

# NO PURCHASE NECESSARY

## 1. Overview

SWEPTSTAKES IS OPEN TO RESIDENTS OF THE UNITED STATES OF AMERICA ONLY and is VOID WHERE PROHIBITED or where prior registration with any regulatory or government agency is necessary. Log onto [www.missapplebottomsusa.com](http://www.missapplebottomsusa.com) and follow the directions. Entries accepted between on 8/16/2010 [ET] and 11:59pm [ET] on 9/6/2010. You must complete an online entry form that includes your name and contact information including: address, email and age (our privacy policy is set forth at [http://www.MissAppleBottomsusa.com/content/privacy\\_policy.html](http://www.MissAppleBottomsusa.com/content/privacy_policy.html) ). All entrants must be over 18 years of age.

Limit 1 entry per person/email address. No automated entry devices and/or programs permitted. All entries and submissions, including any media (photos, video, etc.) is and shall become the sole and exclusive property of Picked Fresh Licensing, LLC. ("the Sponsor") and receipt of entries will not be acknowledged or returned. Delivery of prizes requires a street address (no P.O. Boxes). Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. You warrant you are the sole owner of any photos or other materials sent by you.

## 2. Eligibility

Participation is open only to persons 18 or older as of date of entry. Employees, officers & directors of Sponsor and its parent companies, subsidiaries, affiliates, partners, dealers, advertising and promotion agencies, manufacturers or distributors of sweepstakes materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter. All federal, state and local laws and regulations apply. If a potential Finalist is under 21 years of age and a resident of Alabama, Mississippi or Nebraska, Sponsor may require the potential Semi-Finalist, Finalist or Alternate's parent/legal guardian to execute all documents and agree to all obligations and undertakings of the potential Semi-Finalist Finalist or Alternate, on behalf of both himself/herself and the potential Finalist or Alternate.

## 3. How to Enter

Log onto [www.MissAppleBottomsusa.com](http://www.MissAppleBottomsusa.com) between 12:00am [ET] on 8/16/2010 and 11:59pm [ET] on 9/6/2010. You will be asked to answer questions about yourself and to upload two recent photographs of yourself. Fourteen (14) Semi-Finalists will be selected based on subjective criteria relating to look, poise, fit with the Apple Bottoms lifestyle and originality of eligible entries received in a timely manner. All subjective decisions of the Sponsor are final. Odds of winning depend on the number of eligible entries received. The choice of the 14 Semi-Finalists will be decided by the judges on or about 9/20/2010 and will be notified by email. By entering the Sweepstakes, entrants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Sweepstakes

## 4. Semi-Finalists

The 14 Semi-Finalists will each receive one (1) pair of Apple Bottoms jeans and one (1) Apple Bottoms T-shirt. The 14 Semi-Finalists will be invited to submit and upload a the

video of themselves wearing the Apple Bottoms jeans and T-shirt onto the contest site before 11:59pm [ET] on 10/1/2010.

#### **4a. Wild Card Semi-Finalist**

On or about 9/20/2010 entrants who were not selected as one of the 14 Semi-Finalists may be invited to enter to become the 15<sup>th</sup> and so called "Wild Card" Semi-Finalist. Entrants can post a You Tube video of themselves onto the MissAppleBottomsusa.com Facebook site, explaining why they should be Miss Apple Bottoms 2011. No purchase is required but entrants can wear Apple Bottoms apparel or lifestyle products in the video. The Wild Card entrant who receives the most positive comments before 11:59 [ET] on 10/22/2010 will become the Wild Card Semi-Finalist. On or about 10/25/2010 the Wild Card Semi-Finalist will be announced by the judges. The Wild Card Semi-Finalist will then be posted to the contest website along with the other 14 Semi-Finalists and will be awarded the same number of votes that has been achieved by the highest of the 14 Semi-Finalists on that date.

#### **5. Video Content Requirements for all Semi-Finalists**

Your video cannot be more than 90 seconds and must include:

1. A full body shot of you and only in jeans and T-shirt that are provided. No other logos may be shown. You should be showing your best "fashion strut."
2. A 10 second close up of your whole face.
3. You stating in English your full name, age, and city of residence.
4. You telling us about yourself, what is unique about you, and why you love Apple Bottoms.
5. Wild Card video entries must be posted to the Miss Apple Bottoms 2011 Facebook page.  
<http://www.facebook.com/group.php?gid=103339919719446&ref=ts>

#### **5a. Video Technical Specifications**

Running Time: 90 seconds maximum. If entry is longer than 90 seconds, only the first 90 seconds will be judged.

Video Formats: .avi, .wmv, .mov and .mpeg4 formats

File Size Limit: less than 250 MB

Language: English

#### **5b. Video Entry Conditions**

The entrant must be the only individual shown in the video. The video must be original, in good taste, in compliance with applicable law and decency standards, and not have been previously publicly displayed or disseminated and the entrant must own all rights to all of the material in it. It must not include (i) material that is unlawful; violent; threatening to any person, place, business, group or world peace or that contains words or symbols that are widely considered offensive to individuals with regards to race, ethnicity, religion, sexual orientation or socioeconomic group; libelous or defamatory; sexually explicit, indecent, obscene, vulgar, pornographic or profane; (ii) material that violates the intellectual property, privacy or other rights of third parties; or (iii) material that otherwise violates these Official Rules in whole or in part. The only logo that can appear in the video is an Apple Bottoms logo. There must not be any other visible logos or visible paintings, photographs or other artwork in the video. There must not be any music or singing in the video. An entry may only be submitted by the one individual shown in the video, even though more than one person might have taken part in the making of the video. Should the same person attempt to submit more than one video, only her first

video (as determined by the date and time of submission) will be considered and all subsequent attempted video submissions by such person will be disqualified. Participants are solely responsible for Internet connectivity, software and/or hardware that may be required in order to create and/or submit any online entry. Any violations to this policy will result in the Video being deleted from the site.

#### **5d. Entry Deadlines**

Entries will be accepted between 12:00am [ET] on 8/16/2010 and 11:59pm [ET] on 9/6/2010. Semi-Finalists must post their video entries between 9/20/2010 [ET] and 11:59pm [ET] on 10/1/2010. Wild Card entrants must post their video entries to the MissAppleBottomsUSA Facebook site before 11:59pm [ET] on 10/22/2010. The Website is the official time keeping devices for entries.

#### **6. Finalist Selection**

On-line voting for the 14 Semi-Finalists begins 10/4/2010 [ET] and ends at 11:59 PM on 11/1/2010 [ET]. Voting for the Wild Card Semi-Finalist begins on 10/11/2010 [ET] and ends at 11:59 PM on 11/1/2010 [ET]. Only one voter per IP Address is permitted. The four highest vote recipients will be announced as the four (4) Finalists on or about 11/3/2010.

#### **6a. The Prize**

All 4 Finalists will be notified that they have been selected after the close of the voting on or around 11/3/2010. All 4 Finalists will be invited to Las Vegas during the M.A.G.I.C. Convention which takes place in February 2011 ("MAGIC"). Subject to availability, the Finalists will meet recording artist Nelly during the event. Prize includes round-trip coach flight for winner plus one guest each; also includes accommodation for one [1] night — one room per winner; one [1] room total (for both guest and winner to share), a complete Sponsor wardrobe, and a collection of Sponsor lifestyle products. Prize(s) are non-transferable and winners MUST be available for the scheduled date of MAGIC in Las Vegas to receive the airfare and hotel portion of the prize. No substitutions or cash redemptions. In the case of unavailability of any prize, Sponsor reserves the right to substitute a prize of equal or greater value. [IF UNCLAIMED, PRIZES WILL NOT BE AWARDED]. One Winner will be selected from the 4 Finalists. Winner will be chosen by a panel selected by the Sponsor. The Winner will be named Miss Apple Bottoms 2011 during the MAGIC Convention in Las Vegas. Sponsor is not responsible if, for any reason, the Magic Convention is postponed or cancelled. Sponsor cannot be responsible if Nelly is unable to attend MAGIC and cannot meet the finalists. In the event that Nelly cannot attend the Magic Convention, a member of the panel of experts will announce the winner. If the winner is for any reason disqualified or abandons her duties, Sponsor may, in its sole discretion, award the title to one of the other 3 Finalists.

#### **7. Ownership and Publicity Rights**

All Semi-Finalists/Finalists will be notified by email and will be required to sign and return, where legal, an Affidavit of Eligibility and Liability/Publicity Release within three (3) days of notification. The Publicity Release will require Semi-Finalists and Finalists to consent to being videotaped and photographed at any time while they are participating in the Sweepstakes, and consent to authorizing Sponsor and its affiliates to use such footage and photos, including any audio, in perpetuity throughout the world, in any form, media or technology, now known or hereafter developed, including but not limited to the Internet, Broadcast and Cable Television, and Point of Purchase displays, for any purpose whatsoever, including without limitation for purposes of the public voting. If any

Semi-Finalist cannot be contacted within five (5) calendar days of first notification attempt, if any Semi-Finalist notification is returned as undeliverable, if any Semi-Finalist rejects the option to continue with the contest or in the event of noncompliance with these Sweepstakes rules and requirements, such option will be forfeited and an alternate Semi-Finalist will be selected from all remaining eligible entries. Upon prize forfeiture, no compensation will be given. Limit one prize per person or household.

## **8. General Conditions**

All federal, state and local taxes are the sole responsibility of the winner(s). Participation in Sweepstakes and acceptance of prize constitutes each winner's permission for Sponsor to use her name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information and/or any statements made by each winner regarding the Sweepstakes or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. By participating, entrants and winner(s) [and travel companion(s)] agree to release and hold harmless Sponsor, its advertising and promotion agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Sweepstakes, or possession, acceptance and/or use or misuse of prize or participation in any Sweepstakes-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsor is not responsible if Sweepstakes cannot take place or if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism. Entrants who do not comply with these Official Rules or attempt to interfere with this Sweepstakes in any way shall be disqualified. There is no purchase or sales presentation required to participate. A purchase does not increase odds of winning.

## **9. Additional Terms**

In case of dispute as to the identity of any entrant, entry will be declared made by the authorized account holder of the email address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational, institution, etc.) responsible for assigning email addresses or the domain associated with the submitted email address. Any potential winner may be requested to provide Sponsor with proof that such winner is the authorized account holder of the email address associated with the winning entry. Any other attempted form of entry is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. Sponsor, its affiliates, partners and promotion and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes.

Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Sweepstakes should (in its sole discretion) virus, bugs, non-authorized

human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such case, Sponsor can choose to select the winner(s) from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Sweepstakes or web site. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor employees representatives. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. These Official Rules shall be governed by New York State law without regard to conflicts of laws issues.

#### **10. Use of Data.**

Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor privacy policy at [http://www.MissAppleBottomsusa.com/content/privacy\\_policy.html](http://www.MissAppleBottomsusa.com/content/privacy_policy.html). By participating in the Sweepstakes, entrants hereby agree to the Sponsor's collection and usage of their personal information, photographs and videos, and acknowledge that they have read and accepted the Sponsor privacy policy.

**After the sweepstakes winners have been conclusively chosen, and continuing until November 30, 2010 you may obtain the winner's name by visiting the Apple Bottom's web site at <http://www.MissAppleBottomsusa.com/sweepstakeswinner>.**