

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

### **EARTH'S BEST CELEBRATE THE FIRSTS SWEEPSTAKES RULES**

#### **NO PURCHASE NECESSARY**

**1. HOW TO ENTER:** You can enter the Earth's Best Celebrate the Firsts Sweepstakes ("Sweepstakes") without participating in the Earth's Best/ Fisher-Price® Premium Offer Promotion ("Promotion"). Eligible participants will be automatically entered in the Sweepstakes when you participate in the Promotion premium offer or enter online at [www.earthsbest.com](http://www.earthsbest.com) by completing and submitting entry form between 12:01 am EST on January 1, 2009 and 11:59pm EST on March 31, 2009. Limit of one sweepstakes entry per person or e-mail address. Entrants agree to be bound by and acknowledge compliance with these official rules including eligibility requirements. In the event of a dispute as to the identity of an entrant, the authorized account holder of the e-mail account will be deemed to be the entrant. "Authorized account holder" of an e-mail address is the natural person in whose name the e-mail address has been issued. A selected winner may be asked to provide Sponsor with proof that the selected winner is the authorized account holder of the e-mail address associated with the winning entry. If a dispute cannot be resolved, the entry will be deemed ineligible. Use of automated devices not valid for entry. Entries become the exclusive property of the Sponsor and will not be returned.

**2. PRIZES:** Twenty (20) Grand Prize: \$500\* of Fisher Price developmental toys and baby gear. Twenty Five (25) First Prizes: \$150\* of Fisher Price developmental toys. Fifty (50) Second Prizes: Earth's Best Infant 2<sup>nd</sup> Foods Gift Pack (\$37.99 ARV each). Total ARV of all prizes: \$15,649.50. First and second prize Fisher-Price development toys and baby gear prize components are selected at the discretion of the Sponsor and no substitutions may be made. Odds of winning depend upon the total number of eligible entries received. Estimated circulation of offer: 635,000. All prizes will be awarded. No more than the advertised number of prizes will be awarded.

\*Total approximate retail value

**3. OPEN TO:** Sweepstakes is open to U.S. residents age 18 or older. Employees of The Hain-Celestial Group, Inc. ("Sponsor"), Mattel, Inc. and their affiliates, subsidiaries, dealers, distributors, retailers, advertising agencies, production agencies, electronic media firms, and employees of The Promotion Pipeline, Inc., and their immediate families and those living in the same household are not eligible to win. All federal, state and local laws and regulations apply. Void where restricted or prohibited by law.

**4. DRAWING:** Winners will be selected in a random drawing on or about April 15, 2009 from all eligible entries received. The drawing will be conducted by an independent judging organization, whose decisions are final on all matters relating to

the sweepstakes. Limit of one winner per household. Winners will be notified by phone and/or mail and shall be required to complete and return an acceptance letter and/ or an Affidavit of Eligibility/ Publicity Release within 14 days of the date on the notification letter or alternate winner will be selected. Any prize notification letter or prize returned as undeliverable will be awarded to an alternate.

**5. GENERAL:** Prizes are non-transferable and no substitutions or cash redemptions will be made. Sponsor reserves the right to substitute a prize of equal or greater value in the event of unavailability. Any and all taxes are the winners' sole responsibility. By accepting any prize, winner consents to the use of their name, voice, and likeness for promotional, advertising, publicity or trade purposes in any and all media worldwide in perpetuity by Sponsor without further compensation unless otherwise prohibited by law. The Hain Celestial Group, Inc., Mattel, Inc., The Promotion Pipeline their employees, officers, directors, affiliates, parents, subsidiaries, and agents will have no liability whatsoever for, and shall be held harmless by entrants against, any liability for any injuries, losses or damages of any kind to persons, including death or property loss resulting in whole or in part, directly or indirectly from acceptance, possession, misuse or use of any prize or participation in this sweepstakes or in any sweepstakes related activity. Entries become sole property of the Sponsor. Entries will not be acknowledged or returned. Sponsor and its agencies are not responsible for lost, late, misdirected, illegible, postage-due or damaged entries or Internet technical, hardware, software, telephone or transmission failures of any kind, which limit a person's ability to enter the sweepstakes. Sponsor and its agencies are not responsible for any injury or damage to entrants' or any other person's computer related to, or resulting from, entering or downloading any materials in the sweepstakes. Sponsor reserves the right to cancel or suspend advertising the sweepstakes on the Internet should a computer virus, unauthorized intervention or other cause corrupt the integrity or the proper conduct of the promotion. Sponsor reserves the right to disqualify any entrant found to be disrupting the operation of the sweepstakes or website. Entries will be considered made by the authorized account holder of the e-mail address submitted at time of entry. By submitting an entry in the sweepstakes, you acknowledge and agree that Sponsor shall be permitted to use your entry data for marketing purposes consistent with their privacy policies and applicable law. (See privacy policy at [www.earthbest.com](http://www.earthbest.com).)

**6. CAUTION:** ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

**7. WINNERS:** For a list of winners (available after May 1, 2009) send a self addressed, stamped envelope to: Earth's Best Celebrate the Firsts Sweepstakes Winners List, c/o The Promotion Pipeline, PO Box 162, Huntington Station, New York

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11746. For a copy of the official rules, visit [www.earthsbest.com](http://www.earthsbest.com) or send a self-addressed, stamped envelope to: Earth's Best Celebrate the Sweepstakes Rules, c/o The Promotion Pipeline, PO Box 162, Huntington Station, New York 11746. VT residents may omit return postage.

Sponsor: The Hain Celestial Group, Inc.