

Ergobaby's "BabyCenter Moms' Picks" Sweepstakes OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO WIN

ENTRY: In order to participate in the Promotion, the following TWO (2) requirements must each be met:

1. Follow Ergobaby on Facebook
2. Submit an entry via Ergobaby's Facebook tab

One entry per contestant. The Sweepstakes is open only to legal residents of the fifty (50) United States (including the District of Columbia), who are eighteen (18) years of age or older, as of the date of entry. Sweepstakes Submission period: The Ergobaby "BabyCenter Moms' Picks" Sweepstakes (the "Sweepstakes") will on 03/03/14 at 11:59 p.m. PT (the "Entry Period").

The winners will be announced on or around 03/06/14 and notified by email. If winner does not reply to email within five (5) business days, prize will be forfeited and another winner will be drawn.

ELIGIBILITY: To participate, you must be 18 years of age and legally reside in the United States. You are ineligible if you are an employee of The Ergo Baby Carrier, Inc. ("Ergobaby") or Orbit Baby, Inc. ("Orbit Baby") or any of its affiliates (or if you are an immediate family member of, or live in the same household as, one of those individuals). The Promotion is subject to all applicable laws and regulations. Void where prohibited by law. Online or mobile entry only. Internet access and active Facebook account is required to enter.

PRIZE: One winner will receive an Ergobaby Performance Carrier - Ventus. A second grand prize winner will receive an Ergobaby Four Position 360 Baby Carrier. The prizes will be mailed by April 1, 2014. No substitution, cash redemption or transfer of Prize allowed, but Ergobaby, reserves the right to substitute for the advertised Prize or any prize component, a prize/prize component of equal or greater value if the advertised Prize/prize component becomes unavailable for any reason. Taxes are the sole responsibility of the prize recipient. Winner should allow up to 6 weeks for delivery of prize.

PUBLICITY RIGHTS: By entering the contest, entrants agree to have their submitted name and likeness displayed on our website and used by us for any purpose, at any time, without any fee or other form of compensation. We reserve the right to disqualify users, without notice, and for any reason.

GENERAL CONDITIONS: All federal, state and local laws and regulations apply. Ergobaby reserves the right, in its sole discretion, to suspend or terminate this Promotion should virus, bugs, non-authorized human intervention or other causes beyond the control of Ergobaby, corrupt or impair the administration, security, fairness or proper play of the Promotion. Ergobaby is not responsible for lost, late, illegible, misdirected or stolen entries or transmissions; technical, hardware, software or telephone failures of any kind; lost or unavailable network connections; incomplete, garbled or delayed computer transmissions; any technical or human error which may occur in the processing of submissions which may damage a user's

system or limit a person's ability to participate in the Promotion; fraud; or problems or errors of any kind in the administration or fulfillment of the Promotion, including, but not limited to, mechanical, human, printing, distribution or production errors. Ergobaby, may prohibit a person from participating in the Promotion or receiving the Prize if, in its sole discretion, it determines that said person is attempting to undermine the legitimate operation of the Promotion by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass Ergobaby, its agents, or other entrants.

CAUTION: ANY ATTEMPT BY YOU TO DELIBERATELY DAMAGE THE PROMOTION ENTRY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, ERGOBABY RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM YOU TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

USE OF THE PROMOTION ENTRY WEBSITE: The Promotion entry website is provided on an "as is" and "as available" basis. Except as specifically provided herein, to the fullest extent permissible pursuant to applicable law. Ergobaby, expressly disclaims all warranties of any kind, whether express or implied, including, without limitation, any warranties of merchantability, fitness for a particular purpose, and noninfringement. Ergobaby, does not make any warranty that the Promotion entry website will meet your requirements, or that access to the Promotion entry website will be uninterrupted, timely, secure, or error-free, or that defects, if any, will be corrected.

LIABILITY LIMITATIONS: Participation in the Promotion constitutes agreement by you that Ergobaby, its parent, subsidiaries and affiliated companies, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents (individually and collectively "Releasees") are released from, will have no liability whatsoever for, and shall be held harmless by you (and your parent/legal guardian, if you are a minor) against, any and all claims, losses or liabilities (including death, property damage, or intellectual property rights) arising out of or relating to participation in this Promotion or any Promotion-related activities or use or misuse or redemption of a Prize. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of you and/or Ergobaby, in connection with the Promotion, to the extent permitted shall be governed by, and construed in accordance with the laws of California, without regard for the conflicts of law doctrine of that State or any other jurisdiction. You irrevocably submit to the exclusive jurisdiction of the Federal and State courts located in Los Angeles, California for the purpose of any suit, action or other proceeding arising out of or relating to this Promotion or any Promotion-related activities or use or misuse or redemption of a Prize. Any and all disputes, claims and causes of action arising out of or relating to this Promotion, or any Promotion-related activities or use or misuse or redemption of a Prize, shall be resolved individually, without resort to any form of class action. Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorney's fees.

PRIVACY POLICY: All personally identifiable information submitted with your entry into the Promotion will be subject to the terms of the Privacy Policy for the www.ergobaby.com website.

SPONSOR: The Ergo Baby Carrier, Inc. 888 S Figueroa, Suite 2050, Los Angeles, CA 90017

Inquiries about contest rules can be emailed to facebook@ergobaby.com

DISCLOSURE: The information users provide will be used by Ergobaby to notify winner as well as sending subscribers updates and regular announcements. You can unsubscribe at any time. Any data collected will not be sold to third parties.