

EASY SPIRIT
"IT'S TRAVEL TIME" SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **ELIGIBILITY:** This Sweepstakes is open only to legal residents of the contiguous United States and the District of Columbia (except Maine), who are 18 years of age or older at the time of entry. You need not be present to win. Employees (and their immediate families or those living in the same household) of Jones Retail Corporation, Easy Spirit division ("Sponsor"), its respective affiliates, subsidiaries, divisions, parents and related companies, suppliers, printers and advertising, promotional and judging agencies are not eligible to enter or win.

2. **HOW TO ENTER:** Sweepstakes begins at 12:01 a.m. EDT on March 15, 2010 and ends at 11:59 p.m. EDT on May 15, 2010. You may enter this Sweepstakes via either the on-line, in-store or mail-in entry methods described below. Regardless of entry method you may enter only once. All entries must be received by 11:59 p.m. EDT of the last day of the Sweepstakes, i.e. May 15, 2010, whether submitted on-line, in-store or mailed. Proof of depositing entry in mail is not considered proof of delivery or receipt. No photocopied or mechanically reproduced entries will be accepted. Illegible, incomplete and duplicate entries will be disqualified. Entries will not be accepted from post office boxes. All entries become the property of Sponsor and will not be returned.
 - A. **ON-LINE ENTRY METHOD:** Beginning on March 15, 2010, you may enter the Sweepstakes via the Internet by logging on to www.easyspirit.com and following the entry directions. You may be required to provide some or all of the following information: your name, address, city, state, zip code, telephone number, age, and e-mail address. On-line entrant must be the registered subscriber of the e-mail account by which the entry is made. In the event of a dispute as to entries submitted by multiple users having the same e-mail account, the authorized subscriber of the e-mail account (as specified by the Internet Service Provider) used to enter the Sweepstakes at the actual time of entry will be deemed to be the entrant. Entries made by any individual or any entity other than the named entrant and/or originating at any other Internet Website, including (but not limited to) commercial sweepstakes subscription notification and/or entering service sites are void.

 - B. **IN-STORE ENTRY METHOD:** Alternatively, you may enter at any participating Easy Spirit Specialty Retail store in the United States, by completing an Official Entry form, available while supplies last (including your name, address, city, state, zip code, telephone number, age and e-mail address [if applicable]), and giving it to a sales associate at the store; or by mailing the completed entry form to: Easy Spirit "It's Travel Time"

Sweepstakes c/o Mailroom, Easy Spirit division, 1129 Westchester Avenue, White Plains, New York 10604-3629

C. ALTERNATE ENTRY METHOD: Alternatively, you may enter by printing the words "It's Travel Time" Sweepstakes, your name, address, city, state, zip code, telephone number, age and e-mail address (if applicable) on a 3" x 5" card and mail in an envelope to: Easy Spirit "It's Travel Time" Sweepstakes c/o Mailroom, Easy Spirit division, 1129 Westchester Avenue, White Plains, New York 10604-3629.

3. **PRIZES AND APPROXIMATE RETAIL VALUE:** There will be one (1) Prize awarded. The Prize consists solely of one (1) \$1,500.00 Visa Gift Card and one (1) \$75.00 Easy Spirit Gift Card to be used to purchase one (1) pair of Easy Spirit shoes.

The Gift Cards are subject to terms and conditions specified by the issuing merchant. Such conditions may include one or more of the following: cards may not be redeemable for cash or used for payment on accounts, for the payment for prior purchases, and may be non-refundable; cards may be redeemable only at participating stores, locations, websites or catalogs and only for specified "qualifying" services; certain processing and administrative fees may apply and where legal, a dormancy fee may be applicable; card holder is responsible for all taxes, duties, fees, gratuities, and assessments arising from the use of the card. Certain cards may not be redeemable for on-line purchases, may require a telephone booking, may contain expiration dates, and may be redeemable only by residents of the United States or Puerto Rico. Additional terms and conditions may apply and will be provided to Winner at the time prize is awarded. The total retail value of the Prize is One Thousand Seventy Nine Dollars (\$1,575.00). **All federal, state, and local tax liabilities are the sole responsibility of the Winner.**

4. **RANDOM DRAWING:** A total of one (1) Prize Winner will be selected in a random drawing from among all eligible entries, on or about May 31, 2010 by judges selected by Sponsor, whose decisions are final and binding in all matters relating to this Sweepstakes. The Prize is guaranteed to be awarded. The Winner will be notified by telephone, e-mail or mail service by June 7, 2010.
5. **PRIZE CONDITIONS:** No substitution for any prize will be permitted. If necessary due to unavailability of the Prize, a prize of equal or greater value will be awarded at the discretion of the Sponsor. Prizes are not transferable, assignable or redeemable for cash. Winner will be required to execute and return an Affidavit of Eligibility/Release of Liability/Publicity Release within fifteen (15) days of issuance. Failure to return all required documents in this time period may result in the Winner being disqualified and an alternate Winner selected. If a prize notification is returned to Sponsor as undeliverable or if an entrant is found to be ineligible or declines acceptance of the Prize for any reason, an alternate Winner will be selected. By accepting the Prize, Winner hereby consents (except where prohibited by law) to the reasonable use by Sponsor of the Winner's

name, photograph, voice, likeness and/or image, and hometown address without any further compensation for any future promotional activity related to this Sweepstakes.

6. **ODDS OF WINNING:** Odds of winning the Prize depend on the total number of eligible entries received for the Sweepstakes and are equal regardless of method of entry.
7. **CONDUCT OF PARTICIPATION:** By entering the Sweepstakes, entrant affirms that he or she has read and agrees to abide by the Official Sweepstakes Rules and the decisions of the judges. Sponsor reserves the right to disqualify any entrant acting in violation of the Official Rules or found tampering with the entry process or with the operation of the Sweepstakes or the website. The Sweepstakes is governed by the laws of the United States and, by entering, Winner and entrants hereby submit to the jurisdiction and venue of the federal, state and local courts located in New York. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE RELATED TO SPONSOR OR THE SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.
8. **LIMITATIONS OF LIABILITY:** Sponsor and each of its respective affiliates, subsidiaries, parent corporations, and their respective officers, directors, shareholders, employees and agents, are not responsible for any incorrect or inaccurate entry information, theft, tampering, destruction, or unauthorized access to, or alteration of entries; printing or other errors; and any entries or mail which are late, lost, delayed, incomplete, misdirected, stolen, mutilated, illegible, postage due or any combination thereof. Sponsor reserves the right to modify, suspend or terminate the Sweepstakes in the event that it becomes necessary due to circumstances beyond Sponsor's control. In the event the Sweepstakes is terminated early, a winner will be selected from all eligible entries received at the time of termination.
9. **RELEASE OF LIABILITY:** By participating, entrants agree to release, discharge, indemnify and hold harmless Sponsor and each of its respective affiliates, subsidiaries, parent corporations, and their officers, directors, employees, representatives and agents from and against any claims made by the entrants or any other third parties related in any way to the operation of this Sweepstakes, as well as any other claims, damages or liability due to any injuries, damages or losses (whether alleged, threatened, or actual) to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes.

10. **WINNER'S LIST:** For an Official Winner's List (available after February 28, 2010) or a copy of these Official Rules, send a self-addressed, stamped envelope to: Easy Spirit "It's Travel Time" - WINNERS - or - OFFICIAL RULES (please specify), c/o Mailroom, Easy Spirit division, 1129 Westchester Avenue, White Plains, New York 10604-3629. All requests must be received by November 1, 2010. Official Rules also available at www.easyspirit.com.
11. **SPONSOR:** Jones Retail Corporation, Easy Spirit division, 1129 Westchester Avenue, White Plains, New York 10604-3529.

THIS SWEEPSTAKES IS VOID IN MAINE AND WHERE PROHIBITED OR RESTRICTED BY LAW.

© 2010 (Jones Retail Corporation). All rights reserved.