

Save the Planet One Project at a Time Contest
Official Rules

Coats & Clark Inc. ("Coats"), Redheart.com, Jo-Ann Fabric and Craft Stores®, and Joann.com® invite you to participate in the "Save the Planet One Project at a Time" contest (the "Contest").

ELIGIBILITY: The Contest is open only to legal residents of the United States who are 18 years of age or older as of January 1, 2010, except that residents of Maryland and Vermont are not eligible to participate. Employees, their immediate families, and household members (whether or not related) of Jo-Ann Fabric and Craft Stores, Joann.com or Coats & Clark Inc. (the "Sponsor"), or their respective affiliates, subsidiaries and divisions and their respective employees (collectively, the "Sponsor Parties") are not eligible to participate. The Contest is void in Maryland and Vermont and where prohibited.

HOW TO ENTER: To enter the Contest, knit or crochet a project of your own unique design using only Red Heart® Eco-Ways™, Red Heart® Eco-Cotton™ Blend, or Red Heart® Eco-Ways™ Bamboo Wool™ products, or a combination of these products, purchased from a Jo-Ann Fabric and Craft Store or at Joann.com. Projects made according to a published pattern will be disqualified. You may enter online or enter by mail. Limit one entry per person by any method. Subsequent entries from the same person/e-mail address/ mailing address will be disqualified. To enter by mail, handprint your name, mailing address, e-mail address (optional), a daytime telephone number, and whether you are entering the knit category or crochet category on an 8 ½ x 11 sheet of paper; attach a single color photo of your project (do not send project)(photo should be no larger than 4x6 and you should write your name, address, telephone number and category on the back of the photo), the UPC codes from the Red Heart® Eco-Ways™, Red Heart® Eco-Cotton™ Blend, or Red Heart® Eco-Ways™ Bamboo Wool™ products used to make the project, and receipt(s) or other proof of purchase of such products from a Jo-Ann Fabric and Craft Store or Joann.com, and mail in a single envelope addressed to Save the Planet One Project at a Time Contest Entries, 3430 Toringdon Way, Suite 301, Charlotte, NC 28277. To enter online, send an e-mail to savetheplanet@coats.com with "Save the Planet One Project at a Time Contest Entries" in the subject line and your full name, mailing address, e-mail address, daytime telephone number, and whether you are entering the knit or crochet category in the body of the e-mail. You must also attach to the e-mail a single digital photo of your project (photo files can be .gif , .jpeg or .tiff files and must be no larger than 5MB), scanned images of the UPC codes from the Red Heart® Eco-Ways™, Red Heart® Eco-Cotton™ Blend, or Red Heart® Eco-Ways™ Bamboo Wool™ products used to make the project, and a scanned image of the receipts or other proof of purchase of such products from a Jo-Ann Fabric and Craft Store or Joann.com. No professional photography is permitted. Photographs should include the project only, along with minor background elements, such as a chair, wall or other support. Photographs that include images of the entrant or other individuals will be disqualified. The Sponsor Parties are not responsible for lost, late, misdirected, damaged, garbled or postage due mail or entries. Illegible, incomplete or incorrect entries will be disqualified. Entries will not be acknowledged or returned. By entering, you agree to these Official Rules and all decisions of the Sponsor, whose decisions are final. Official Rules can be found at each Jo-Ann Fabric and Craft Store and at www.joann.com/redheartcontest and <http://www.redheart.com/savetheplanetcontest>.

The Contest begins at 12:00 a.m. Eastern Time ("ET") on January 1, 2010, and ends at 11:59 p.m. ET on March 31, 2010. All mailed submissions must be postmarked on or before 11:59 p.m. ET on March 31, 2010, and must be received by April 10, 2010. All e-mailed submissions must be received by 11:59 p.m. ET on March 31, 2010.

CONTEST PHASES AND JUDGING: The Contest will have two phases, or rounds. The first round of judging will be conducted by qualified staff of Redheart.com, whose decision is final. Each entry will be judged using the following criteria: (a) Originality of the design (25%); (b) Use of Color (25%); (c) Knitting/Crocheting Technique (25%); and (d) Overall Quality (25%). The five highest scoring entries in each category will be the finalists. In the event of a tie for the fifth finalist position in a given category, the finalist will be determined based on the Originality score. Finalists will be notified via telephone and/or mail on or about April 30, 2010, and must sign and return a Declaration of Eligibility and Liability/Publicity Release within ten days of notification in order to be approved as a finalist. If a finalist is a minor in his or her state of residence, then such forms must be signed by a parent or legal guardian. If a finalist notification is returned as undeliverable, or if a finalist fails to sign and return the required forms, that finalist will be disqualified and the entry with the next highest score in the applicable category will be notified as a potential finalist. The Sponsor expects to confirm five finalists in each category, but reserves the right to post fewer than five finalists in a given category if the Sponsor is unable to fill the finalist slots by 5:00 p.m. ET on May 15, 2010. The photographs submitted by the approved finalists in each category will be posted on the Redheart.com Web site on or about May 16, 2010. Visitors to the Web site will be invited to vote for the finalist in each category that they believe created the most original design. Voting period ends at 11:59:59 p.m. ET on June 1, 2010. Limit one vote per person/e-mail address/IP address per category per day. The finalist with the highest number of votes in a given category will be the Grand Prize Winner for that category. The finalist with the second highest number of votes will be the First Runner Up Winner for that category. Winners will be announced on or about June 2, 2010.

PRIZES:

	Crochet Category	Knit Category
Grand Prize Winner	\$1000 Jo-Ann Fabric and Craft Stores Gift Card	\$1000 Jo-Ann Fabric and Craft Stores Gift Card
First Runner Up	\$500 Jo-Ann Fabric and Craft Stores Gift Card	\$500 Jo-Ann Fabric and Craft Stores Gift Card

(One (1) \$1000 Jo-Ann Fabric and Craft Stores Gift Card and one (1) \$500 Jo-Ann Fabric and Craft Stores Gift Card will be awarded in the Crochet Category, and one (1) \$1000 Jo-Ann Fabric and Craft Stores Gift Card and one (1) \$500 Jo-Ann Fabric and Craft Stores Gift Card will be awarded in the Knit Category. This is a contest of skill, so that your chances of winning depend on how well your entry reflects the judging criteria outlined above, in comparison with other entries submitted and how popular the originality of your design is with visitors to the Redheart.com Web site.)

In addition, both Grand Prize winners in the Crochet and Knitting Category will be featured in Crochet Today! magazine. All winners from both categories will be featured on Redheart.com. By entering the Contest, you consent to such publication.

Prizes are not transferable. No substitution of prize. Taxes are the sole responsibility of the winners. Gift cards are subject to the terms generally applicable thereto, and will be mailed to the winners at the address provided on the Declaration and Release forms within six to eight weeks of the announcement date.

IMPORTANT: By entering, you grant permission to the Sponsor Parties to use your name, entry information, entry photograph, and likeness for advertising and publicity purposes in any media without limitation and without further compensation (except where prohibited by law). By entering, you release and agree to indemnify and hold the Sponsor Parties, their parent companies, and their affiliates harmless from and against all judgments, losses, liabilities, damages, costs and expenses (including without limitation, reasonable attorney's fees and attorney's disbursements) arising out of or incurred in connection with any claims, actions, suits, or other proceedings against the Sponsor Parties arising out of or resulting from, directly or indirectly, your submission or its use, and the acceptance, possession, use or misuse of a prize in the Contest, or participation in the Contest. The Contest and all matters arising out of or related to the Contest shall be in all respects governed by, and construed, and enforced in accordance with, the laws of the State

of North Carolina without giving effect to its rules relating to conflict of laws. Any and all disputes, claims and causes of action arising out of or connected with the Contest, or any prize awarded, shall be resolved exclusively in Charlotte, North Carolina. If, for any reason, the Contest is not capable of being conducted as planned, including without limitation, due to tampering, unauthorized intervention, printing or typographical errors, fraud, or any other causes beyond the reasonable control of the Sponsor Parties that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, the Sponsor and the Sponsor Parties reserve the right at their sole discretion to cancel, terminate, modify, or suspend the Contest and to select winners from among eligible non-corrupted entries received prior to such event. The Sponsor Parties are not responsible for any computer, online, telephone or technical malfunctions or delays that may occur, or for telecommunications, network, electronic, technical or computer failures of any kind, including any damage to a user's computer equipment, or for failure of any e-mail or entry to be received by the Sponsor for any reason.

In the event of a dispute, entries will be deemed made by the authorized account holder of the e-mail address used to submit the online entry. The "authorized account holder" is deemed as the natural person who is assigned to an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A potential finalist may be requested to provide the Sponsor with proof that the potential finalist is the authorized account holder of the e-mail address from which the entry was submitted. Any attempt by an entrant or anyone else to deliberately damage any Web site or undermine the legitimate operation of the Contest is a violation of criminal and/or civil laws and, should such an attempt be made, the Sponsor reserves the right to disqualify entrant and seek damages to the fullest extent permitted by law.

SUBMISSIONS: Your entry must be original and of your own style and creation; it may not be a pattern. Digitally altered images are prohibited. Your entry may not contain the intellectual property of another party, including without limitation trademarks or copyrights. By entering your design, you warrant that your submission of the design and the Sponsor Parties' publication and use of the design in advertising and other materials does not violate the intellectual property, proprietary or other rights of another party. Your submission must not have been used in commerce or entered in any other competition. Your submission may not be offensive or defamatory, as determined by the judges, in the judges' sole discretion. By submitting your entry, you irrevocably assign and transfer to the Sponsor any and all rights, title and interest in and to the submission, including without limitation all ideas, concepts, and copyrighted or copyrightable material embodied in or represented by the submission, and intellectual property rights including without limitation all rights of persons and owners of property appearing therein. You hereby waive any and all moral or similar rights you may have in and to the project design, the photograph, and every other element of your submission. The Sponsor Parties shall have the right, but not the obligation, to publish, use, edit, adapt, modify, and create derivative works from the project design and the photograph submitted in your entry in any way without territorial, time, use or other restrictions, and for any and all purposes, including but not limited to advertising and marketing, in any and all media now known or hereafter to become known worldwide without further compensation to you or any other person or entity. The Sponsor Parties may, but shall not be obligated to, publish your submission in a circular, flyer, pamphlet, catalog or the like.

To find out the identity of the winners, send a self-addressed, stamped, business size (#10) envelope to: Save the Planet One Project at a Time, 3430 Toringdon Way, Suite 301, Charlotte, NC 28277. Requests must be received by August 31, 2010.

SPONSOR: Coats & Clark Inc., 3430 Toringdon Way, Suite 301, Charlotte, NC 28277. **NAME REMOVAL:** IF YOU DO NOT WISH TO RECEIVE AND WOULD LIKE TO BE REMOVED FROM SUBSEQUENT MAILINGS REGARDING CONTESTS SPONSORED BY THE SPONSOR, CONTACT THE SPONSOR AT Coats & Clark Inc., 3430 Toringdon Way, Suite 301, Charlotte, NC 28277 or savetheplanet@coats.com.