OFFICIAL RULES: K'NEX's Win Eight Tickets to Cedar Point® Amusement Park Sweepstakes

DATES: From 9:00 AM, Eastern Time, April 3, 2012 to 3:59 PM, Eastern Time, April 18, 2012.

NO PURCHASE IS NECESSARY.

THE PURCHASE OF A K'NEX PRODUCT WILL NOT IMPROVE THE CHANCE OF WINNING A PRIZE.

THE CHANCE OF WINNING DEPENDS ON THE NUMBER OF ENTRANTS: THE MORE ENTRANTS, THE LOWER THE CHANCE OF WINNING THE PRIZE, SO THAT IF, FOR EXAMPLE, 1,000 PEOPLE ENTER, THE CHANCES WOULD BE **1 IN 1,000** THAT YOU WOULD WIN THE PRIZE.

VOID WHERE PROHIBITED BY LAW.

HOW TO ENTER: Those eligible to enter under these Official Rules may enter the sweepstakes only once each day, through the K'NEX Facebook page (which links to the 20th Anniversary Celebration page of the KNEX.com website), or directly through KNEX.com, from 9:00 AM, Eastern Time, April 3, 2012 to 3:59 PM, Eastern Time, April 18, 2012, and must complete the registration form on [insert sweepstakes page link] including name, email address, date of birth, city, and state/province. Once form is complete, entrant must click "Submit" button. By participating, all entrants agree to abide by and be bound by these Official Rules. Sponsor's computer shall be the official clock for purposes of this Sweepstakes. This *K'NEX's Win Eight Tickets to Cedar Point® Amusement Park Sweepstakes* is in no way sponsored, endorsed, administered by, or associated with Facebook. By entering, you are providing your information to Sponsor, K'NEX Industries, Inc. and not to Facebook or Cedar Point® Amusement Park.

Cedar Fair L.P., owner of Cedar Point® Amusement Park, is *not* a sponsor of this Sweepstakes.

ELIGIBILITY: Sweepstakes is open to all legal U.S. and Canadian residents who are 18 years of age or older (except those of Puerto Rico, U.S. territories or possessions, or the Province of Quebec) except employees of K'NEX Industries, Inc. and/or any of its parent, subsidiary or affiliated entities, its or their agents, advertising and public relations agencies, and the immediate families and/or household members of each. As the *K'NEX's Win Eight Tickets to Cedar Point® Amusement Park Sweepstakes* is only open to those 18 years or older, proof of age may be required of potential prize winner.

WINNER: Entries will be entered into a random drawing to be conducted on or about April 19, 2012. To choose the potential winning entrant, K'NEX will use the random number generator located at www.random.org to generate a number based upon the total entries received.
K'NEX will then create a numerical list of entries in the chronological order they are received.
K'NEX will then determine the potential winner based upon the random number and the numerical list generated as above.
K'NEX will contact the potential winner by email, requesting a phone number where potential winner can be reached. K'NEX will then call the potential winner to verify eligibility. In the event the potential winner's entry form was not completed correctly, a new potential winner will be selected based on the procedure outlined above.
Once selected, potential prize winner must provide a signed affidavit for proof of age and their correct mailing address.

After receipt of the affidavit and address K'NEX will ship the then approved and verified winner the described eight tickets to Cedar Point® Amusement Park.
The winning selection made by K'NEX, and the method used therefore, is final and non-appealable.

PRIZE: Eight (8) tickets to Cedar Point® Amusement Park in Sandusky, Ohio for the 2012 operating season. Approximate retail value of four regular and four junior day passes: $300. Actual price may vary. No substitution or cash equivalent for prize will be made, except that the Sponsor may, at its sole discretion substitute a prize of equal or greater value for any reason. Prizes will be sent via verified delivery service to the address provided by the winner.

Sponsor will not replace any lost, mutilated, or stolen tickets. All federal, state, Canadian Federal and provincial, and any local taxes and fees are the sole responsibility of the winner. Sponsor will comply with all income tax reporting obligations.

Winner is responsible for all transportation to and from Cedar Point® Amusement Park in Sandusky, Ohio, and all other costs of attendance, such as food, local transportation, parking, and lodging.

NOTIFICATION OF WINNER: The potential winner will be contacted by email within 5 business days of random selection per the described methodology. If a potential winner cannot be reached after a reasonable effort has been made within five days of the first attempt, or if an entrant is found to be ineligible due to not being 18 or older, or ineligible due to other provisions of this Sweepstakes, an alternate potential winner may be selected.

GENERAL TERMS AND CONDITIONS: Sponsor, K'NEX Industries, Inc., 2990 Bergey Road, Hatfield, PA 19440, 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 e-mail account to receive email messages. The use of automated software or computer programs in connection with this Sweepstakes is prohibited and any individual who uses or attempts to use such methods in connection with this Sweepstakes 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 Sweepstakes, and reserves the right, in its sole discretion, to cancel, terminate or suspend this Sweepstakes 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 web site or undermine the legitimate operation of this Sweepstakes 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, in 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 Sweepstakes.

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, and all taxes are the responsibility of winner. By participating in this

Sweepstakes, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the random choice in selecting the winner, and warrants that he/she is eligible to participate in this Sweepstakes.

RELEASE:

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

LIMITATION OF LIABILITY: BY ENTERING THIS SWEEPSTAKES, AND ACCEPTING PRIZE, WINNER AGREES TO RELEASE SPONSOR (K'NEX Industries, Inc.), and Cedar Fair L.P. (CEDAR POINT), EACH OF THEIR PARENT, SUBSIDIARY, AFFILIATED OR SUCCESSOR ENTITIES, AND EACH OF THEIR RESPECTIVE DIRECTORS, SHAREHOLDERS, EMPLOYEES, OFFICERS, MEMBERS, SUCCESSORS, PERSONNEL, AGENTS, AND ASSIGNS (collectively, the "Released Parties") FROM ANY AND ALL LIABILITY, LOSS, ACTION, DEMAND, CLAIM OR DAMAGES ARISING FROM OR IN CONNECTION WITH PARTICIPATION IN THIS SWEEPSTAKES, THE AWARDING, RECEIPT, AND/OR USE OR MISUSE OF ANY PRIZE, OR PARTICIPATION IN ANY PRIZE-RELATED ACTIVITIES. NEITHER SPONSOR OR THE RELEASED PARTIES 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 SWEEPSTAKES OR ANY PRIZE AWARDED. WINNERS ASSUME 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. Participants agree that (a) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (c) under no circumstances will participants be permitted to obtain awards for, and participants hereby waive all rights to claim, punitive, incidental and consequential damages and any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE PRECEDING SENTENCE MAY NOT APPLY TO YOU. Sponsor makes no representations or warranties of any kind, express or implied, concerning the use of prize awarded. Winner shall bear all risk of loss of prize after delivery.

This sweepstakes will be governed by the internal laws of the State of Delaware. Any and all legal actions or claims arising in connection with this Sweepstakes must be brought in a Delaware court of competent jurisdiction.

Winner agrees to use of his/her name, address, likeness and/or prize information for promotional purposes in any medium without additional compensation to the extent permitted by law.

To view the name of prize winner, visit http://www.knex.com/20thanniversary/20BigPrizes/Cedar-Point.php 21 days after award of sweepstakes prize.

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IT IS ANTICIPATED THAT MANY WILL ENTER: THERE WILL ONLY BE ONE WINNING ENTRY.

VOID WHERE PROHIBITED BY LAW.

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