Official Rules: The December 2012 Mission: K'NEX 20 on 20 Contest

NO PURCHASE NECESSARY.
THE PURCHASE OF A K'NEX PRODUCT WILL NOT IMPROVE THE CHANCE OF WINNING A PRIZE.
THE CHANCES OF WINNING DEPENDS UPON THE NUMBER OF ELIGIBLE ENTRIES PROVIDING THE SECRET CODE: THE MORE ELIGIBLE ENTRIES WITH THE CORRECT SECRET CODE, THE LOWER THE CHANCES OF WINNING THE PRIZE.
FOR EXAMPLE, IF THERE ARE 10,000 ELIGIBLE AND ACCEPTED ENTRIES WITH THE CORRECT SECRET CODE, ANY SINGLE ELIGIBLE ENTRY'S CHANCE OF WINNING WOULD BE 1 IN 10,000.
IT IS ANTICIPATED THAT **MANY WILL ENTER: THERE WILL, HOWEVER, ONLY BE TWO (2) WINNING ENTRIES.**

VOID WHERE PROHIBITED BY LAW

Sponsor: K'NEX Limited Partnership Group, 2990 Bergey Road, Hatfield, PA 19440

CONTEST PERIOD: The December 2012 Mission: K'NEX 20 on 20 Contest (called "Contest" in these Official Rules), begins at 12:00 noon Eastern Time on Monday, December 3, 2012 and ends at 11:59 p.m. Eastern Time on Thursday, December 20, 2012, all according to the main computer time clock at K'NEX.

All information gathered in conjunction with this Contest will be solely used for the purposes of communicating with the 2 potential prize winning entrants (and/or their parent or guardian, if the entrant is under the age of 18). No commercial or other use will be made of the entry information, such as e mail addresses, mailing addresses, names, dates of birth, etc., except by K'NEX, which may use such for statistical purposes.

Additionally, information regarding the 2 prize winners will be retained by K'NEX for the purposes of legal reporting, tax reporting, and public relations, if any.

How to Enter:
Entrants may enter only **once** per day per contest period (see above) per email address.

In order to be eligible, you must find and enter the December secret code.

K'NEX will provide a "hint" at www.knex.com/20on20 that will lead you to a different web location, where you can find the secret code. Once you have found the secret code, you must then return to www.knex.com/20on20 and enter the code: once you have entered the *correct* code, an entry form will appear. The completed entry form must be submitted in accordance with the online directions during the contest period. Incomplete forms will be disqualified, and incorrect information supplied by entrant will be grounds for disqualification.

For an entry to be complete and *accepted*, and therefore eligible to be one of the 2 randomly selected winners, we will need the parent/guardian of anyone under the age of 18 to confirm that entrant's date of birth within the time limits set forth below.

Upon initial registration by a child under the age of 18, the parent of the entrant will be sent an email (via the email address provided upon registration), with notification that his/her child

(identified by first name) has registered to enter the December Mission: K'NEX 20 on 20 Contest. The email will explain that 2 potential winners will be randomly selected to win a K'NEX Son of Serpent Roller Coaster ($999.99 approximate retail value)!

In the reply email from the Parent/Guardian to K'NEX, the Parent/Guardian will be given a box to check to elect to opt-out their child's entry, and prevent the entry from being entered into the random drawing. So, if the Parent/Guardian opts to have the child removed from the contest, his/her child's initial and any subsequent entry, *from the same email address* will not be accepted. The child will receive a message that his/her Parent/Guardian has decided that he/she does not want that child to participate in the promotion.

If the Parent/Guardian does not respond to either validate the child's registration, or to opt-out as described above, within the 48 hour time period indicated on the emailed notification, the child's initial and any subsequent entry from the same email address will not be accepted, and K'NEX will have no further obligation regarding the child's entry not being accepted and included in the random drawing.

For further information, parents are invited to check out:

the link to the K'NEX Privacy Policy, http://www.knex.com/About_KNEX/privacy_policy.php ,

and the link to the K'NEX homepage, www.knex.com.

If it is discovered that an entrant has registered or attempted to register more than once by using multiple email addresses, all of the entrant's entries may be declared null and void and any prize an entrant might have been entitled to will not be awarded.

Eligibility: The contest is open to legal residents (meaning the place you call home) of the United States, including Washington, D.C., (except residents of Puerto Rico, U.S. Territories or possessions), who are over the age of 6 at the time of entry. Employees of K'NEX Limited Partnership Group or its subsidiaries or affiliates, or any other individual or company involved in the development or execution of the Contest, and members of their immediate families (parent, child, sibling and their respective spouses) and same households of each, whether or not related, are not eligible to enter or win. Contest is subject to all applicable U.S. federal and state and local laws and regulations. Void where prohibited by law. Eligibility will be determined by Sponsor (K'NEX-see address above) in its sole discretion.

Winners and Prizes: Accepted entries with the correct secret code will be entered into a random drawing, to be conducted on or about January 3, 2013. To choose the potential winning entrants, K'NEX will use the random number generator located at www.random.org to generate 2 numbers based upon the total correct entries received.
K'NEX will then create a numerical list of correct entries in the chronological order in which they are received.
K'NEX will then determine the potential winners based upon the random numbers and the numerical list generated, as above.
K'NEX will contact the potential winners by email (or, if under 18, through the parent's email), requesting a phone number where each potential winner, or potential winner's parent/guardian can be reached. K'NEX will then call the potential winners to verify eligibility. In the event any potential winner's entry form was not completed correctly, a new potential winner(s) will be selected based on the procedure outlined above.

Once selected, potential prize winners or their parent/guardian, if under 18, must provide their correct mailing address. After receipt of the address, K'NEX will ship the then approved and verified winners the described prizes.
The winning selections made by K'NEX, and the method used therefore, are final and non-appealable.

The 2 winners will each receive one (1) Son of Serpent Roller Coaster ($999.99 approximate retail value). 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.

Winner Notification: The two (2) randomly chosen winners will be notified via e-mail (the e-mail that they used in their entry form) on or about January 3, 2013. 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 an alternate winner selected. Prize may also be forfeited and alternate winner selected if a winner cannot be reached, after a reasonable effort has been made by K'NEX, within 48 hours of the first attempt.
Entry constitutes permission to post winner's name on the Sponsor's website and the use of the winner's name and state for purposes of advertising without further compensation unless prohibited by law. Only first name and state of any winners will be posted.
All U.S. state and local taxes, if any, are the responsibility of the winner.

General Terms and Conditions: Sponsor, its affiliates, and their respective employees, shareholders, directors, officers, members, personnel, agents and assigns are not responsible for illegible or incomplete 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. 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 (or their parent/guardian, if under 18) accepts the conditions stated in these Official Rules, agrees to abide by and be bound by the decision of the Sponsor regarding the 2 winners, and warrants that he/she, or their child, if under 18, is eligible to participate in this Contest. 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 sweepstakes must be brought in a Delaware court of competent jurisdiction.

List of Winners: List of winners’ first names and state will be posted on or about January 15, 2013, at www.knex.com

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THE MORE CORRECT ENTRIES, THE LOWER THE CHANCES OF WINNING A PRIZE.

PLEASE NOTE: PRIZES WILL BE SHIPPED IN JANUARY 2013.