. All decisions regarding the Simplicity Creative Fashion Contest, including, but not limited to, selecting winners, will be made by Simplicity Pattern Co. Inc., whose decision shall be final. Winners are solely responsible for all applicable federal, state and local taxes.

LIST OF PRIZE WINNERS: For a list of prize winners, mail a business size self-addressed stamped envelope, accompanied by a hand-printed request indicating "Winners List", to Simplicity Creative Fashion Contest, Simplicity Pattern Co. Inc., 2 Park Avenue, New York, NY, 10016. All requests must be received between October 10, 2008 to December 10, 2008. Simplicity Creative Fashion Contest governed by U.S. law. The names, logos, and icons identifying the products and services of Simplicity Pattern Co. Inc. are proprietary marks of Simplicity Pattern Co. Inc.

SPECIAL INTERNET RULES:

1. Simplicity Creative Fashion Contest participants using the Internet must provide a valid e-mail address. Limit one entry form per e-mail address. You may enter more than once.
2. Simplicity and Hancock Fabrics are not responsible for technical, hardware, software or telephone or other transmission failures of any kind; lost or unavailable network connections; or incomplete, garbled or delayed computer transmissions whether, by any equipment or programming utilized in promotions, games or contests, or by human error which may occur in the processing of submissions, which may limit a participant's ability to participate.
3. Simplicity reserves the right, in its sole discretion, to cancel or suspend the Simplicity Creative Fashion Contest should a virus, bug, computer or other problem beyond the control of Simplicity corrupt the administration, security or proper execution of the Internet portion of the Simplicity Creative Fashion Contest. Simplicity, in its sole discretion, may award prizes to entries received prior to any such corruption and/or by mail entry. Simplicity reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Simplicity Creative Fashion Contest or website; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner at any time during the judging process, or with intent to annoy, abuse, threaten or harass any other person. All Internet participants agree to be bound by these rules, and the Official General Rules appearing above.

Official Simplicity Creative Fashion Contest Entry Form Sponsored by Hancock Fabrics, Wrights Company and Simplicity Pattern Co. Inc.