

INSTYLE WEDDINGS
“BRIDAL BOUTIQUE SWEEPSTAKES” [Fall 2009]

NOTICE TO ONLINE ENTRANTS

In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the "Authorized Account Holder" of the e-mail address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Sponsor is not responsible for: (i) lost, late, misdirected, damaged, illegible or postage due mail/entries; or (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (iii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the sweepstakes. By participating in the Sweepstakes, you (i) agree to be bound by these Official Rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of the Sponsor and the independent judging organization, which are final and binding in all matters relating to the Sweepstakes. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes. The Sponsor reserves the right to: (i) permanently disqualify from any sweepstakes it sponsors any person it believes has intentionally violated these Official Rules; and (ii) withdraw the online method of entry if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Sweepstakes), and to select winner from among all eligible entries received prior to withdrawal.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.

A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

The "Bridal Boutique Sweepstakes" ("Sweepstakes") is open to legal residents of the 50 United States and the District of Columbia age 18 or older at time of entry. Employees of Christopher Designs, Inc. (the "Sponsor"), Time Inc., and their respective parents, subsidiaries, affiliates, advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible to enter. Void where prohibited by law. Sweepstakes is subject to all applicable federal, state and local laws and regulations.

There are three methods of entry. **Entry Method #1:** To enter via the Business Reply Card ("BRC" Entry), follow all instructions to complete all required information and mail BRC to the address provided. BRC entries must be postmarked between September 4, 2009 and

December 24, 2009 and received by December 31, 2009. Limit: One BRC entry per person. **Entry Method #2:** To enter online, visit InStyleWeddings.com/bridalboutique and follow all online entry instructions to complete and submit the online entry form. Online entries must be received between 12:01 AM Eastern Time ("ET") on September 4, 2009 and 11:59 PM (ET) on December 24, 2009. Online entrants subject to all notices posted online including but not limited to privacy policy. Limit: One online entry per person or e-mail address per day. **Entry Method #3:** To enter via US mail, mail a postcard with your name and address to: Bridal Boutique Sweepstakes, 1 Penn Plaza Ste 6126, New York, NY 10119. Mail-in entries must be postmarked between September 4, 2009 and December 24, 2009 received by December 31, 2009. You may enter more than once but each postcard must be mailed separately. Photocopied, illegible or mechanically reproduced entries are not eligible. All entries and requests become Sponsor's property and will not be returned or acknowledged. Sponsor is not responsible for lost, late, damaged, misdirected or postage due entries.

Prize/Approximate Retail Value ("ARV"): One (1) Grand Prize: A Christopher Designs, Inc. Engagement Ring with 0.56ct Crisscut® Round center in 14 karat gold (ARV: \$3,500). Selection and style of Engagement Ring awarded, including but not limited to clarity and color of stone, is at the sole discretion of the Sponsor. The value of prize represents the Sponsor's good faith determination of the maximum retail value thereof. Odds of winning depend on number of eligible entries received, estimated at 1:50,000.

Winner will be selected in a random drawing from all eligible entries received. Random drawing will be conducted on or about January 6, 2010 under supervision of an independent judging organization ("judges") whose decisions are final. Winner will be notified by mail or email and will be required to complete and return an Affidavit of Eligibility and a Liability/Publicity Release ("Affidavit") within fourteen (14) days of date specified on notification, or an alternate winner will be selected. If a potential winner cannot be contacted after two (2) attempts within fourteen (14) days by any of the preceding methods, if the Affidavit/Release or prize notification is returned as undeliverable, if prize notification e-mail is undeliverable or potential winner does not respond to it within fourteen (14) days from when it was sent, or if for any reason the selected winner cannot accept/receive the prize or is not in compliance with these Official Rules, he/she will be disqualified and the prize will be awarded to an alternate winner selected in a separate random drawing from all eligible entries received. If the prize is won by a minor, it will be awarded in the name of a parent or legal guardian who must execute and return an Affidavit of Eligibility and a Liability/Publicity Release on the minor's behalf. No substitutions are permitted except if prize is unavailable, in which case a prize of equal or greater value will be awarded. Prize is not redeemable for cash and is non-assignable or transferable except to a surviving spouse. Winner is responsible for all federal, state, local, sales and income taxes. Entry and acceptance of prize constitutes permission to use winner's name, prize won, hometown and likeness for online posting and promotional purposes without further compensation, except where prohibited by law.

Participating entrants agree to these Official Rules and the decisions of the judges and the Sponsor, and release the Sponsor, Time Inc., and their respective parents, subsidiaries and affiliated companies, and all other businesses involved in this Sweepstakes, as well as the employees, officers, directors and agents of each, from all claims and liability relating to their participation, acceptance and use of the prize. Winner assumes all liability for any injury or damage caused or claimed to be caused, by participation in this Sweepstakes or use or redemption of prize. The Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prize.

For the name of the winner (available after March 31, 2010), send a self-addressed stamped envelope by March 31, 2010 to: Bridal Boutique Sweepstakes Winner, c/o InStyle Weddings, 1271 Avenue of the Americas, New York, NY 10020.

Sponsor: Christopher Designs, Inc. (42 West 48th Street, 4th Floor, New York, NY 10036).

Confidentiality: By entering you may be contacted by the Sponsor with future promotional offers. Information provided by you to participate in this Sweepstakes is subject to Sponsor's privacy policy.

SWEEPSTAKES FACTS

<u>PRIZE</u>	<u>RETAIL VALUE</u>	<u>NUMBER OF PRIZES</u>	<u>ODDS</u>
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Grand Prize	\$3,500	1	1 in 50,000
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You Have Not Yet Won. All entries have the same chance of winning. No one will know who the winner is until after the Sweepstakes ends.

Entry Is Free. No purchase necessary to enter. See instructions on form on how to enter free.

Enter As Often As You Like. Additional entries may be submitted by mailing a postcard with your name and address to: Bridal Boutique Sweepstakes, 1 Penn Plaza Ste 6126, New York, NY 10119. Each postcard must be mailed separately. It is not necessary to await receipt of an entry form.

Buying Won't Help You Win. Chances of winning without a purchase are the same as the chances of someone who buys something.

Entry Deadline/Sweepstakes Closing Date. To be eligible to win each prize offered in this Sweepstakes, your entry must be received by the applicable Entry Deadline stated in this communication. If there is no Entry Deadline stated, your entry must be received by the Final Sweepstakes Closing Date of 1/2/10.