

**EARTH'S BEST® CELEBRATE THE FIRSTS
PROMOTION**

EARTH'S BEST CELEBRATE THE FIRSTS TERMS OF REDEMPTION OFFER

To receive your Earth's Best and Fisher-Price® baby rewards: 1) Purchase Earth's Best Organic Infant Foods (cereals, jars, infant juices, teething biscuits and pastina), Earth's Best Organic Infant Formulas or Earth's Best TenderCare™ Chlorine Free Diapers and Wipes between 1/1/09 and 3/31/09. 2) Complete official redemption form found at participating Earth's Best retailers or available at www.earthsbest.com. 3) Mail official redemption form and required dated register receipts with UPC and purchase price circled.

Send in Register Receipts totaling:*	To receive:
\$25	\$5 in Earth's Best infant coupons, bib and feeding guide (\$10 total value)
\$50	\$10 in Earth's Best infant coupons, cereal bowl, feeding guide plus Earth's Best Baby Body Care by Jason Travel Pack including travel sizes of Shampoo & Body Wash, Extra Rich Therapy Crème, Everyday Lotion, Sunblock SPF 30+ and Diaper Relief Ointment (\$25 total value)
\$100	\$15 in Earth's Best infant coupons, feeding guide plus Fisher-Price® Amazing Animals™ Tubtime Tugboat™ bath toy and Tubtime Friends for ages 6 months and up (\$45* total approximate retail value)

Mail To: Earth's Best Celebrate the Firsts
PO Box 8278, Dept. 02
St. Cloud, MN 56398

Terms and Conditions of Redemption Offer:

Offer expires 3/31/09 and all redemptions must be postmarked by 4/7/09. Limit three (3) submissions per person, family, household or address. Allow 6-8 weeks for delivery. Offer good in the U.S. only while supplies last.

Offer valid only on Earth's Best Organic Infant Foods (infant cereals, jars, infant juices, teething biscuits and pastina); Earth's Best Organic Infant Formula; and Earth's Best TenderCare Diapers & Wipes.

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Requests must include completed official mail-in entry form along with original dated register receipt. Offer void if proof of purchase, official entry form (no reproductions), original dated receipt and complete name, address and zip code are not included. Offer may not be combined with any other offer. Requests from clubs, groups, PO Boxes or organizations will not be acknowledged or accepted. Offer may not be combined with any other offer. Void where taxed, restricted or prohibited by law. Sponsor not responsible for lost, incomplete, stolen or misdirected mail. Warning: Reproduction of proof-of-purchase or purchase, trade or sales of this form or proof of purchase is prohibited. Fraudulent submissions could result in federal prosecution under mail fraud statutes (Title 18, U.S. code, Sections 1341 and 1342).