

**LIFE IS GOOD GOOD WALK FOR KIDS CONTEST**  
**OFFICIAL RULES**

The "Life is good "Good Walk for Kids" Contest (the "Contest") is sponsored by The Life is good Company, 283 Newbury Street, Boston, MA 02115 ("Life is good" or "Sponsor") The Contest is governed by these official rules. By participating in the Contest, each entrant agrees to these official rules, including all eligibility requirements, and understands that the results of the Contest are final in all respects. The Contest is subject to all federal, state and local laws and regulations and is void where prohibited by law.

**ELIGIBILITY:** The Contest is only open to legal residents of the 50 United States and the District of Columbia. Individuals under 18 years of age must have parental consent to enter the Contest. Employees, officers and directors of Life is good and its respective parents, subsidiaries, consultants, agents and suppliers, (collectively, "Contest Entities") as well as their immediate families and persons living in the same household as such individuals, are not eligible to enter or win. Life is good reserves the right to verify the eligibility of the winner. **NO PURCHASE NECESSARY.**

**CONTEST PERIOD:** The Contest begins at 12:01 a.m. ET, June 9, 2009 and ends at 6 p.m. ET, June 19, 2009 (the "Contest Period").

**HOW TO ENTER:** To enter the Contest, go to the Life is good "Good Walk For Kids" registration page at [www.firstgiving.com/LifeisgoodBoston](http://www.firstgiving.com/LifeisgoodBoston) and register to participate in the June 20, 2009 Life is good "Good Walk for Kids" in Boston, Massachusetts. You must register for the Boston Life is good "Good Walk for Kids" no later than 6:00 p.m. ET, June 19, 2009 to be eligible.

**LIMIT ONE (1) ENTRY PER PERSON FOR THIS CONTEST**

General Conditions of Contest entry: No photocopied, facsimiled, e-mailed, mechanically reproduced or telephoned-in registrations will be accepted. Receipt of registration will not be acknowledged, and proof of submission of registration information will not be deemed proof of receipt. Life is good has no obligation to advise an entrant of an incomplete or otherwise non-compliant registration. Life is good is not responsible for lost, late, invalid, unintelligible, incomplete, mutilated, garbled, postage-due or misdirected registration information, which will be disqualified.

For the purposes of this Contest and these official rules, "receipt" of an online registration occurs when Sponsor's servers record the registration information upon clicking the "enter" or "submit" button at the bottom of the online registration form. Any automated computer receipt (such as a "thanks for registering message") does not constitute proof of actual receipt of an online registration by Sponsors. In the event of a dispute as to any online registration, the authorized account holder of the e-mail address used to register will be deemed to be the online registrant. The "authorized account holder" is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.]

**WINNER SELECTION:**

One winner will be selected on or about June 20, 2009 from among all eligible entries received based upon the total dollar amount of fundraising achieved as recorded by Firstgiving and as reflected in Firstgiving's database as of 6 p.m. ET, June 19, 2009. In the event of a tie, the registrant with the earliest registration date shall be deemed the winner of the Contest. One additional winner will be randomly selected on or about June 20, 2009 from among all eligible entries received. **ODDS OF WINNING THE RANDOM DRAW DEPEND ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED.**

Each potential winner will be contacted by telephone or e-mail, according to the contact information provided by that entrant. If a potential winner cannot be contacted or prize notification is returned as undeliverable, that potential winner may be disqualified and an alternate winner selected. Each potential winner (and if potential winner is a minor, the potential winner's parent or legal guardian) will be required to return an Affidavit of Eligibility, Publicity Release and Prize Acceptance Forms and IRS W-9 form, as requested by Sponsor. All forms must be fully completed and returned within seven (7) days following receipt of the forms from Sponsor, or the potential winner may be disqualified and an alternative winner selected. All prizes may not be awarded if an insufficient number of eligible entries are received by the applicable drawing date. **Limit of one (1) prize per household.**

**PRIZES:**

Each winner shall receive:

1. \$300 in FREE driving from Zipcar. Zipcar will also waive the annual fee for the first year as well as the application fee. (Approximate retail value \$375)
2. Sweet Leaf Tea for a Year. Sweet Leaf Tea will provide 20 cases of Sweet Leaf Tea. (Approximate retail value \$330).
3. A full Sample Pack of Clif Kid products (Approximate retail value \$150)
4. A Life is good summer package featuring beach towels, beach cooler, beach toys, tees and hats. (Approximate retail value \$250)

Except for the prize values, the prize winners will not receive any additional monetary compensation or acknowledgement for participation in the Contest, any advertisement or other material. Except as specifically provided herein, each prize winner is solely responsible for all expenses and fees, including, without limitation, taxes, related to any prize or this Contest. Reporting and payment of all applicable taxes resulting from acceptance or use of any prize are the sole responsibility of the winners.

**ADDITIONAL LIMITATIONS:**

All prizes are non-transferable except by Sponsor. The prizes cannot be used in conjunction with any other promotion or offer. No substitution or cash equivalent of a prize is permitted; however, Sponsor reserves the right to substitute any prize with another of equal or greater value. The winners are not entitled to the difference between the approximate retail value and the actual value of any prize. The Contest Entities are not responsible for any typographical or other errors in the offer or administration of the Contest, including, but not limited to, errors in the printing or posting of the offer or official rules, the selection and announcement of any winner, or the distribution of any prize. Any attempt to damage the content or operation of the Contest is unlawful and subject to legal action by Sponsor or its agents. Sponsor reserves the right to terminate, withdraw or amend the Contest or disqualify any entry for any reason and without notice including, without limitation, if Sponsor suspects tampering has occurred, voiding the entries at issue or terminating the Contest and selecting a winner from among that portion of the Contest that has not been compromised, if any. Contest Entities will not replace any lost or stolen prize items. The Contest Entities and any telephone network or service providers are not responsible for incorrect or inaccurate transcription of entry information, or for any human error, technical malfunction, lost or delayed data transmission, omission, interruption, deletion, line failure or malfunction of any telephone network, computer equipment or software, the inability to access any web site or online service or any other error, human or otherwise.

**INDEMNIFICATION AND LIMITATION OF LIABILITY:**

BY ENTERING THE CONTEST, EACH ENTRANT AGREES TO INDEMNIFY, RELEASE AND HOLD HARMLESS THE CONTEST ENTITIES AND ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS FROM ANY LIABILITY, DAMAGES, LOSSES OR INJURY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ENTRANT'S PARTICIPATION IN THE CONTEST AND THE ACCEPTANCE OF ANY PRIZE THAT MAY BE WON. THE CONTEST ENTITIES DO NOT MAKE ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO THE CONDITION, FITNESS OR MERCHANTABILITY OF ANY OF THE PRIZES. EACH ENTRANT AGREES TO EXECUTE ANY DOCUMENT CONTAINING THE TERMS AND CONDITIONS OF THESE OFFICIAL RULES.

THE CONTEST ENTITIES AND ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS DISCLAIM ANY LIABILITY FOR DAMAGE TO ANY COMPUTER SYSTEM RESULTING FROM ACCESS TO OR THE DOWNLOAD OF INFORMATION OR MATERIALS CONNECTED WITH THE CONTEST.

**PUBLICITY:**

By submitting an entry, each winner grants Sponsor and those acting under its authority permission to use the winner's name, likeness, or comments for advertising and publicity purposes without payment of additional consideration, except where prohibited by law.

**GOVERNING LAW:**

All issues and questions concerning the construction, validity, interpretation and enforceability of these official rules, or the rights and obligations of entrants and the Contest Entities in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the United States, the State of Massachusetts, without giving effect to any choice of law or conflict of law rules or provisions. Entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of, or connected with, this Contest or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the District of Massachusetts or the appropriate Massachusetts state court; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs, but in no event including attorneys' fees, disbursements or court costs; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and consequential damages, and any other damages, other than for actual out-of-pocket costs.

**WHO WON:**

To find out the names of the winners, please send a self-addressed stamped envelope on or before September 20, 2009 to Life is good, Attn: Good Walk for Kids Contest, Sweepstakes Winners List, **283-285 Newbury Street, Boston, MA 02115**.