

The Fans of Being a Mom™  
“Guess How Much I Love You” Sweepstakes

Official Rules

1. **No Purchase Necessary. A Purchase Does Not Increase Your Chances of Winning. To Enter:**

Visitors to the Fans of Being a Mom blog at <http://fansofbeingamom.com/> may enter anytime between December 17, 2009 and December 31, 2009 by submitting a comment that completes the phrase “I love you as much as...”, along with a valid email address. Limit one entry per person or email address. Submitting multiple entries, an invalid email address, or blog comments containing unsuitable language or inappropriate content of any kind will result in sweepstakes disqualification. All entries must be received by 11:59 PM ET December 31, 2009.

2. **Drawings:** Winners will be selected via random drawings from among all eligible entries received by the deadline. Drawings will be conducted on or around January 8, 2010 by the Sponsor, under the supervision of PROMOSIS, Inc., an independent judging organization whose decisions in all matters relating to this sweepstakes are final. Potential winners will be notified by email from the Sponsor, to the address provided during entry, and will be subject to eligibility verification. Potential winner must respond to email notification within 8 days, or an alternate winner will be randomly selected from the remaining pool of participants received for the original drawing. Odds of winning are dependent upon the total number of eligible entries received.

3. **Prizes:** Ten (10) Grand Prizes: A collection of books/gift set from Candlewick Press. Approximate retail value of each Grand Prize is \$63. Prizes may not be transferred or redeemed for cash. Winners are solely responsible for all applicable federal, state, or local taxes on the value of their prizes. No substitution for prizes, except by Sponsor as may be due to unavailability. Winners are responsible for all costs or expenses not specifically exempted herein. In no event will Sponsor be obligated to award more than the number of prizes stated in these Official Rules.

4. **Eligibility:** The sweepstakes is open only to legal residents of the United States (except residents of Puerto Rico and all other US Territories and Possessions), 18 years of age or older at the time of entry. Not open to employees, members of their immediate family (spouses, parents, children, siblings and their respective spouses), and those living in the same household of employees of Brand Networks, Inc., Fans of Being a Mom (owned and operated by Brand Networks, Inc.), their subsidiaries, affiliates, promotion partners, advertising and production agencies, and Promosis, Inc. Entrants consent to the use of their registration information in accordance with the Brand Networks, Inc. [privacy statement](#). All Federal, State, and local laws and regulations apply.

5. **Limitation of Liability:** Sponsor, independent judging organization, and promotion partners are not responsible for typographical errors in any sweepstakes-related materials, or for any individual's inability to enter the sweepstakes, including but not limited to unavailable network, server, or other connections; failed software or hardware transmissions; other errors of any kind, whether human, mechanical, or electronic, including lost, late, incomplete, damaged, or misdirected entries; or for any damage to any computer related to or resulting from participation. Entries generated by script, macro, or other automated entry devices are not valid and will be disqualified. Sponsor reserves the right in its sole discretion to cancel or suspend the sweepstakes should any of the foregoing occurrences corrupt or impair the administration, security, fairness, or proper play of the sweepstakes. If program is cancelled for any reason listed above, winners will be determined via random drawing from all entries received up to the

time of program cancellation. Entrants agree that the Sponsor, its promotion partners, related companies, agencies, and respective employees or officers shall not be liable for injury, losses, damages, or costs of any kind resulting from participation in this Sweepstakes or acceptance of or use or misuse of a prize or parts thereof. By entering, participants agree to be bound by these official rules.

6. **Dispute Resolution:** THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE COMMONWEALTH OF MASSACHUSETTS, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Sweepstakes, participant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Massachusetts having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorneys' fees, other than participants' actual out-of-pocket expenses (i.e. costs associated with entering this Sweepstakes), and participant further waives all rights to have damages multiplied or increased.
7. **Winners List:** For the names of the prize winners, available until March 31, 2010, send a standard size postcard, only, with your return address to: Fans of Being a Mom "Guess How Much I Love You" Winners List, 141 Portland Street, Boston, MA 02114.
8. **Sponsor:** Brand Networks, Inc., 141 Portland Street, Boston, MA 02114.