

# NAME THAT SHOE CONTEST OFFICIAL CONTEST RULES

No purchase necessary to win or participate.

**THE CONTEST:** The “Name That Shoe” Contest (“Contest”) is intended to encourage boys to use their imagination and creativity to create a new brand name and/or logo design for possible use on a line of boys shoes for ages 7 through 12. The contest begins September 8, 2009 and ends October 5, 2009. Judges will choose the winning entry and prizes will be awarded in accordance with these Official Contest Rules. The shoe name and artwork /logo (together the “Design”) must be original and may not: (a) contain any elements that are obscene or indecent, (b) contain defamatory statements, (c) invade the privacy rights or any other rights of any person, business, or group, or (d) be used for any commercial purpose other than to enter this Contest. The Contest is subject to all federal, state, and local laws and regulations. Void where prohibited or restricted by law.

**AGREEMENT TO OFFICIAL RULES:** Your participation in the Contest means that you fully and unconditionally agree to and accept these Official Contest Rules and eligibility requirements. You must meet all the requirements to be eligible to win.

**ELIGIBILITY:** You must be a boy between the ages of 7 and 12 year old as of September 7, 2009, and a legal U.S. citizen or resident of AL, AZ, AR, CA, CO, DE, FL, GA, IN, KA, KS, KY, LA, MD, MO, MS, NV, NJ, NM, NC, OH, OK, PA, SC, TN, TX, VA, and Washington, D.C. and have your parent’s or guardian’s consent. Employees and agents of Rack Room, Inc. and its subsidiaries, divisions, and affiliates, and their immediate family members and households, are NOT eligible to participate in the Contest. The Design must be original (not a copy of any existing artwork, trademark, or logo or a likeness of any person).

**ENTRIES:** To enter, simply read, complete and submit the Official Entry Form to any participating Rack Room store location or by mail to the address on the Official Entry Form. All entries must be submitted or post marked before **October 5, 2009**, in order to be accepted. Your entry form must be complete and signed by your legal parent or guardian. Official Entry Forms may be obtained at all Rack Room Stores or online at [www.RackRoomShoes.com](http://www.RackRoomShoes.com). **All Designs will become the property of Rack Room Shoes, Inc.** and may be used by Rack Room Shoes, or any of its affiliates for commercial purposes without payment of any kind to you.

**JUDGES AND JUDGING CRITERIA:** A pool of Rack Room shoe buyers and/or designers will judge all entries. The designs will be judged equally on originality, creativity, attractiveness, artistic merit, inspiration, commercial appeal as they each relate to a young boys shoe brand and other factors as determined by the judges. The judges’ decisions will be final and binding. The winning Design will be chosen on or prior to December 15, 2009 and entrant will be notified by within 7 business days.

**PRIZES:** If your Design is chosen, you will receive (a) a scholarship in the form of a \$1,000 United States savings bond, and (b) up to \$600 in new shoes in the form of coupons (\$50 coupon per month for 12 months.) In addition you may (c) have your first name and picture or likeness on a new shoe box or store signage, and (d) be featured on the Rack Room website modeling the shoe with your logo.

**REQUIREMENTS OF POTENTIAL WINNER:** Except where prohibited by law, the creator of the chosen Design and their parent or guardian must sign and return an affidavit of eligibility and a liability/publicity release allowing Rack Room Shoes, Inc. to use, the Design creator’s name and/or likeness, address (city and state only), in any and all media for promotional or any other purpose whatsoever, without any notification or compensation. (Tennessee residents are not required to sign a publicity release.). In addition, the creator of the chosen Design (and his parent or legal guardian on his behalf) must assign and transfer to Rack Room any and all rights, title, and interest in the Design, including, without limitation, all copyrights, trademark rights, and patent rights. Documents must be signed, notarized, and returned to Rack Room Shoes within 7 days of you being notified. If the creator of the chosen Design or their Parent or Guardian fails to sign and return the required affidavit, release and assignment, the Design will be disqualified and the prize may be awarded to another entrant.

**RELEASE AND LIMITATION OF LIABILITY:** You and your parent or guardian agree to release and hold harmless Rack Room Shoes, Inc., and its affiliates, subsidiaries, officers, directors, employees, agents, and representatives from any claims or damages including personal injury, bodily injury, death, or property damage arising directly or indirectly out of the acceptance or use/misuse of the Design, participation in this Contest or any contest and promotion-related activity, specifically including, but not limited to: (a) claims that the Design infringes any third party’s copyrights, trademark rights, patent or publicity rights; (b) printing errors; or (c) errors in the administration of the Contest or the processing of entries. You and your parent or guardian also agree that any and all claims, judgments and awards shall be limited to the value of the scholarship and shoe vouchers, not to exceed actual costs incurred by you, and in no event attorneys’ fees, and to waive all rights to punitive or consequential damages including all rights to have damages multiplied or otherwise increased. Some jurisdictions do not allow the limitation or exclusion of liability for punitive or consequential damages, so the above may not apply to you.

**FORCE MAJURE: Rack Room is not responsible** for (A) late, delayed, incomplete, damaged, garbled, incomplete, misdirected, or lost Designs or (B) typographical errors in any promotion related material.

**CONTEST RESULTS:** For the name of the winner, send a self-addressed, stamped envelope to Name That Shoe Contest Winner, Marketing Department, 8310 Technology Dr., Charlotte NC, 28262 Requests must be received by January 31, 2010. Requests for the winner’s name will be fulfilled after the winner’s name has been verified.