



## “Make a K’NEXion” Video Contest

Get creative with K’NEX!

Now you have the chance to win \$1,000 worth of K’NEX Building Sets and be featured on the KNEX.com web site.

How? All you have to do is make a video that showcases your child’s K’NEX building skills and features your child building with select K’NEX products.\* Be creative, use your imagination, construct your own story – as long as the video features building with K’NEX the possibilities are endless!

The ten best videos will be featured on KNEX.com and one winning video will receive \$1,000 worth of K’NEX Toys.

**Contest Dates:** November 4<sup>th</sup> 2009 - December 7<sup>th</sup> 2009

### **How to Enter:**

**NO PURCHASE NECESSARY. Read the official rules for full details. All entries become the property of K’NEX.**

To enter, simply post the video on your own blog or Web site and submit the link along with a completed entry form, including your name, age, email address and phone number to [knexvideocontest@knex.com](mailto:knexvideocontest@knex.com). If you do not have a Web site or blog, submit the video DVD/VHS along with a completed entry form to: Make a K’NEXion Video Contest, K’NEX Brand, L.P., PO Box 700, Hatfield, PA 19440. Please be sure to include a completed entry form with your name, phone number and e-mail address so that we can notify you if you are a winner.

\* Videos must be at least 30 seconds but no longer than 3 minutes long and must include one or more of the following K’NEX products:

- K’NEX 400 PC Tub
- K’NEX Sesame Street Building Sets

The deadline for entries is December 7<sup>th</sup>, 2009 (Videos submitted via email or in DVD/VHS form must be received by this date). The 10 finalists will be posted on [www.knex.com](http://www.knex.com) and the K’NEX Facebook Fan Page and then K’NEX fans will vote for their favorite “Make a K’NEXion” video. The one grand prize winner will receive \$1,000 of K’NEX products and have their video featured on knex.com. The nine (9) finalist videos will be featured on [www.knex.com](http://www.knex.com).

**Entrants are encouraged to post videos on their personal blogs or web sites as well.**

The K’NEX privacy policy prevents us from posting anything with individually identifying information, so please make sure no last names/city/town/street locations, or anything else beyond: first name and state of child, is disclosed in the video you submit. K’NEX reserves the right to delete, edit, or reject any submission that contains information not complying with this policy, and urges all parents posting any such video on their own blogs/etc. to also comply.

Copyright 2009

. K’NEX Brands, L.P. ALL RIGHTS RESERVED

## “Make a K’NEXion” Video Contest Official Rules

**CONTEST DATES:** November 4<sup>th</sup> 2009 – December 7<sup>th</sup> 2009 No purchase necessary to enter or win.

**TO ENTER:** Post the video on your own blog or Web site and submit the link along with a completed entry form, including your name, age, email address and phone number to [knexvideocontest@knex.com](mailto:knexvideocontest@knex.com). If you do not have a Web site or blog, submit the video DVD/VHS along with a completed entry form to: Make a K’NEXion Video Contest, K’NEX Brand, L.P., PO Box 700, Hatfield, PA 19440. Please be sure to include a completed entry form with your name, phone number and e-mail address so that we can notify you if you are a winner.

**CONDITIONS:** Entries will be void if they are incomplete, late, lost, or are not able to be viewed due to technical error. By entering, entrants acknowledge compliance with these official rules including all eligibility requirements. All entries become the property of K’NEX and will not be returned.

**CONTEST GUIDELINES:** Participants must create a video that showcases their child’s K’NEX building skills and features their child building with the K’NEX 400 PC Tub and/or K’NEX Sesame Street Building Sets. Videos must be at least 30 seconds long but no longer than 3 minutes. **The K’NEX privacy policy prevents us from posting anything with individually identifying information, so please make sure no last names/city/town/street locations, or anything else beyond: first name and state of child, is disclosed in the video you submit.**

**K’NEX reserves the right to delete, edit, or reject any submission that contains information not complying with this policy, and urges all parents posting any such video on their own blogs/etc. to also comply.**

All video entries must be the original creation of the entrant. Entry cannot defame or invade the rights or privacy of any person, living or deceased, or otherwise infringe upon any third party personal or proprietary rights. Any entrant whose work includes likenesses of third parties or contains elements not owned by the entrant (such as, but not limited to depictions of buildings, trademarks or logos) must be able to provide legal releases for such use including Sponsor’s use of such entry, in a form satisfactory to judges. Entry must be in keeping with Sponsor’s image and may not be offensive, as determined by judges in their sole discretion. Judging will be conducted under the supervision of K’NEX, whose decisions are final and binding on matters relating to this contest. Judges reserve the right not to award the Grand Prize if it determines that no entry is qualified.

Limit one entry per person. Subsequent entries submitted by a single entrant are void.

**PRIZES:** One (1) Grand Prize: Grand Prize winner who submits the best overall video will receive \$1,000 of K’NEX products and have their video featured on K’NEX.com. Nine (9) Finalists will have their videos featured on K’NEX.com.

**JUDGING:** 10 Finalists will be chosen by a panel of K’NEX judges, comprised entirely of K’NEX employees, who will base their decision on the following criteria: creativity (50%) and prominence of K’NEX building – the percentage of K’NEX building featured in the video relative to the overall length of the video (50%). The chosen finalist videos will be posted on [www.knex.com](http://www.knex.com) and the K’NEX Facebook Fan Page [www.facebook.com/knexbrands](http://www.facebook.com/knexbrands) at 12:00 Noon Eastern Time on December 15, 2009.

The one grand prize winning video will be chosen by a online public vote beginning 12:00 Noon Eastern Time on December 15, 2009 through 12:00 Noon Eastern Time on December 17, 2009. The video receiving the most votes will be selected as the grand prize winner. All decisions made by the panel of K'NEX judges for the finalists and by the online voters for the grand prize winner are final and non-appealable.

**NOTIFICATION OF WINNERS:** Winner will be notified by phone or email on or about December 18, 2009 and will required to complete Affidavit of Eligibility/Liability/Publicity Release (where legal) before prize is awarded. These documents must be signed and returned within five (5) days of issuance of notification. If any winner is found to be in violation of these Official Rules, if prize notification letter or e-mail is returned as undeliverable, or if the signed affidavit of eligibility and liability release is not returned to K'NEX within 5 days, prize will be awarded to the next highest scoring entrant based on the online vote. Taxes, if any, are the sole responsibility of the winners. No transfer or substitution of prizes permitted. Winners agree that the sponsor, and their agencies and their employees shall not be liable for injury, loss or damage of any kind resulting from participation in this promotion or from the acceptance or use of the prizes awarded. .

**ELIGIBILITY:** Contest is open to all legal U.S. and Canadian residents (except those of Florida, Puerto Rico, U.S. territories or possessions, and the Province of Quebec) who are 18 years of age or older. Employees, and their immediate families and household members, of K'NEX ("Sponsor"), Child's Play Communications, their respective parent companies, affiliates, subsidiaries, divisions, advertising and promotion agencies are not eligible.

**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 decisions of the judges in selecting Finalists, and by the online voting, and warrants that he/she is eligible to participate in this Contest. Entries received prior to or after Entry Period are void. By accepting the prize, winners consent to the use of their name, video entry, biographical information, photographs and or likenesses for publicity purposes without additional compensation (except where prohibited) by Sponsor for editorial purposes concerning this contest or succeeding contests and for editorial publicity, special events and advertising purposes in connection with promoting K'NEX, its products, its Web site [www.knex.com](http://www.knex.com) or this contest or succeeding contests. By submitting an entry in connection herewith, Entrant unconditionally assigns and transfers to Sponsor all rights, title, interest and claim, which it now has or may in the future have to entries (including, without limitation, the submitted video), whether acceptable or not regardless of the form they take, or any element(s) thereof including, without limitation, the copyright therein and further grants the Sponsor the right to use, publish, exploit and/or modify any entry and/or video submitted in connection herewith in any manner it wishes. Sponsor reserves the right to modify video or video titles and publish or advertise the video without approval, acknowledgement or compensation unless prohibited by law. By entering, entrants agree to defend, release and hold harmless the sponsor and their agents from and against any claims, action and/or liability for injury, loss or damage of any kind resulting from participating in this promotion (including in connection with the use and/or exploitation of the submitted video) or from the acceptance or use of prize awarded. Sponsor reserves the right to verify eligibility qualifications of the winner. US law governs these contest rules.

**RELEASE:** Neither Sponsor, their affiliates, subsidiaries, divisions, advertising and promotion agencies, including Child's Play Communications and their respective officers, directors, shareholders and employees (collectively "Releasees") nor any telephone network or service providers are responsible for incorrect or inaccurate transcription of entry information, or for any human or other error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any online service or web site, or any other error or malfunction, or any injury or damage to participant's or any other person's computer related to or resulting from participation in this Contest, or for any injury to person or property, including but not limited to video equipment, arising from the entrant's participation in this Contest or for the use or misuse of any prize won. Releasees are not responsible for lost, late, illegible or misdirected entries or mail.

**GENERAL TERMS & CONDITIONS:** Any attempt by an entrant or any other individual to deliberately damage any online service or web site, tamper with the judging process, or otherwise undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages and/or other remedies from any such person to the fullest extent permitted by law. Failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Contest is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, action of entrants, technical failures or any other causes beyond the control of Sponsor, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor reserves the right at its sole discretion to disqualify any suspect entry or entrant and to cancel, terminate, modify or suspend the Contest and/or award the prizes from among all eligible, non-suspect entries received as of the date of the termination, as Sponsor determines in its sole discretion. Entries not complying with all rules are subject to disqualification. No correspondence regarding entries will be entered into with entrants other than the potential Grand Prize winner and 9 Finalists. By entering, each entrant licenses all rights to the content of his/her entry and the ideas/concepts embodied therein. Sponsor shall have the right to modify, use, assign or dispose of such entries however they see fit without approval of entrants or any third party. Entrants grant Sponsor the right to use their names, images, likenesses, photographs, voices and biographical materials, and video submissions, for advertising, publicity and promotion purposes including posting the videos or screen names online for any purpose or on a winner's list and other online announcements, and for sharing the videos with the media for viewing, whether TV or print, without additional compensation, unless prohibited by law. Neither entrants nor winner shall receive any compensation or credit for use of entries, other than that disclosed in these rules.

**WINNERS LIST:** Winners will be posted at [knex.com](http://knex.com) after December 23, 2009.

**SPONSOR AND PROMOTER:** The Sponsor of this contest is K'NEX Industries  
2990 Bergey Road, Hatfield, PA. The administrator of this contest is Child's Play Communications  
135 W. 29<sup>th</sup> Street, Suite 701, New York, NY 10001.

**NO PURCHASE NECESSARY**



**Make a K'NEXion Video Contest Official Entry Form**

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone #: \_\_\_\_\_

Age: \_\_\_\_\_