

Official Rules: K'NEX "Win a VIP Trip to a NASCAR®-sanctioned Race" Sweepstakes

NO PURCHASE REQUIRED TO ENTER OR WIN.

Sponsor: K'NEX Industries, Inc., 2990 Bergey Road, Hatfield, PA 19440

How to Enter: You may enter between August 9, 2010 and September 17, 2010. All entries must be postmarked by midnight, September 17, 2010. After purchasing a K'NEX Officially Licensed NASCAR® Building Set at Target, complete the entry form available at

http://www.knex.com/News_and_Events/Win-VIP-Trip-To-Race.php

including your, Name, Address, Email Address, Phone Number and Age. Print the entry form and submit by regular U.S. mail, along with your Target receipt showing your K'NEX Officially Licensed NASCAR® Building Set purchase, to :

K'NEX Sweepstakes
SAC, Inc.
3135 Springbank Lane, Suite 100
Charlotte, NC 28226

Free Method of Entry: During the promotion period (August 9, 2010 to September 17, 2010) complete the entry form available at http://www.knex.com/News_and_Events/Win-VIP-Trip-To-Race.php print and submit by mail to: K'NEX Sweepstakes, SAC, Inc., 3135 Springbank Lane, Suite 100, Charlotte, NC 28226. All entries must be postmarked by midnight September 17, 2010.

Purchase of a K'NEX NASCAR Building Set does not improve your odds of winning.

By participating, all entrants agree to abide to these Official Rules.

Eligibility: Contest is open to all legal U.S. residents who are 18 years of age or older except employees of Sponsor, and SAC, Inc. and/or any of their parent, subsidiary or affiliated entities, its or their agents, advertising and public relations agencies, and the immediate families and/or household members of each. Also ineligible are NASCAR, Inc., its affiliates and each of their respective employees, shareholders, directors, officers, members, personnel, assigns and agents.

Proof of age may be required. Void in New York, Rhode Island, Florida, U.S. territories and possessions and where prohibited. All federal, state, and local laws and regulations apply.

Odds of winning are dependent upon the number of entries received: the more entries, the lower the odds of winning.

Drawing: One Grand Prize Winner will be randomly selected to receive a VIP Trip for four (4) to a 2011 NASCAR®-sanctioned Race.*** Eighty-eight (88) additional winners will be randomly selected to receive a \$24 Target Gift Card. Drawing is administered by SAC, Inc. in Charlotte, NC. All winning selections made by SAC, Inc. are final and non-appealable.

Prize: *:** One Grand Prize Winner will receive: Four (4) tickets to a 2011 NASCAR®-sanctioned Race of his/her choice; VIP Race Day Package; Round Trip transportation for the Winner and three (3) guests to race destination; two (2) night hotel stay at race destination for Winner and three (3) guests; and an Officially Licensed NASCAR®-themed prize package valued at \$50 (Fifty dollars).

***K'NEX will reimburse Grand Prize Winner 's (including guests') actual expenses, up to a maximum total of \$5,000 (Five thousand dollars), for round trip transportation for winner and 3 guests to race destination, and for a two night hotel stay for the Grand Prize Winner and three guests.

Winner will be responsible for making all travel arrangements and will be reimbursed by K'NEX after the trip, upon submission to K'NEX of relevant transportation and lodging invoices/receipts.

All meals, movies, taxis/local transportation, incidentals and additional expenses are the responsibility of the Grand Prize Winner (and guests), as are any applicable taxes, and are not reimbursable.

No substitution of prize is permitted, and the prize(s) may not be redeemed for cash.

Winner Notification: The winners will be contacted by phone and/or email on or about October 4, 2010. Within thirty (30) days of notification, the prize must be claimed and the potential winner may have to complete, execute and return an Affidavit of Declaration of Eligibility and Liability Release. If the prize is not claimed, or such potential winner fails to timely return the required documents or if the winner is found to be in violation of these Official Rules or if prize notification email is returned as undeliverable, prize will be forfeited and the prize will be awarded in a subsequent random drawing from the remaining eligible entries. Winners agree to use of their name, likeness, photographs and/or prize information for advertising, publicity and promotional purposes in any medium without additional compensation unless prohibited by law.

General Terms and Conditions: The Released Parties (defined below) are 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. The Released Parties are 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 Contest is prohibited and any individual who uses or attempts to use such methods in connection with this Contest 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 Contest, and reserves the right, in its sole discretion, to cancel, terminate or suspend this Contest 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 Contest 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 Contest. All taxes are the responsibility of the winner. Any data collected through this contest will be handled in accordance with Sponsor's privacy policy.

Release:

By participating in this Contest, each entrant accepts the conditions stated in these Official Rules, agrees to abide by and be bound by the decision of the Sponsor and SAC Inc., regarding the winners, and warrants that he/she is eligible to participate in this Contest. **LIMITATION OF LIABILITY: BY ENTERING THIS CONTEST, AND ACCEPTING PRIZE, WINNER AGREES TO RELEASE SPONSOR, SAC Inc., AND NASCAR, INC., AND EACH OF THEIR RESPECTIVE PARENT, SUBSIDIARY, AFFILIATED OR SUCCESSOR ENTITIES, AND EACH OF THEIR RESPECTIVE DIRECTORS, SHAREHOLDERS, EMPLOYEES, OFFICERS, MEMBERS, PERSONNEL, AGENTS, AND ASSIGNS, INCLUDING, WITHOUT LIMITATION, ITS OR THEIR AGENTS, ADVERTISING, OR PROMOTION AGENCIES (COLLECTIVELY, THE "RELEASED PARTIES"), 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. THE RELEASED PARTIES WILL NOT 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 CONTEST OR ANY PRIZE AWARDED. BY ACCEPTING PRIZE, WINNERS AGREE TO HOLD THE RELEASED PARTIES HARMLESS AGAINST ANY AND ALL CLAIMS AND LIABILITY ARISING OUT OF THE USE OF THE PRIZE OR ANY OTHER PARTICIPATION IN THE CONTEST. 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 Contest 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 Contest, 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, appearance, performance or safety of any prize awarded. Winner acknowledges Sponsor has neither made nor is in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to prize, including but not limited to its quality, merchantability, condition or fitness for any particular purpose. Winner shall bear all risk of loss or damage to prize after it has been delivered.

Winner's List: List of winners is available upon request by mailing a stamped, self-addressed envelope by November 15, 2010 to: K'NEX Sweepstakes, SAC Inc., 3135 Springbank Lane, Suite 11, Charlotte, NC 28226.

NO PURCHASE NECESSARY.

NASCAR, Inc., is not a sponsor of this promotion. This promotion is not affiliated with nor endorsed by any NASCAR® driver.

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