

The Bump Destination Maternity® Gift Card Sweepstakes

NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

TERM:

The Destination Maternity® Gift Card Sweepstakes (the "Sweepstakes") entry period commences at 12:00.a.m. Eastern Daylight Time on February 17, 2011, and ends at 11:59 p.m. Eastern Standard Time on March 16, 2011 (the "Sweepstakes Entry Period"). The Sweepstakes is sponsored by The Knot, Inc., 462 Broadway, 6th floor, New York, NY 10013 (sometimes hereinafter singularly referred to as the "Sponsor").

ELIGIBILITY:

This Sweepstakes is open to any legal resident of the 50 United States, and the District of Columbia, 18 years or older as of date of entry. Entrants must be a registered member of TheBump.com as of date of entry to be eligible. Employees of the Sponsor; any promotional companies or advertising agencies participating in the Sweepstakes and employees of their respective subsidiaries and affiliates; any persons involved in the creation, development, or implementation of this Sweepstakes; and any other persons or entities directly associated with this Sweepstakes and any members of their immediate families or households are ineligible to participate. Entries for the Sweepstakes drawing must be received prior to the expiration of the Sweepstakes Entry Period. This Sweepstakes is void in Puerto Rico and the U.S. Virgin Islands and wherever prohibited or restricted by law, and is subject to all federal, state, and local laws and regulations. By submitting an entry form, entrants agree to abide by these Official Rules and all applicable federal, state, and local laws and regulations that govern sweepstakes.

GRAND PRIZE/VALUE:

(1) Grand Prize consisting of one \$1,000 Destination Maternity® gift card redeemable at any Destination Maternity® store, Motherhood® Maternity store, A Pea in the Pod® store, as well as any of the websites corresponding to such retail stores. The winner will be shipped the Grand Prize within 6-8 weeks of responding to notification as described below.

The Grand Prize is not transferable, assignable or redeemable for cash, and no substitutions will be allowed except by Sponsor, which reserves the right to substitute a prize of equal or greater value or nature if advertised prize is not available. The Grand Prize winner is responsible for compliance with all applicable federal, state, and/or local laws and regulations, including, without limitation, the payment of all applicable taxes.

HOW TO ENTER:

You may enter the Sweepstakes by accessing the entry screen at <http://content.thebump.com/sweepstakes/destination-maternity> and fully completing the on-screen registration form, and transmitting the information to the Sponsor before the end of the Sweepstakes Entry Period. Your full name, address, city, state, zip code, email address, date of birth, and complete responses to the survey questions are required for entry. Your complete responses to the registration form are required for entry. Limit one entry per person/email address. Incomplete or late entries will be disqualified. Normal Internet access and usage charges imposed by your online carrier apply. An entry that does not contain responses to the applicable questions will be deemed void and of no effect. An entry made via the Internet will be deemed to have been made by the "authorized account holder" of the email address utilized at the time the entry is made. For purposes herein, the "authorized account holder" refers to the person assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses. If an entrant is determined to have registered more than once, that entrant will be disqualified. All entries will become the property of The Knot, Inc. and will not be returned. The Knot, Inc. is not responsible for transmission and/or computer error.

RANDOM DRAWING/ODDS OF WINNING/WINNER:

The potential winner of the Sweepstakes will be selected on or about March 17, 2011, in a random drawing from all eligible entries received during the Sweepstakes Entry Period. Winner will be notified by email using the contact information provided the registration form on or about March 17, 2011. Each entrant is responsible for the accuracy of the information included in his/her entry. The Grand Prize drawing will be conducted by The Knot, Inc. The Grand Prize drawing shall be final and conclusive. The odds of winning the Grand Prize will be determined by the actual number of eligible entries received. Potential Grand Prize winner will be required to sign and return an Affidavit of Eligibility, Liability Release, and where legal, a Publicity Release within ten (10) days of notification attempt. Noncompliance within this time period will result in disqualification and forfeiture of the Grand Prize, and Sponsor may, in its sole discretion, award the Grand Prize to an alternate winner selected at random from all eligible entries received. If Grand Prize notification is returned as non-deliverable, potential winner will be disqualified and the Grand Prize forfeited, and Sponsor may, in its sole discretion, award the Grand Prize to an alternate winner selected at random from all eligible entries received. The name of the winner of the Sweepstakes will be available after April 8, 2011. To obtain this information, send a self-addressed stamped envelope to:

The Bump Destination Maternity® Gift Card Sweepstakes - Winners, c/o The Knot, Inc., 462 Broadway, 6th floor, New York, NY 10013.

CAUTION:

Any attempt by any person to deliberately damage any web site or undermine legitimate operation of a sweepstakes may constitute a violation of criminal and civil laws, and should such an attempt be made, The Knot, Inc. reserves the right to seek damages from and/or to prosecute any such person to the fullest extent permitted by law. Any such tampering also will result in ineligibility to win the Grand Prize in the Sweepstakes.

CONDITIONS:

By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of The Knot, Inc., which are final in all matters relating to this Sweepstakes and acknowledge compliance with these Official Rules. Each entrant acknowledges that the Privacy Policy and Terms of Use found on the TheBump.com website are hereby incorporated by reference and apply to the submission of entries pursuant to these Official Rules. By participating in this Sweepstakes, each entrant hereby agrees to The Knot Inc.'s collection and usage of the entrant's personal information and acknowledges that entrant has read and accepted the above-referenced Privacy Policy and Terms of Use.

The Knot, Inc. is in no way liable for any damage, loss, or injury resulting from computer malfunctions, misdirected or incomplete entries, or acceptance and use of the Grand Prize. The winner assumes liability for injuries caused or claimed to be caused by participation in the Sweepstakes or the use or misuse of the Grand Prize. The Knot, Inc. reserves the right, in its sole discretion, to cancel, modify or suspend the Sweepstakes should virus, bugs, or other causes beyond the control of Sponsor corrupt the administration, security, fairness, integrity or proper play of the Sweepstakes and award the Grand Prize from all eligible entries received prior to cancellation or suspension.

By entering this Sweepstakes, each entrant hereby voluntarily and irrevocably releases, holds harmless and agrees not to institute any claim against The Knot, Inc., Destination Maternity Corporation, or any of their respective affiliates, and their respective officers, directors, employees and agents from any losses, damages, or expenses from any and all injuries, losses or damages of any kind arising from or in connection with, either directly or indirectly, (1) the awarding, acceptance, receipt, possession, use and/or misuse of the prize awarded herein; and/or (2) participation in the Sweepstakes or any prize related activities.

Under no circumstances will any entrant be permitted to obtain awards for, and each entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, and entrant further waives all rights to have damages multiplied or increased.

The Grand Prize is not transferable or assignable. Sponsor may substitute a prize of equal value for any reason at its sole discretion. The Grand Prize winner is responsible for compliance with all applicable federal, state, and/or local laws and regulations, including, without limitation, the payment of all applicable taxes. By accepting Grand Prize, the winner grants The Knot, Inc. permission to use his or her name and likeness for advertising and promotional purposes without any additional compensation (except where prohibited by law). By entering the Sweepstakes, entrants shall be deemed to have agreed to have their entry information made available to the Sponsor. **By entering the Sweepstakes, each entrant who opts-in on the entry form agrees that Destination Maternity Corporation and its affiliates and subsidiaries may send you promotions and special offers they feel may be of interest to you.** The Sweepstakes is subject to these Official Rules. By entering the Sweepstakes, entrants and the winner agree to waive any right to claim any ambiguity, inequity or error in the Official Rules of the Sweepstakes, and/or of the Sweepstakes itself, and agree to be bound by these Official Rules and by all decisions of, and interpretations of these Official Rules by, the Sponsor, which in all respects shall be final and binding.

THE NEW YORK COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE SWEEPSTAKES AND THE LAWS OF THE STATE OF NEW YORK, WITHOUT REGARD TO CONFLICTS OF LAWS PRINCIPLES, SHALL GOVERN THE SWEEPSTAKES. ENTRANTS WAIVE ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMIT TO THE JURISDICTION OF THOSE COURTS.

All rights reserved. Official Rules may be copied for personal use only and not for any commercial purpose whatsoever.

SPONSOR:

The Knot, Inc., 462 Broadway, 6th floor, New York, NY 10013.

ADMINISTRATOR:

The Knot, Inc., 462 Broadway, 6th floor, New York, NY 10013.