

Bridal Bingo 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:

Bridal Bingo Sweepstakes (the "Sweepstakes") entry period commences at 5:00 pm Eastern Daylight Time on March 16, 2011, and ends at 11:59 Eastern Daylight Time on April 15, 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. 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:

Item Name	ARV
6 place settings of dinnerware from Lenox, Wedgwood, Waterford, Mikasa, Kate Spade, Royal Doulton, Monique Lhuillier, or Vera Wang; (winner can choose)	value up to \$720.00
Stemware from Waterford, Wedgwood, Mikasa, Lenox, Kate Spade or Vera Wang (winner can choose)	value up to \$300.00
6 place settings of flatware, choose from Oneida, Lenox, Reed & Barton, Gorham or Dansk (winner can choose)	Value up to \$300.00
8 pc. Set of "Unison" cookware by Calphalon	\$599.99
17 pc. Set of "Contemporary" by Calphalon	\$199.99
Noble Excellence "Diamonte" bedding collection in any size (twin, full, queen or king) in either blue or taupe.	value up to \$269.00

TOTAL Approximate Retail Value of the Grand Prize is \$2,388.98.

DAILY PRIZE/VALUE:

THIRTY (31) INSTANT REGISTRY BINGO PRIZES: There are (15) differing daily Selected prizes, each will be won a minimum of 1 time during Promotion Period. Prizes are as follows:

Item Name	ARV
Mikasa "Italian Countryside" 7 Piece Tea Set	\$100
Waterford Wishes "Love and Romance" Flute Pair	\$135
Vera Wang by Wedgwood "Love Knots" Toasting Flute Pair	\$75
Lenox "Tuscany Classics" Decanter	\$40
Wilton Armetale "Flutes and Pearls" Large Chip and Dip	\$89
Wilton Armetale "Flutes & Pearls" Round Bowl	\$49
KitchenAid Artisan® Series 5-Speed Blender	\$99
Cuisinart Brew Central® 12-Cup Brushed Stainless Coffeemaker	\$79
Emeril 6 Piece Bakeware Set	\$29.99
Oneida "Juilliard" Cake Serving Set	\$40
Oneida "Michelangelo" Cake Serving Set	\$40
Lenox "Heiress" Pair of Flutes	\$55
Wilton Armetale "William and Mary" Chip and Dip Bowl	\$89
Emeril 5 Quart Covered Sauté Pan	\$59.99
Emerilware by All-Clad Hard Anodized Chicken Fryer Set	\$49.99

Actual retail value may vary. The Grand Prize are not transferable or assignable, or redeemable for cash or any other consideration, and no substitutions will be allowed except by Sponsor, which reserves the right to substitute prizes of equal or greater value or nature if advertised prize is not available. 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.theknot.com/sitelets/dillards-bridal-bingo> or <http://content.weddingchannel.com/sitelets/dillards-bridal-bingo> and fully completing the on-screen entry form, and transmitting the information to the Sponsor before 11:59pm Eastern Daylight Time on April 15, 2011. Your full name, address, city, state, zip code, email address, date of birth, and complete responses to the entry form are required for entry. Limit one entry per person/email address. Normal Internet access and usage charges imposed by your online carrier apply. Incomplete or late entries will be disqualified. An entry 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 sent more than one entry, that entrant will be disqualified. All entries will become the property of Sponsor and will not be returned. Sponsor is not responsible for transmission and/or computer error.

ODDS OF WINNING/ WINNER DETERMINATION/RANDOM DRAWING:

All winners must comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. Daily Registry Bingo Game Prize Determination: One (1) random, computer-generated winner will be generated per day (by completion of a bingo board) during the Promotion Period for a total of (31) instant winners during the Promotion Period. Odds of winning a daily prize are 1 in 65,821. Grand Prize Drawing: The Knot will randomly select the potential Grand Prize Drawing winner on or about April 15, 2011, from all eligible entries received. Odds of winning the Grand Prize will depend upon the actual number of eligible entries received. Instant winner determination and Grand Prize drawing will be conducted by The Knot, whose decisions are final on all matters relating to this promotion.

The potential winner of the Sweepstakes will be selected in a random drawing, April 15, 2011 from all eligible entries received. The Grand Prize will be awarded and winner will be notified via email and/or U.S. mail on or before April 30, 2011, using the contact information provided on the winner's entry form. Each entrant is responsible for the accuracy of the information included in his/her entry. The Grand Prize drawing will be conducted by Sponsor. 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(s) 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 determined 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 determined at random from all eligible entries received. The name of the winner of the Sweepstakes will be available after April 30, 2011. . To obtain this information, send a self-addressed stamped envelope to: Bridal Bingo Sweepstakes – Winner, 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, Sponsor 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 Sponsor, 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 Knot.com and WeddingChannel.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 Sponsor'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.

Sponsor 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. Sponsor 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 Sponsor, Dillard's or any of its respective affiliates, and its respective officers, directors, shareholders, 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.

By accepting Grand Prize, the winner grants Sponsor 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. The Sweepstakes is subject to these Official Rules. **By entering the Sweepstakes, entrants agree that Dillard's and its respective] affiliates and subsidiaries may send you promotions and special offers they feel may be of interest to you.** 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.

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SPONSOR:

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

ADMINISTRATOR:

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