



Amoena® Mia CURVE Raffle Rules: In-Store Event 2011

Introduction: *Amoena USA Corporation* ("Sponsor") is offering a ("Contest"). **MINIMUM PURCHASE NECESSARY. THE SIZE OF THE PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.**

Eligibility: Entrant must be eighteen (18) years of age as of Sunday, July 31st, 2011, and a resident of the fifty (50) United States, its territories, or the District of Columbia. Employees of Sponsor, Sponsor's parents, subsidiaries, affiliated companies, and agents and the immediate family (defined as parents, spouse, children, siblings, grandparents) of each such employees, and all those with whom such employees are domiciled, are NOT eligible.

Timing: Contest begins at 12:00:01 a.m. E.T. on Sunday, July 31st, 2011, and ends at 11:59:59 a.m. E.T. on Friday, Sept 2nd, 2011.

How to Enter: To enter, provide a qualifying order that is written during or 10 days following the appointment kept at the CURVExpo Shows in either New York or Las Vegas. Deadlines are between July 31st, 2011 to August 12th 2011 for New York entries and August 22nd – Sept 2nd for Las Vegas Entries. Fill in all required address and contact information on the Amoena Mia order form. More than one entry from any person will void ALL entries from that person. Only one (1) entry per person is allowed.

Drawing: This Contest will have one (1) drawing and one (1) winner. Winning name will be selected at random from all entries received on or before the entry deadline. If a potential winner cannot be contacted within ten (10) days after the first attempt to contact such potential winner, they will be considered to have forfeited their prize and an alternate potential winner (a second randomly selected entry name, will be selected in his or her place, and no obligation will be upheld by Sponsor to forfeited winner.

Prize: The winner will receive an Amoena Mia IN-STORE PROMOTIONAL FIT EVENT. The items included are 100 customized event invitations with the retailer's name, address, phone and time and date of the event. Also included are \$150 American Express gift cards to be used in smaller amounts for either fitter contest awards and or event prizes for customers. A Window Display Kit is included that contains a Comfort+ portable banner, a dressmaker mannequin, enhancing forms, window decal, 5 mirror clings, 2 Mia Fixtures and light food and beverage refreshments for the event. An Amoena representative will attend the event to increase sales with fit knowledge, expertise and encouragement. Travel for the representative is also included in the total value.

Total Approximate Retail Value of all Prizes: \$2000. Sponsor is not responsible for lost or mutilated prizes, and none will be replaced. Prize is nontransferable and must be accepted as awarded. No cash or other substitution may be made, except by Sponsor in the event that the prize cannot be awarded for any reason, in which case, Sponsor will provide a prize of equal or greater value. All taxes, fees and surcharges on prizes are the sole responsibility of winner.

Other Terms and Conditions: If any prize or prize notification is returned as undeliverable, the potential winner will be disqualified and another potential winner selected in the place of the disqualified person at random from all entries received on or before the entry deadline. By accepting the prize, the winner agrees that the Sponsor and those acting under the Sponsor's authority, may use the winner's name, picture/portrait likeness and/or voice, for advertising and promotional purposes in relation to the Contest without further consideration, unless prohibited by

law. **BY ACCEPTING THE PRIZE, THE WINNER AGREES THAT THE SPONSOR, ITS SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTION AGENCIES, AND ALL OF THE SPONSOR'S OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AND AGENTS WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE HELD HARMLESS BY, WINNER FOR ANY LIABILITY FOR ANY INJURY, LOSS, OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH AND PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF THE PRIZE OR PARTICIPATION IN THIS CONTEST OR PARTICIPATION IN ANY CONTEST OR PRIZE RELATED ACTIVITY.** Subject to all federal, state, and local laws. Void where prohibited.

Miscellaneous: If for any reason the Contest is not capable of running as planned, including due to tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Sponsor reserves the right in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, alteration of, entries. The Sponsor is not responsible for any problems or delays of any entry to be received by Sponsor on account of negligence by the Amoena retailer in submitting entries to Sponsor entry deadline. Sponsor is not responsible for late, lost, illegible, incomplete, stolen or misdirected entries. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

Sponsor(s): The Sponsor of this Contest is *Amoena USA Corporation* whose address is 1701 Barrett Lakes Blvd., Ste. 410, Kennesaw, GA 30144.

Amoena is a registered trademark of Amoena Medizin-Orthopädie-Technik GmbH.