

CRICUT® EVERYWHERE OFFICIAL RULES

“Cricut Everywhere Contest” with Kingston Crafts and Cricut® Official Rules (no purchase necessary). Sponsored by Provo Craft & Novelty, Inc., South Jordan, UT. Entries must be received by 11:59pm MDT May 11, 2015 (or as designated herein).

NO PURCHASE NECESSARY. The “Cricut Everywhere Contest” with Kingston Crafts and Cricut® (“Promotion”) begins at 12:00 PM MDT May 4th, 2015, and ends at 11:59 AM MDT May 11th, 2015 (the “Promotion Period”). The Promotion is sponsored by Provo Craft & Novelty, Inc., 10876 S. River Front Pkwy, South Jordan, UT 84095 (“Sponsor”). All federal, state and local laws apply. Void where prohibited.

Eligibility: The Promotion is an entry-based contest open to legal residents of the 50 United States including the District of Columbia, who are 18 years or older. Employees of Sponsor or any of its subsidiaries, affiliates, sales representatives, distributors, advertising and promotion agencies, members of each of their immediate families (spouses, parents, grandparents, children and siblings, and their respective spouses) and those living in the same household of each are not eligible to participate in the Promotion.

Online Entry: Enter the “Cricut Everywhere Contest” with Kingston Crafts and Cricut® by completing the form found on the Official Cricut Facebook page.

TO ENTER: COMPLETE AN ONLINE FORM EACH DAY, WHEREIN YOU SUBMIT AN IMAGE OR IMAGES THAT MATCH THE BELOW CLUES FOR THAT SPECIFIC DAY OF THE PROMOTION NOTED VIA THE DATES BELOW. UNLESS OTHERWISE NOTED HEREIN, ALL ENTRIES MUST BE RECEIVED BY 11:59 AM MDT OF THE DAY ASSOCIATED WITH THAT ENTRY. MUST INCLUDE #CRICUTEVERYWHERE IN EACH ENTRY, REGARDLESS OF ENTRY METHOD.

Monday, May 4th, 2015 – Entries shall be submitted through online Facebook form answering provided question prompt. Complete entry details will be available by 12pm noon MDT May 4, 2015, on the Official Cricut Facebook page. Entrants’ answers must be submitted through the form on the Official Cricut Facebook to be considered, and meet criteria listed in Selection of First Prizes section below.

Tuesday, May 5th, 2015 – Entries shall be submitted through online Facebook form answering provided question prompt. Complete entry details will be available by 12pm noon MDT May 5, 2015, on the Official Cricut Facebook. Contestants will also be able to earn an additional entry through posting a photo to Instagram. For photo entry to be eligible for judging, entrant must follow @KingstonCrafts and @OfficialCricut on Instagram, include a creative caption, and use tags of @KingstonCrafts, @OfficialCricut and #CricutEverywhere. Entries and photos will be judged based on criteria listed in Selection of First Prizes section below.

Wednesday, May 6th, 2015 – Entrants will be required to view the specified Kingston Crafts Cricut Everywhere YouTube video clip and correctly answer both question prompts. Video clip will be available on the Official Cricut Facebook page and Official Cricut YouTube Channel. The question prompts to be answered will be available by 12pm noon MDT May 6, 2015, on the Official Cricut Facebook page. Entrants’ answers must be submitted through the form on the Official Cricut Facebook to be considered, and meet criteria listed in Selection of First Prizes section below.

Thursday, May 7th, 2015 – Entries shall be submitted through online Facebook form answering provided question prompt. Complete entry details will be available by 12pm noon MDT May 7, 2015, on the Official Cricut Facebook. Entrants' answers must be submitted through the form on the Official Cricut Facebook to be considered, and meet criteria listed in Selection of First Prizes section below.

Friday, May 8th – Monday, May 11th, 2015 – Entries shall be submitted through online Facebook form answering provided question prompt. Complete entry details will be available by 12pm noon MDT May 7, 2015, on the Official Cricut Facebook. Contestants will also be able to earn an additional entry through posting a photo to Instagram. For photo entry to be eligible for judging, entrant must follow @KingstonCrafts and @OfficialCricut on Instagram, include a creative caption, and use tags of @KingstonCrafts, @OfficialCricut and #CricutEverywhere. Entries and photos will be judged based on criteria listed in Selection of First Prizes section below.

GRAND PRIZE: Monday, June 15 – Friday, June 19, 2015 – Each entry submitted throughout the entire "Cricut Everywhere Contest" promotional period, will automatically enter the contestant into a chance to win the Cricut Everywhere Grand Prize of a trip worth up to \$10,000 USD to a destination of the participant's choice. An additional project-based submission will be required for full opportunity to win. Guidelines for project will be available by Monday, June 15, 2015, at 12pm noon MDT on the Official Cricut Facebook page. Photos of created project must be submitted through entry form on Official Cricut Facebook by 12pm noon MDT on Friday, June 19, 2015.

Use of any robotic, automatic, programmed or similar entry method can result in disqualification. Entries that violate any of these requirements, or are deemed not to meet any other entry requirements, or are not suitable for public viewing for any other reason, may be deemed ineligible for purposes of the Promotion and may be void at the Sponsor's sole discretion. Sponsor reserves the right to determine in their sole discretion which entries have satisfied the entry requirements. Entries must be submitted in accordance with these Official Rules and must be received by Sponsor by 11:59 PM by end of Promotion or by the deadline(s) designated herein. All entries become the sole property of Sponsor. No other method of submission will be accepted.

Prize Package(s):

-One (1) Monday Winner will receive: Cricut Material Prize Pack. Will include Cricut Iron-On, Cricut Gold Vinyl, Cricut Window Cling, Cricut Dry Erase Vinyl, Cricut Printable Sticker Paper, Cricut Printable Vinyl, Cricut Metallic Poster Board, Cricut 12" x 12" StandardGrip Mat, Cricut 12" x 12" LightGrip Mat, Cricut 12" x 12" StrongGrip Mat, Cricut Metallic Pen Set, Cricut Wildflower Pen Set, Cricut Antiquity Pen Set, Cricut Southwest Pen Set, Cricut Candy Shop Pen Set, Cricut Red Glitter Iron-on, Cricut Stencil Vinyl. (Approximate Retail Value: \$500.00 USD)

-One (1) Tuesday Winner will receive: One calendar year Digital Subscription to Cricut Library for either Cricut Design Space or Cricut Craft Room. (Approximate Retail Value: \$99.99 USD)

-One (1) Wednesday Winner will receive: One (1) Cricut Explore Air™ machine as well as a full year subscription to Cricut Design Space™. (Approximate Retail Value: \$399.98 USD)

-One (1) Thursday Winner will receive: One (1) Apple® iPad Mini™ 16GB White/Silver (MSRP not to exceed \$299.99)

-One (1) Weekend Winner will receive: One (1) Cricut Explore Air™ machine AND an Apple® iPad Mini™ 16GB White/Silver, as well as a full year subscription to Cricut Design Space™. (Maximum retail value for prize selection is \$789.99. Individual winner will be responsible for providing Sponsor with tax identification information.)

-One (1) Grand Prize Winner will receive: One (1) \$10,000 trip to a single destination of winner's choice. Sponsor will be responsible for flight, hotel accommodations, and rental vehicle of up to \$10,000 USD. Winner must claim and notify Sponsor of chosen travel plans within 30 days of winner's announcement to be valid. (Extra expenses will be sole responsibility of the winner, and may include but are not limited to, meals, insurance, upgrades, baggage fees, gratuities, and incidentals. Any fluctuation in travel expense price between time of the winner notifying Sponsor of desired travel destination and Sponsor booking the winner's travel plans, will be the responsibility of the winner. The individual winner will be responsible for providing Sponsor with tax identification information. For the sake of clarity, the "Cricut Everywhere Contest" with Vintage Revivals is only part of the Cricut Everywhere Contest and there will be only one Grand Prize Winner for the Cricut Everywhere Contest.

Selection of First Prize winners: The winners of the Promotion will be selected by a team of judges of Sponsor's choosing. Judging criteria is as follows (as applicable, on a scale of 1 to 10):

- Adherence to contest rules
- Originality of submitted item
- Quality of photography
- Quality of workmanship
- Level of skill
- Visual impact
- Unique use of materials
- Number of daily entries submitted to #CricutEverywhere Contest
- Use of daily themes as specified above
- Social sharing
- Educational value
- Demonstrates new possibilities for use of Cricut® products
- Use of #CricutEverywhere in photo caption or submitted response

In the event of a tie where multiple individuals correctly answer a question prompt entry, a winner will be decided by the team of judges chosen by Sponsor. Their decision will be based on creative incorporation of #CricutEverywhere and promotion of Cricut brand in the contest entry.

Selection of Grand Prize winner: The winner of the Grand Prize will be selected by a team of Sponsor's choosing. Selection of winner will be based 60% on participation throughout the course of Cricut Everywhere contest spanning March 16, 2015, through June 8, 2015. The additional 40% will be based on final project-based submission. Photos of created project must be submitted through entry form on Official Cricut Facebook by noon MDT on Friday, June 19, 2015. Judging criteria is as follows (as applicable, on a scale of 1 to 10):

- Adherence to contest rules
- Originality of submitted item
- Quality of photography
- Quality of workmanship
- Level of skill
- Visual impact
- Unique use of materials
- Number of daily entries submitted to #CricutEverywhere Contest
- Use of daily themes as specified above
- Social sharing
- Educational value
- Demonstrates new possibilities for use of Cricut® products

Entries must include:

- Use of #CricutEverywhere in photo caption or submitted response
- Creative inclusion of at least one Cricut® or Cuttlebug® product (which may include, but is not limited to, Cricut machine, Cricut images, Cricut Vinyl, Cricut Iron-on, Cricut Pen Set, or Cricut Tools)

Grand Prize winner will be selected from among all eligible Entries received throughout the Promotion Period. This contest is judged on skill level or on design criteria. Odds of winning are not dependent on the number of eligible Entries received. Winner will be notified by email at the email address provided in the Entry Information. Potential winner must accept a prize by email as directed by Sponsor within 48 hours of notification. Any winner notification not responded to or returned as undeliverable may result

in prize forfeiture. The potential prize winner may be required to sign and return an affidavit of eligibility and release of liability, and a Publicity Release (collectively "the Prize Claim Documents"). No substitution or transfer of a prize is permitted except by Sponsor.

Notification of Potential Winners: Winners will be announced on the Official Cricut® Facebook Page at <https://www.facebook.com/OfficialCricut> by 2:30 pm MDT EACH DAY FOLLOWING preceding day's contest. Winner must contact Sponsor within 2 days of selection, providing information required by Sponsor. Grand Prize winner of \$10,000 USD trip will be announced on June 26, 2015, on the Official Cricut® Facebook Page. Winner must contact Sponsor within 30 days of selection, providing information required by Sponsor to claim prize.

General Terms and Conditions: Winners may be required to complete an assignment of rights in the entry, an affidavit or declaration of eligibility, a waiver of liability and, where lawful, publicity release, which must be returned to Sponsor within seven (7) days. If the effort to send a notification package to Winner is unsuccessful or if Winner fails to execute and return any required document within the required time period, an alternate Winner may be selected from remaining Finalists. If the prize is not claimed or is returned as undeliverable, then Winner's right to the prize shall be forfeited and the prize award will be void and an alternate Winner may be selected from eligible Finalists. Sponsor is not responsible for late, lost, misdirected, incomplete, incorrect, misdirected entries or prize claims. Sponsor is also not responsible for incomplete, interrupted, or scrambled transmissions, unavailable web sites, networks, servers, or systems, or other connection or transmission problems, technical malfunctions of the computer, software, web site, or any combination thereof, problems associated with any virus or other damage caused to any participant's system or other problems of any kind, whether mechanical, electronic, or human. Sponsor reserves the right to suspend and/or cancel the Promotion or change any element hereof, with or without notice, at any time, due to printing, computer or network errors, or other mistakes in the production or operation of the Promotion. No correspondence regarding the Promotion will be engaged in by Sponsor except with the Finalists or the Winner or in response to requests for Winner's Lists. All decisions of the Sponsor and judges are final and binding on all matters relating to the Promotion.

By entering, entrants agree to be bound by the Official Rules, and release Sponsor and its agents and their respective parent companies, subsidiaries and affiliates, and each of their respective officers, directors, employees and agents from any and all liability, loss, or damage arising out of their participation in the Promotion or with respect to the awarding, receipt, possession, use and/or misuse of any prize. Winner is responsible for any applicable tax on awarded prizes. Sponsor reserves the right to disqualify in its sole discretion any person tampering with the entry or voting process, or who violates these Official Rules in any way.

Publicity Release: By participating in the Promotion, each entrant grants Sponsor the right to use each such entrant name, biographical information, and any additional information submitted via Sponsor's promotional channels, in any and all media for any purpose, including, without limitation, advertising and promotional purposes and each entrant hereby releases Sponsor from any liability with respect thereto, except where prohibited. By entering this Promotion, each entrant grants Sponsor the right to utilize entrant contact information provided by entrant in the submission of their entry to contact entrant for any reason. Completion of the entry form constitutes assent to these written terms.

Additional Disclaimers: Sponsor expressly disclaims any and all liability in connection with submissions. Sponsor does not permit infringing activities in the Promotion, and Sponsor will remove all submissions

if properly notified that such submission infringes on another's intellectual property rights. Sponsor reserves the right to remove submissions without prior notice. Such submissions may be disqualified from the Promotion at the sole discretion of Sponsor.

Privacy Policy: Except as otherwise contemplated in these rules or in any publicity release, information collected by Sponsor in connection with this Promotion will be used by Sponsor in accordance with Sponsor's online privacy policy posted at <http://us.cricut.com/home/privacy-policy>.

To opt out of future promotional mailings, please follow the opt-out directions included in the mailings.

Cricut® is a registered trademark of Provo Craft & Novelty, Inc. All other trademarks are the property of their respective owners.

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