

2005 Tell Us Your Story – “Sports are Good – Be One™” Contest
Official Rules

1. **How to Enter: No Purchase Necessary.** Beginning November 16, 2004 through February 28, 2005, contestants may enter the contest by hand printing their name, address, school grade, school name and parent/guardian name plus having their parent/guardian signature on an official entry form (available on-line at www.packyplayfair.com) and submitting a sportsmanship story of 350 words or less. Entries must be mailed to “Tell Us Your Story Contest”, c/o Always Play Fair, 211 Beverly Road, White Plains, NY 10605. Limit one entry per contestant. All entries must be postmarked by February 28, 2005 when contest ends. All entries are the property of Always Play Fair, LLC (“Sponsor”) and will not be returned. Always Play Fair, LLC is not responsible for lost, late, mutilated or misdirected mail or entries not received by contest deadline.

2. **Eligibility:** Open to residents of the fifty United States and the District of Columbia, in elementary grades one through six. Employees of Always Play Fair, LLC, affiliates, subsidiaries, agents and advertising and promotion agencies and the immediate family and household members of such employees are not eligible. Void where prohibited. All federal, state and local laws and regulations apply.

3. **Contest Rules:** The Tell Us Your Story – “Sports are Good – Be One™” Contest is an independent contest. Contestants will sign up to compete in this contest via official entry form. Contestants will compete in one of three age groups: grades one and two; grades three and four; or grades five and six. Each contestant is asked to write a story, of 350 words or less, about a good or bad sportsmanship experience, or a situation where they or others weren’t playing fairly and tell Packy what they did. Contestants must write their name on the story and send it with the completed entry form including a parent or guardian’s signature to the address indicated above. Winners will be notified by email or mail on or about March 18, 2005. No substitution or transfer of prize by winner permitted. Prize consists of only those items specifically listed as part of the prize.

4. **Prizes:** The first, second and third-prize winners (in each age group) will receive the following applicable prize: (1) First Prize: a visit by Packy PlayFair™ to their school and an Always Play Fair™ Board Game, Approximate Retail Value (ARV) \$150 (1) Second Prize: a Packy PlayFair banner for their school and an Always Play Fair Board Game, Approximate Retail Value (ARV) \$120 (3) Third Prizes: an Always Play Fair Board Game, Approximate Retail Value of each game (ARV) \$19.95. Total Retail Value of all prizes \$989.55. Limit one prize per person, family or household. All prizes are available to be won. Prizes not redeemable for cash. Any applicable taxes are the sole responsibility of the winner. Sponsor reserves the right to replace said prizes with a prize of equal or greater value. Certain restrictions apply in the scheduling of Packy PlayFair

appearances. Winners of Packy PlayFair appearances will be required to sign an Affidavit and Release – failure to do so will result in the forfeiture of this prize. Packy PlayFair appearances must be completed by June 3, 2005.

5. Contest Conditions: Void where prohibited by law. Subject to all applicable federal, state and local laws and regulations. By participating, Contestants agree to abide by these official rules and decisions of all judges, which are final and binding in all aspects. Where legal, acceptance of prize(s) constitutes permission of winner's parent/legal guardian to use winner's name, likeness and biographical information for advertising/publicity purposes, and any and all rights to said use without further compensation. Parent/legal guardian of Contestant agrees that Always Play Fair, LLC, and its respective subsidiaries, affiliates, and their respective employees, officers, directors and agencies will have no liability whatsoever for any injuries, losses or damages of any kind caused by Contestants' participation in the Contest, or resulting from Contestant's acceptance, possession, use/misuse of prize(s). Sponsor is not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the contest.

6. Winners' List: For the names of the "Tell Us Your Story – "Sports are Good – Be One™" Contest winners, available after April 15, 2005, send a self-addressed, stamped envelope to: "Tell Us Your Story Contest Winners' List, c/o Always Play Fair, 211 Beverly Road, White Plains, NY 10605

7. Sponsor: Always Play Fair™, LLC, White Plains, NY 10605. ©2003.