

Official Rules: K'NEX Sesame Street Sweepstakes

Dates: November 16, 2009 to December 31, 2009.

NO PURCHASE NECESSARY.

How to Enter: Enter your email address on the entry form, which can be found at www.knex.com/sesame-street-building-sets/online-campaign.php and click enter now. By participating, all entries agree to abide to these Official Rules.

Eligibility: Contest 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. Proof of age may be required.

Winners: K'NEX will randomly select ten (10) grand prize winners to receive two tickets to Sesame Place. One hundred (100) additional winners will be randomly selected to receive a Sesame Street Building Set. All winning selections made by K'NEX are final and non-appeal able.

Prizes: Ten (10) Grand Prize Winners will receive two (2) tickets* to the Sesame Place theme park located in Langhorne, PA. (\$106 value). One hundred (100) additional winners will receive a K'NEX Sesame Street Building Set (\$20 value). Stated values represent approximate retail cost.

* Admission tickets are valid during the 2010 operating season on scheduled Park operating days only.

Notification of potential contest winners: The winners will be contacted by email or mail on or about January 15th, 2010. If a 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, an alternate winner may be selected.

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 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 Giveaway/Promotion.

MISCELLANEOUS:

Void in Florida, 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 Contest, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the random choices of the judges in selecting the 110 winners, and warrants that he/she is eligible to participate in this Contest. **LIMITATION OF LIABILITY: By entering this contest, winner agrees to release K'NEX, and any parent, subsidiary, affiliated or successor entities, and its or their respective directors, employees, officers, and agents, 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 K'NEX, nor any parent, subsidiary, affiliated or successor entities, or its or their respective directors, officers, employees or agents, 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 Contest or any prize awarded.** This contest will be governed by the internal laws of the State of Delaware. Any and all legal actions or claims arising in connection with this Contest must be brought in a court of competent jurisdiction within the United States of America.

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