

INSTYLE WEDDINGS
“BRIDAL BOUTIQUE SWEEPSTAKES” [Winter 2010]

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 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. 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 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 Martin Flyer (the "Sponsor"), Time Inc., their respective parents, subsidiaries, affiliates, advertising and promotion agencies, retailers, distributors, and their immediate family members and/or those living in the same household of each are not eligible to enter or win. Sweepstakes governed by U.S. law. Sweepstakes is subject to all applicable federal, state and local laws and regulations. Void where prohibited by law.

How to enter: **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 12/25/09 and 3/4/10 and received by 3/11/10. Limit: One BRC entry per person. **Method #2:** To enter online, visit www.InStyleWeddings.com/bridalboutique and follow all online instructions to complete and submit the online Entry Form in its entirety. Online entries must be received between 12:01 AM Eastern Time ("ET") on 12/25/09 and 11:59 PM (ET) on 3/4/10. Online entrants subject to all notices posted online including but not limited to privacy policy (ies). Limit one (1) online entry per person or e-mail address per day regardless if entrant has more than one email address. Although subsequent attempts to enter on a given day may be received, only the first entry received from a particular individual email account will be eligible; subsequent attempts to enter in a given day will be disqualified. **Method #3:** To enter via US mail, send 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 12/25/09 and 3/4/10 and received by 3/11/10. Each postcard entry must be mailed separately. Photocopied, illegible, incomplete 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 mail/entries.

CONSUMER DISCLOSURES: No purchase necessary. You have not yet won. Ends 3/4/10. Prize & Approximate Retail Value ("ARV"): One (1) Grand Prize: A FlyerFit™ by Martin Flyer engagement ring and wedding band (ARV: \$4,995). Engagement ring is 18k White Gold, set in micro pave cut down style totaling .15ct. in diamond weight plus .57ct princess cut center stone diamond with EVS2 clarity and comes with a GIA certificate. Matching FlyerFit™ Vintage Micro pave collection wedding band is in 18k Gold, hand crafted set in matching micro pave cut down style with a total of 18 round diamonds in total weight of .25 ct. Selection and style of engagement ring and wedding band 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. Sponsor: Martin Flyer (48 West 48th Street, New York, NY 10036).

Winner will be selected in a random drawing from all eligible entries received. Random drawing will be conducted on or about 3/18/10 under supervision of an independent judging organization whose decisions are final. Winner will be notified by email and/or mail and at the judges' discretion, will be required to complete and return an Affidavit of Eligibility and Liability and a Publicity Release within 14 days of date specified on notification, or an alternate winner will be selected. Prize awarded within 30 days after receipt and verification of completed affidavit or prize notification. If a potential winner cannot be contacted, or if Affidavit/Release is returned as undeliverable or if the selected winner cannot accept or receive the prize for any reason, or he/she is not in compliance with these Official Rules, the prize will be forfeited and awarded to an alternate winner in a separate random drawing. If a winner is otherwise eligible under these Official Rules, but is nevertheless deemed a minor in his or her state of primary residence, the prize will be awarded in the name of winner's parent or legal guardian who will be required to execute affidavit on 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. Prize is non-assignable and non-transferable except to a surviving spouse. Winner is responsible for all federal, state, local, sales and income taxes. Any other incidental expenses on prize not specified herein are the sole responsibility of winner. Entry and acceptance of prize constitute 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. Prize is guaranteed to be awarded.

Participating entrants agree to these Official Rules and the decisions of the judges and the Sponsor, and release, defend and hold harmless the Sponsor and their 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 or misuse of 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 any prize. 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.

Arbitration: This Sweepstakes shall be governed by and interpreted under the laws of the State of New York, U.S.A. without regard to its conflicts of laws provisions. By participating, entrants agree that any and all disputes arising out of or relating in any way to this Sweepstakes shall be litigated only in courts sitting in New York, NY, U.S.A.

For the name of the winner (available after June 1, 2010), send a self-addressed stamped envelope by June 1, 2010 to: Bridal Boutique Sweepstakes Winner, c/o InStyle Weddings, 1271 Avenue of the Americas, New York, NY 10020.

Confidentiality: By entering, the information you provided may be sent to promotional partners identified in this promotion. You may be contacted by the Sponsor and/or any promotional partners 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	\$4,995	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 3/11/10.