

September 2018 Multi-Sponsored 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 September 2018 Multi-Sponsored Sweepstakes (the "Sweepstakes") entry period commences at 12:01am Eastern Time on September 11, 2018, and ends at 11:59pm Eastern Time on September 30, 2018 (the "Sweepstakes Entry Period"). The Sweepstakes is sponsored by XO Group Inc., 195 Broadway, 25th Floor, New York, NY 10007 ("Sponsor"), Summer Infant, Stride Rite, Triple Paste, and Evenflo (each a "Co-Sponsor" and collectively the "Co-sponsors").

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; Co-sponsors; Prize provider(s); any promotional companies or advertising agencies participating in the Sweepstakes and employees of their respective affiliates and subsidiaries; 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 other U.S. territories and possessions, 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:

One (1) Grand Prize winners will receive a Grand Prize package consisting of the following:

- One (1) the Summer Infant® Baby Pixel® 5.0 Inch Touchscreen Color Video Monitor brings a greater level of safety and control to the hands of parents everywhere. With pioneering new technology, Baby Pixel® provides triple peace of mind, allowing parents to see, hear, and know baby is ok when not in the room.
 - The SleepZone™ Virtual Boundary senses baby's movement and alerts parents when the safe boundary is breached. The camera's Moonlite™ Night Vision Boost will gently light up its viewing area for a crisp, full-color view of baby in the dark while the monitor's 360Tilt™ Camera Steering puts a realistic spin on remote control viewing. Additional features such as 5-inch color LCD touch screen, voice activated (VOX) screen wake up capability, talk-back to baby and temperature display make this ultimate baby monitor a complete package at a great price.
- One year of Stride Rite Shoes (limited to 12 pairs)
- One Triple Paste Baby Shower Gift Basket with \$300 Spa-Finder Gift Card
- One Evenflo EveryStage™ DLX All-in-One Car Seat
 - EveryStage™ DLX All-in-One Car Seat delivers a safe and unrivaled comfort and installation experience. This all-in-one offers 10 years of safe and secure use as an Infant Seat + Convertible + Booster Seat, from 4-120 lbs. Our innovative EasyClick™ LATCH system easily ratchets to achieve a 3X tighter, rock-solid installation versus competition that can be correctly secured in seconds, for a wiggle-free seat without having to get into the vehicle.* Fully adjustable with up to 10 different positions, EveryStage™ offers an accurate fit for a growing child.

Approximate retail value of the Grand Prize package is \$1,313.99

Actual retail value may vary. The Grand Prize is not transferable or assignable, or redeemable for cash (except that gift cards/credits may be used to purchase merchandise at the applicable retailer in accordance with their terms), 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. 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 [TBD](#) and fully completing the on-screen entry form, and transmitting the information to the Sponsor during the Sweepstakes Entry Period. Your first name, last name, and email address are required for entry. 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. Limit one entry per person for the Sweepstakes. 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 errors. For the avoidance of doubt, acceptance of entries or submissions will not be deemed to waive any provisions of these Official Rules, and the entrant may subsequently be disqualified.

RANDOM DRAWING/ODDS OF WINNING/WINNER[S]:

The potential winner of the Sweepstakes will be selected in a random drawing, on or about October 4, 2018, from all eligible entries received. The Grand Prizes will be awarded and potential winners will be notified via email and/or U.S. mail on or before October 9, 2018, 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 selected at random from all remaining 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 remaining eligible entries received. The names of the winners of the Sweepstakes will be available after November 9, 2018. To obtain this information, send a self-addressed stamped envelope to: September 2018 Multi-Sponsored Sweepstakes, c/o XO Group Inc., 195 Broadway, 25th Floor, New York, NY 10007

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 will also 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 www.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 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. Sponsor and its agents shall have no liability or responsibility for injuries, damages or liabilities caused or claimed to be caused by participation in the Sweepstakes or the use or misuse of a 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, CO-SPONSORS OR ANY OF THEIR RESPECTIVE AFFILIATES AND SUBSIDIARIES, AND THEIR RESPECTIVE OFFICERS, DIRECTORS, SHAREHOLDERS, EMPLOYEES AND AGENTS FROM ANY LOSSES, DAMAGES, OR EXPENSES FROM ANY AND ALL INJURIES, LOSSES OR DAMAGES OF ANY KIND, INCLUDING PROPERTY DAMAGE, PERSONAL INJURY, AND DEATH, ARISING FROM OR IN CONNECTION WITH, EITHER DIRECTLY OR INDIRECTLY, (1) THE AWARDING, ACCEPTANCE, RECEIPT, POSSESSION, USE AND/OR MISUSE OF ANY 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 the 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. **By entering the Sweepstakes, entrants agree that Co-sponsors and their respective affiliates and subsidiaries may send you promotions and special offers they feel may be of interest to you but from which you may opt out of receiving.** 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 EXCLUSIVE JURISDICTION AND VENUE 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 THOSE COURTS AND HEREBY SUBMIT TO THE JURISDICTION AND VENUE OF THOSE COURTS.

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

SPONSOR:

XO Group Inc., 195 Broadway, 25th Floor, New York, NY 10007

ADMINISTRATOR:

XO Group Inc., 195 Broadway, 25th Floor, New York, NY 10007