

OFFICIAL RULES

ELIGIBILITY NO PURCHASE NECESSARY AND WILL NOT IMPROVE CHANCE OF WINNING. To enter, you must be: (1) 18 years of age or older; (2) a legal resident living in the U.S. or Canada; (3) not an employee, officer, director or agent of Seattle Southside (the “Promoter”), or any participating Giveaway partner (“Sponsor”) or any of their respective affiliates, subsidiaries or advertising/promotion agencies (collectively “Promoter, Sponsors and Affiliates and Related Individuals”); and (4) not an immediate family member or living in the same household of any individual identified in (3) above. All federal, state and local laws and regulations apply. The address of the Promoter, Seattle Southside is 3100 S. 176th Street, Seattle, WA 98188.

This is a collective promotion with more than one participating Sponsor. Names and addresses of Sponsors are identified below in the section entitled “Sponsors”

HOW TO ENTER

No cost to enter. To enter, you must visit the Seattle Southside website at <http://www.seattlesouthside.com> between November 1, 2010 and April 20, 2011 and electronically transmit a completed entry form to Promoter by 11:59 p.m. on April 20, 2011 Pacific Standard Time (PST) pursuant to the instructions set forth on the website. Incomplete entries are void. To constitute a complete entry, you must provide your first and last names, complete mailing address, city, state/province, zip code, and e-mail address on the website. Limit one (1) entry per day per e-mail address (excess entries will be void). In case of dispute, entries will be declared made by the authorized account holder of the e-mail address submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entries made in any fashion other than submitting the entry via the website are void. All late, lost, misdirected, incomplete, undelivered, scrambled or destroyed entries are ineligible entries, regardless of the reason or party responsible. False or deceptive entries or acts will render the entrant ineligible. Entries become the official property of the Promoter and will not be acknowledged or returned. Promoter, Sponsor and Affiliates and Related Individuals will not accept correspondence or telephone inquiries regarding the status of entries or the administration of the Giveaway.

By entering this Giveaway, each participant agrees to be bound by these Official Rules and by all decisions of Promoter, whose decisions regarding all aspects of the Giveaway shall be final.

PRIZES

The Promoter will award a minimum of one (1) Prize Package. Limit one prize per entry. Portions of the prize package will be valid for twelve (12) months from the award date. The Prize Package is subject to availability at time of reservation, and some blackout dates apply. Seattle Fashion Week 2011 will be held in May. Tickets for this event are included in the prize package. Fashion Week tickets will be forfeited if the winner is not able to travel to our area in May 2011. Any additional portion of the package not used by the noted expiration date will be forfeited in its entirety and no compensation given. The Prize Package includes, Westfield

Southcenter Gift Cards totaling \$1,000 retail value, a \$1,000 package with Wardrobe Stylist Tannya Bernadette, two round trip coach tickets from the nearest departure city that Alaska Airlines or Horizon Air serves to Seattle (\$2000 value), two tickets to Seattle Fashion Week May 2011 and two nights total of double occupancy accommodations at a participating hotel.

Scheduling of transportation and accommodations are subject to availability; blackout periods may apply. Promoter and Sponsors may satisfy its prize delivery obligations through delivery of gift certificates, vouchers and passes for the prize package components. All vouchers, gift certificates and passes are subject to any and all restrictions stated on thereon. Airfare is included, restrictions apply. Package is subject to availability, taxes and fees.

Prize Package: Verifiable retail value is a minimum \$2800. Any difference between that verifiable retail value and the actual costs of the prize will not be awarded.

Winner is solely responsible for any and all Federal, state and local taxes and fees assessed as a result of the prize and for all travel costs and charges not included in the Prize Package or exceeding applicable limitations, including, but not limited to, non-covered meals, incidentals, tips, telephone calls, travel fees, surcharges, and any other travel-related costs. Prizes may not be transferred, substituted or redeemed for cash, except at the discretion of the Sponsor. Sponsor reserves the right to substitute a prize or any one or more components of a prize with a prize or component of equal or greater retail value.

DRAWING AND ODDS

Prize entries close the April 20, 2011 at 11:59p.m. PST. The Promoter's representatives will conduct a drawing through which one (1) winner will be randomly selected from among all eligible entries received in accordance with these rules. Odds of winning depend on the number of qualified entries submitted.

The winners will be notified by e-mail. To claim the prize, the winner must: (1) respond with an e-mail containing their claim number to meilee@seattlesouthside.com as directed within five (5) business days and include claim number of the first notification attempt; and (2) return to Promoter, by the date and in the manner Promoter directs in writing, (a) an Affidavit of Eligibility, Release of Liability and Publicity Release signed by the winner; and (b) a Release of Liability and Publicity Release signed by the winner's travel companion (or parent or legal guardian if travel companion is a minor). If the winner cannot be reached or fails to timely respond or comply with any of these requirements or if Promoter determines the winner ineligible or disqualified, then, in Promoter's sole discretion, the winner may be disqualified and the prize forfeited. In such event, an alternate winner will be selected by random drawing from remaining eligible entries.

By accepting a prize, the winner grants permission for Promoter and Sponsor's use of the name, hometown, likeness, photograph, voice and statements of winner and winner's travel companion(s) for advertising/publicity purposes without further compensation or permission, unless prohibited by law.

CONDITIONS OF PARTICIPATION: BY PARTICIPATING IN THIS GIVEAWAY, EACH PARTICIPANT RELEASES AND HOLDS HARMLESS PROMOTER, SPONSORS AND AFFILIATES AND RELATED INDIVIDUALS FROM ANY AND ALL LIABILITIES, DAMAGES, LOSSES, EXPENSES, INJURIES, CLAIMS AND ACTIONS OF ANY KIND ARISING OUT OF OR RESULTING FROM PARTICIPATION IN THIS GIVEAWAY OR FROM ACCEPTANCE, USE OR MISUSE OF ANY PRIZE, INCLUDING WITHOUT LIMITATION, CLAIMS BASED ON DEATH, PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY. By participating in this Giveaway, each participant further agrees that any and all disputes, claims, and causes of action arising out of or in connection with this Giveaway, or any prize awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a state court within the State of Washington. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Promoter and Sponsors in connection with the Giveaway, shall be governed by, and construed in accordance with the laws of the State of Washington, without giving effect to any choice of law or conflict of law rules or provisions (whether the State of Washington or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Washington. Promoter reserves the right at its sole discretion to disqualify any individual found to be tampering with the entry process or the operation of this Giveaway or any website related to this Giveaway, acting in violation of these Official Rules or acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, programmed or the like entry methods will void all such entries by such methods, and disqualify any entrant using any such method. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE RELATED TO THIS GIVEAWAY OR UNDERMINE THE LEGITIMATE OPERATION OF THIS GIVEAWAY MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, PROMOTER RESERVES THE RIGHT TO SEEK DAMAGES FROM SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

Promoter or Sponsors are not responsible for any incorrect or inaccurate information, whether caused by users of any website related to this Giveaway, by any of the equipment or programming associated with or utilized in this Giveaway or by any technical or human error which may occur in the processing of submissions in this Giveaway. Promoter and Sponsors assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of, any website related to this Giveaway or any technical failure or malfunction. Promoter and Sponsors are not responsible for any injury or damage to entrants' or to any other person's computer related to or resulting from participating in this Giveaway or downloading or copying materials from or use of any website related to this Giveaway. If, for any reason, this Giveaway is not capable of running as planned, including, without limitation, by reason of, infection by computer virus, bugs, worms, tampering, hacking, unauthorized intervention, fraud, technical failures, or any other causes which, in Promoter's sole judgment, corrupts or affects the administration, security, fairness, integrity or proper conduct of this Giveaway, Promoter reserves the right at its sole discretion to cancel, terminate, modify or suspend this Giveaway, and select winners from entries received prior to action taken, as Promoter, in its sole judgment, deems fair and in accordance with these Official Rules without

notice to entrants. In the event that this Giveaway is challenged by any legal or regulatory authority, Promoter reserves the right to discontinue or modify this Giveaway, or to disqualify participants residing in any affected geographic areas. In such event, Promoter and Sponsors shall not have any liability to any participants who are disqualified as a result of such an action. IN NO EVENT WILL PROMOTER, SPONSOR AND AFFILIATES AND RELATED INDIVIDUALS (EITHER JOINTLY OR INDIVIDUALLY) BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR PARTICIPATION IN THIS GIVEAWAY, ANY PRIZES WON, YOUR ACCESS TO AND USE OF THE PROMOTER OR SPONSORS' RESPECTIVE WEBSITES OR THE DOWNLOADING OR COPYING FROM AND/OR PRINTING OF ANY MATERIAL OBTAINED FROM SUCH WEBSITES. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE PROMOTER OR SPONSORS RESPECTIVE WEBSITES IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OR LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

WINNERS LIST

For the name of the prize winner, mail a self-addressed stamped envelope within ninety (90) days after the end of the Giveaway entry period to: Seattle Southside, 3100 S. 176th Street, Seattle, WA 98188.

PRIVACY NOTICE

Information participants provide to the Promoter will be used to communicate with participants regarding this Giveaway and otherwise as set forth in Promoter's privacy policy as set forth on the website. Each winner's name, city and state of residence may be posted on the website.

SPONSORS

This Giveaway is sponsored in part by the following Sponsor: **Seattle Southside** 3100 S. 176th Street, Seattle WA 98188.