

"In Search of the Ultimate Jersey Girl" Contest Official Rules

Purchase of any tee shirt in the Simply Jersey line (minimum of one) is required as an entry fee. 100% of net profits of all Simply Jersey sales during the contest period will be donated to the Community FoodBank of New Jersey. Void where prohibited. Some restrictions apply. You need not be present to win.

The sweepstakes: From Memorial Day Monday May 31, 2010 through Labor Day Monday September 6, 2010, A Simple Daisy, LLC will promote, by means of all forms of media, press releases, internet and personal appearances, the opportunity to submit entries to win a grand prize as detailed below. Print, radio, TV, and website advertising may also be used to promote the sweepstakes.

Eligibility: The contest is open to all female persons, age 21 years and older, who are either current or past residents of the State of New Jersey. Any female person not currently a resident of the State of New Jersey must have been born in the State of New Jersey to be eligible. Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six months, performed services for A Simple Daisy, LLC or any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the contest or supplying the prize, and/or their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to enter or play. "Immediate family members" shall mean parents, stepparents, children, stepchildren, siblings, stepsiblings, or spouses. "Household members" shall mean people who share the same residence at least three months in one calendar year.

How to enter: (I) Complete and submit via e-mail or regular mail in one-page official entry blank (available at www.asimpledaisy.com) on or before August 31, 2010, or (ii) include requested information by A Simple Daisy, LLC on a plain 8½" by 11" piece of paper. Include a photo or video wearing the Simply Jersey line tee shirt along with entry form showing why eligible person is the "Ultimate Jersey Girl". Photos and videos must be "family friendly" and appropriate and videos can be no longer than 30 seconds in length. Any photo or video entry deemed inappropriate will be rejected and the individual(s) responsible for the submission will be automatically excluded from the contest. Entries must be mailed to "In Search of the Ultimate Jersey Girl" Contest Sweepstakes, c/o A Simple Daisy, LLC, P.O. Box 474, Far Hills, NJ 07931-0474. All sweepstakes entries including photos and videos become the property of A Simple Daisy, LLC and will not be returned and may be used by A Simple Daisy, LLC for any purpose and in any media in perpetuity without compensation.

How to win: The Grand Prize winner will be selected from all qualified entries on or about Labor Day Monday September 6, 2010. In the event that the original Grand Prize winner does not meet Official Rules or eligibility requirements or forfeits the Grand Prize, A Simple Daisy, LLC will award prize to first alternate. Process will continue until Grand Prize is awarded.

All entries must be received before August 31, 2010. The selection will be made between September 1 – 5, 2010 and announced on Labor Day Monday September 6, 2010. Decision of the judges and A Simple Daisy, LLC is final. The grand Prize winner will be notified by phone and/or mail and must meet all eligibility requirements.

By entering, each contestant agrees to be bound by the rules. A Simple Daisy, LLC, its promotional agents and sweepstakes co-sponsors are not responsible for illegible, lost, delayed or misdirected mail, errors in faxes or shipments, busy phone signals, or incomplete entries.

Grand Prize: (One) Grand Prize winner will receive one (1) night hotel room accommodations at The Borgata Hotel, One Borgata Way, Atlantic City, NJ 08401. Approximate total value of the grand prize is \$500. There are no other prizes.

The Grand Prize is non-transferable. There may be no cash or other substitutions of prizes by winner. However, A Simple Daisy, LLC reserves the right to substitute similar prizes of equal or greater value in the event the above prize is unavailable for any reason. Individual, parent or legal guardian of winner is solely responsible for all applicable federal, state and local taxes with respect to entire prize.

By submitting the entry form you agree that you meet all eligibility requirements and that you release, indemnify and hold harmless A Simple Daisy, LLC its parent, affiliated, subsidiary and successor companies, and its respective officers, directors, employees, agents, and representatives, advertising agencies and promotional sponsors (collectively the "Releasee") from and against any and all harm, expense, liability or injury that may be sustained relating to or arising from participation in the sweepstakes or acceptance or use of the prize; and b) authorizes the Releasee to use the winners' names, likenesses, photographs, voices and biographical data for any purpose, in any media, unless prohibited by law.

Prize will not be released until A Simple Daisy, LLC confirms the winner meets all eligibility requirements. Failure of Grand Prize winner to meet all eligibility requirements will result in automatic forfeiture of any prizes and all such prizes shall be awarded to an alternate winner.

Unforeseen Events: A Simple Daisy, LLC reserves the right to change this sweepstakes at its sole discretion at any time for any reason, including but not limited to A Simple Daisy, LLC becoming aware of any circumstances or occurrence which would materially affect the sweepstakes security or fairness. A Simple Daisy, LLC reserves the right to announce any sweepstakes rules changes over the air, in print or posters. A Simple Daisy, LLC is not responsible for the inability of the winner to accept the prize for any reason.

List of Winners: For a copy of winner list, send your request a self-addressed, stamped envelope to: "In Search of the Ultimate Jersey Girl" Contest, c/o A Simple Daisy, LLC, P.O. Box 474, Far Hills, NJ 07931-0474.