

**THE DROPPED STITCHES HEART SWEEPSTAKES 20803
OFFICIAL RULES**

**NO PURCHASE NECESSARY TO PARTICIPATE OR RECEIVE PRIZES.
PURCHASE OR ACCEPTANCE OF A PRODUCT OFFER DOES NOT IMPROVE
YOUR CHANCES OF WINNING.**

How to enter: To enter online, visit www.winthedroppedstitchesheart.com and follow the onscreen instructions. To enter via mail, hand-print (or type) on an 8 ½" x 11" plain piece of paper, your full name, mailing address and e-mail address (where applicable) and mail your entry to: "The Dropped Stitches Heart Sweepstakes 20803", in the U.S.: 3010 Walden Ave., P.O. Box 9069, Buffalo, NY 14269-9069 or in Canada: 225 Duncan Mill Road, Don Mills, ON M3B 3K9. Online entries must be received between 12:01 AM (ET) on April 16, 2008 and 11:59 PM (ET) on September 30, 2008. Mail-in entries must be postmarked by September 30, 2008 and received by October 7, 2008. To obtain a copy of these Official Rules, send a self-addressed stamped envelope to: The Dropped Stitches Heart Sweepstakes 20803 Rules, 225 Duncan Mill Road, Don Mills, ON, Canada M3B 3K9 (unless residing in the state of Vermont, in which case no return postage is required). Limit one (1) entry per person. If more than one (1) entry is received from the same person, only the first eligible entry submitted will be considered. By entering the Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of Harlequin Enterprises Limited (the "Sponsor") which are final and binding.

Eligibility: Sweepstakes is open only to legal residents of the U.S. (except Colorado) and Canada (except Quebec) who have reached the age of majority in their state/province of residence at the time of entry. Void where prohibited. Employees and immediate family members of the Sponsor, its parent company, affiliates, subsidiaries and all agencies, entities and persons engaged in the marketing and/or administration of this Sweepstakes are not eligible to participate in the Sweepstakes. For the purpose of these Official Rules, "immediate family" means husband, wife, spouse, mother, father, brother, sister, son and/or daughter, whether or not they reside in the same household. In order to win the prize, potential Canadian winner must correctly answer a time-limited arithmetical skill-testing question to be administered by mail. All entries become the sole property of the Sponsor and none will be returned. No communication or correspondence will be exchanged with entrants except with those selected for the prize. Entries submitted online shall be deemed to be submitted by the authorized account holder of the e-mail address associated with the entry (i.e., the natural person who is assigned to an e-mail address by an Internet service provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address). A potential winner may be required to provide the Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry.

Prizes: One (1) prize consisting of a dropped stitches heart created by Noreen Crone Findlay will be awarded to the Sweepstakes winner. The approximate retail value of the

prize is Forty-Five dollars (\$45.00 USD). The prize must be accepted as awarded, and cannot be substituted, transferred, or redeemed for cash, except at the sole discretion of the Sponsor. The winner shall be solely responsible for any applicable taxes. In the event that the prize offered is discontinued or otherwise unavailable, a prize of equal or greater value may be awarded to the Sweepstakes winner in the Sponsor's sole discretion. Odds of winning are dependant on the total number of eligible entries received.

Draw and Notification: On or about December 5, 2008, one (1) potential winner will be selected by a random draw from among all eligible entries received. The potential winner will be notified by mail or e-mail. Potential winner will be required to sign and return (within ten (10) days of notification) a Publicity Release and Affidavit of Eligibility that confirms his/her: (i) eligibility for the Sweepstakes and compliance with these Official Rules; (ii) acceptance of the prize as offered; (iii) release of the Sponsor and its parent companies, subsidiaries, affiliates, employees, directors, officers, suppliers, agents, sponsors and administrators from any and all liability for any loss, harm, damages, cost or expense arising out of participation in this Sweepstakes, participation in any Sweepstakes-related activity or the acceptance, use, or misuse of any prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising there from; and (iv) grant to the Sponsor of the unrestricted right, in the Sponsor's discretion, to publish, reproduce, convert, broadcast, communicate by telecommunication, exhibit, distribute, translate, adapt and otherwise use and re-use the winner's name, city and state, province or territory of residence, photograph and likeness throughout the world, in any and all media now known or hereafter devised, in connection with the Sweepstakes and the promotion and exploitation thereof, without further compensation unless prohibited by law. If the potential winner fails to respond within the stated timeline, or if the prize or prize notification is returned as unclaimed or undeliverable, he/she will be disqualified and an alternate potential winner will be selected. Delivery of the prize requires a complete street address (P.O. boxes are not accepted), which may be requested by the Sponsor.

Conditions: The Sponsor and its parent company, affiliates and/or subsidiaries, are not responsible for printing, clerical or typographical errors of any kind or nature relating to entries. In no event will the Sponsor be obligated to award more than the stated number of prizes. By accepting the prize, the winner consents to the Sponsor's use of his/her name, city and state, province or territory of residence, photograph and likeness throughout the world, in any and all media now known or hereafter devised, for purposes of advertising, trade and promotion on behalf of the Sponsor, without further compensation, unless prohibited by law. Participants agree that the Sponsor, its parent company, subsidiaries, affiliates, agents and promotion agencies shall not be liable for damages, injuries or losses of any kind resulting in whole or in part from participation in the Sweepstakes, or from acceptance and/or use or misuse of the prize. The Sponsor assumes no liability for lost, late, incomplete, inaccurate, undeliverable or misdirected entries, notifications and/or responses, or for any computer, online, software, hardware

or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an entry. The Sponsor is not responsible for damage to any participant's computer system/software related to or resulting from participation or downloading any materials in connection with this Sweepstakes. The Sponsor assumes no responsibility or liability in the event that the Sweepstakes cannot be conducted as planned for any reason whatsoever, including but not limited to reasons beyond the control of the Sponsor, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes outside the control of the Sponsor which impair or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes. The Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Sweepstakes. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW. The Sponsor assumes no responsibility for undeliverable e-mails resulting from any form of active or passive e-mail filtering by a participant's Internet service provider and/or e-mail client or for insufficient space in participant's e-mail account to receive e-mail. Sweepstakes is void, in whole or part, where prohibited by law and is subject to all applicable laws and regulations.

Termination: Subject to any governmental approval which may be required, the Sponsor reserves the right to terminate or suspend the Sweepstakes, in whole or in part, and/or amend the Official Rules in any way, at any time, for any reason, without prior notice.

Winner's List: To receive the official name of the winner between January 5, 2009 and March 5, 2009, mail a self-addressed, stamped envelope to: The Dropped Stitches Heart Sweepstakes 20803 Winners, 225 Duncan Mill Road, Don Mills, Ontario M3B 3K9, Canada.

Sponsor: Harlequin Enterprises Limited, P.O. Box 9042, Buffalo, NY 14269-9042, USA.