OFFICIAL RULES: "Win a Trip to Philadelphia and K'NEX Visit" Sweepstakes

DATES: From 9:00 AM, Eastern Time, October 16, 2012 to 3:59 PM, Eastern Time, October 30, 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 ELIGIBLE ENTRANTS: THE MORE ELIGIBLE ENTRANTS, THE LOWER THE CHANCE OF WINNING THE PRIZE, SO THAT IF, FOR EXAMPLE, 1,000 PEOPLE ENTER AND ARE ELIGIBLE, THE CHANCES WOULD BE 1 IN 1,000 THAT, IF YOU ARE ELIGIBLE, YOU WOULD WIN THE PRIZE. IT IS ANTICIPATED THAT MANY WILL ENTER THIS CONTEST. THE FINAL CALCULATION OF THE ODDS OF WINNING WILL BE ONE (THE "PRIZE" IN THIS SWEEPSTAKES), DIVIDED BY THE NUMBER OF ELIGIBLE ENTRIES.

VOID WHERE PROHIBITED BY LAW.

HOW TO ENTER: Those eligible to enter under these Official Rules may enter the sweepstakes only once each day, either 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, October 16, 2012 to 3:59 PM, Eastern Time, October 30, 2012, and must complete the registration form on http://www.knex.com/20thanniversary/20BigPrizes/trip-to-philly.php including name, email address, date of birth, city, and state. 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 *"Win a Trip to Philadelphia and K'NEX Visit" Sweepstakes* is in no way sponsored, endorsed, or administered by, or associated with Facebook. By entering, you are providing your information to Sponsor, K'NEX Limited Partnership Group.

Any single email address is limited to one entry per day, so that families with one e mail address will be limited to one entry per day, no matter how many eligible entrants would like to enter through that email address

ELIGIBILITY: Sweepstakes is open to permanent, legal U.S. who are 18 years of age or older and who are physically located and residing in the U.S. (***except*** **those of Alaska, Hawaii, Puerto Rico, U.S. territories or possessions,** employees of K'NEX Limited Partnership Group and/or any of its parent, subsidiary or affiliated entities, its or their agents, and the immediate families and/or household members of each). As the *Win a Trip to Philadelphia and K'NEX Visit 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 October 31, 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 had been received.
K'NEX will then determine the potential winner based upon the random number and the numerical list, all 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 his/her correct mailing address.

After receipt of the affidavit and address K'NEX will arrange air travel and hotel accommodations for the then approved and verified winner. The winning selection made by K'NEX, and the method used therefore, is final and non-appealable.

PRIZE: Trip to Philadelphia, PA and K'NEX visit: Approximate retail value of 2 nights in one hotel room (single room, quad occupancy), coach airfare for 4, and car service from hotel to K'NEX and return to hotel: $3,200. Actual retail value may vary considerably, based upon required travel distance, and seasonal/daily fluctuations in hotel rates and air fares, and the final travel schedule; these cannot be ascertained until the Winner has been randomly selected, as per the above described process, and dates of travel agreed upon by Winner and K'NEX (see below). 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. Tickets will be sent via verifiable delivery service to the address provided by the winner.

If Prize Winner resides less than 300 miles from Philadelphia, PA, ground transportation may be provided in lieu of air transportation, at Sponsor's sole discretion.

Winner will not receive the difference, if any, between approximate costs as estimated above, and actual costs as may be expended by K'NEX.

Hotel and airline booking decisions are in the sole discretion of Sponsor, and shall be made by Sponsor. Airline tickets issued in connection with this Prize are not eligible for frequent flyer miles. Prize winner and guests must comply with all hotel check-in requirements, including but not limited to, the presentation of a major credit card.

Winner is responsible for all transportation to and from airports and for all other expenses not expressly provided for above, including, without limitation, those incurred for ground transportation (except that referred to above, if applicable), checked baggage costs, snacks, beverages, and food, parking, tolls, incidentals, tips, telephone calls, room service, souvenirs, taxi fares, insurance, resort fees, taxes or other personal expenses and hotel charges, incurred during travel.

Prize winner and guests must travel out of the same airport and on the same itinerary. A minor guest must be accompanied by a parent or legal guardian. K'NEX will make reasonable efforts to schedule trip according to Winner's request; however, certain travel restrictions and blackout dates may apply in the event airfares and/or hotel costs would make the total cost to K'NEX of the prize exceed the $3,200 value indicated as above. Additionally, visit to K'NEX and its manufacturing plant is only available during K'NEX's normal business days, so that, if the trip is scheduled per winner's request for a weekend or holidays, when K'NEX is not open, that aspect of the prize will be forfeited. Also note that K'NEX is not responsible for any travel delays, flight cancellations or difficulty. If travel delays, cancellations or difficulty prevent arrival in time for any elements of trip, K'NEX is not responsible for awarding any compensation in lieu thereof. Any changes to completed travel arrangements, once booked, are the sole responsibility of the Winner, and are solely at the Winner's expense.

Once shipped, Sponsor will not replace any lost, mutilated, or stolen tickets. All federal, state, and any local taxes and fees are the sole responsibility of the winner. Sponsor will comply with all income tax reporting obligations, including issuance in Winner's name of a IRS Form 1099 MISC.

Prize is not transferrable.

Travel and Use of Prize must be completed no later than December 31, 2013, or the prize will expire.

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 Limited Partnership Group, 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 email 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.

The decisions of Sponsor in all matters regarding the Sweepstakes are final and binding.

MISCELLANEOUS: Void in Alaska, Hawaii, Puerto Rico, U.S. territories and possessions, and where prohibited. All federal, state, and local laws and regulations apply, and all taxes, if any, are the responsibility of winner.

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, AND ANY PARENT, SUBSIDIARY, AFFILIATED OR SUCCESSOR ENTITIES, AND ITS OR THEIR RESPECTIVE DIRECTORS, SHAREHOLDERS, EMPLOYEES, OFFICERS, MEMBERS, PERSONNEL, AGENTS, AND ASSIGNS, INCLUDING, WITHOUT LIMITATION, ITS OR THEIR AGENTS, 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. 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/trip-to-philly.php 21 days after award of sweepstakes prize.

NO PURCHASE IS NECESSARY.

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

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

VOID WHERE PROHIBITED BY LAW.