

Charlotte "Big Wedding Giveaway" Sweepstakes

NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

TERM:

The Charlotte "Big Wedding Giveaway" Sweepstakes (the "Sweepstakes") entry period commences at 11:00 a.m. Eastern Standard Time on January 8, 2012 and ends at 1:30 p.m. Eastern Standard Time on January 8, 2012 (the "Sweepstakes Entry Period"). The Sweepstakes is sponsored by XO Group Inc., 195 Broadway, New York, NY 10007 ("Sponsor").

ELIGIBILITY:

This Sweepstakes is open to any legal resident of the 50 United States, and the District of Columbia, 18 years or older as of date of entry. To be eligible to participate, you must have been engaged to be married before the commencement of the Sweepstakes Entry Period and must be married or engaged to be married at the time of entry, at the time the Prizes are awarded and the time they are redeemed. Employees of the Sponsor, Prize providers, any promotional companies or advertising agencies participating in the Sweepstakes and employees of their respective subsidiaries and affiliates, any persons involved in the creation, development, or implementation of this Sweepstakes, and any other persons or entities directly associated with this Sweepstakes and any members of their immediate families or households are ineligible to participate. Entries for the Sweepstakes drawing must be received prior to the expiration of the Sweepstakes Entry Period. This Sweepstakes is void in Puerto Rico and the U.S. Virgin Islands and wherever prohibited or restricted by law, and is subject to all federal, state, and local laws and regulations. By submitting an entry form, entrants agree to abide by these Official Rules and all applicable federal, state, and local laws and regulations that govern sweepstakes.

PRIZES/VALUE:

Nine (9) winners will be awarded Prizes in separate drawings as follows (with the vendor providing each prize item (each, a "Vendor") and each Prize's approximate retail value ("ARV")):

- One (1) Prize winner selected at random in a drawing from all eligible entries for such Prize only in accordance with the procedures set forth under "How to Enter" below will receive a package from Carolina Video Productions Inc. (ARV: \$1,700) consisting of:
 - Wedding video coverage (maximum ten (10) hours and two (2) locations);
 - Two (2)-camera ceremony (one manned, one unmanned), one (1) camera remainder of the coverage period;
 - Edited video, maximum length two hours, with titles and music; and
 - Highlight video online and on DVDs (3 DVD copies with chapters; custom DVD boxes).
- One (1) Prize winner selected at random in a drawing from all eligible entries for such Prize only in accordance with the procedures set forth under "How to Enter" below will receive a package from Harvey B. Gantt Center for African-American Arts+Culture (ARV \$3,150) consisting of:
 - Use of any available event space within the Harvey B. Gantt Center in Charlotte, NC for ceremony and/or reception;
 - Rental hours: five (5) hours for ceremony and reception; four (4) hours for reception only; and
 - Capacity: 100-155 guests seated with dancing
 - (200-250 guests standing with soft seating for informal reception).
- One (1) Prize winner selected at random in a drawing from all eligible entries for such Prize only in accordance with the procedures set forth under "How to Enter" below will receive a "Month-of-Coordination" package from I Do Wedding Consulting, Inc. (ARV \$1,250) consisting of:
 - 2 face-to-face meetings with Prize winner at his/her convenience;
 - Coordinating with all service professionals with respect to delivery and set up;
 - Directing the rehearsal, and make sure all parties are aware of their responsibilities;
 - Collecting and distributing items for ceremony and reception – flower basket, guest book, ring pillow, bouquets, corsages, and boutonnières, as applicable (to be provided by Prize winner);
 - Overseeing ceremony and reception set up;
 - Final on-site consultation at ceremony and reception;
 - Properly placing escort cards, programs, favors, and menu cards, as applicable (to be provided by Prize winner)
 - Greeting and assisting guests with seating and directing them to appropriate areas;
 - Lining up and cuing the processional and recessional;
 - Confirming names with DJ/MC for proper name pronunciation of wedding party;
 - Coordinating proper timing of dinner, toasts, dancing, and cake cutting with vendors;
 - Distributing final payment and tips to vendors;
 - Assisting with gathering and packing gifts as discussed with designated person; and
 - 2 Lead Planners and Assistant(s), depending on wedding size.
- One (1) Prize winner selected at random in a drawing from all eligible entries for such Prize only in accordance with the procedures set forth under "How to Enter" below will receive a package from Indigo Photography (ARV \$2,800) consisting of:
 - Six (6) hours of wedding day coverage with two (2) photographers;
 - Online viewing for friends and family; and
 - Wedding images DVD.
- One (1) Prize winner selected at random in a drawing from all eligible entries for such Prize only in accordance with the procedures set forth under "How to Enter" below will receive a \$1,500 credit from Lily Greenthumb's Floral Artistry LLC, applicable toward the purchase of wedding flowers, glassware rental and/or delivery costs.

- One (1) Prize winner selected at random in a drawing from all eligible entries for such Prize only in accordance with the procedures set forth under "How to Enter" below will receive a \$500 gift certificate from Party Reflections, Inc.
- One (1) Prize winner selected at random in a drawing from all eligible entries for such Prize only in accordance with the procedures set forth under "How to Enter" below will receive a "Classic Bridal Package" from Shutterbooth LLC (ARV \$995) consisting of:
 - Use of photo booth for up to four (4) hours;
 - Booth fits 1-12 guests;
 - High resolution images DVD;
 - Online photo gallery hosted on ShutterYou.com;
 - Custom logo printed at bottom of photo strips; and
 - Option for guests to choose between black & white and color prints.
- One (1) Prize winner selected at random in a drawing from all eligible entries for the such Prize only in accordance with the procedures set forth under "How to Enter" below will receive a \$1,500 credit from Tesoro Boston, applicable toward the purchase of wedding bands, engagement rings, or bridesmaid's gifts at Tesoro Boston.
- One (1) Prize winner selected at random in a drawing from all eligible entries for such Prize only in accordance with the procedures set forth under "How to Enter" below will receive a package from Z Brothers DJs (ARV \$1,200) consisting of:
 - Up to 6 hours of service, including ceremony music if needed (provided that ceremony is at the same venue as reception);
 - Choice of songs from Top 40, pop, country, hip-hop, R&B, rock, classic rock, urban dance and classic oldies genres;
 - Experienced DJ to work event and handle emcee duties;
 - Two (2) professional-grade, full-range speakers, and one (1) subwoofer;
 - Dance lighting effects with one (1) lighting tripod (no up-lighting);
 - Wireless microphones for toasts;
 - Face-to-face planning meeting prior to event date; and
 - Pre-event meet and greet with DJ who will be working at event.

Actual retail value may vary. Each Prize item will be as selected by Sponsor in its sole discretion. The Prizes are not transferable, assignable, or redeemable for cash or other consideration (other than the credit from Lily Greenthumb's Floral Artistry LLC or Tesoro Boston, or the gift certificate from Party Reflections, Inc., which are redeemable only for such Vendor's products), and no substitutions will be allowed except by Sponsor, which reserves the right to substitute prizes of equal or greater value or nature if advertised prize is not available. All expenses not specifically and expressly provided herein are the responsibility of the applicable Prize winner. Each Prize winner is responsible for compliance with all applicable federal, state, and/or local laws and regulations, including, without limitation, the payment of all applicable taxes.

In addition, the following conditions apply:

- **The Carolina Video Productions Inc., Harvey B. Gantt Center for African-American Arts+Culture, I Do Wedding Consulting, Inc., Indigo Photography, Lily Greenthumb's Floral Artistry LLC, Party Reflections, Inc., Shutterbooth LLC and Z Brothers DJs packages are subject to availability of the Vendor/location on Prize winner's desired redemption date/time. Prize winner is responsible for coordinating directly with the applicable Vendor for a mutually agreeable date, location, and service details. Sponsor will not be responsible for or coordinate any of the foregoing.**
- The Harvey B. Gantt Center for African-American Arts+Culture package must be redeemed for use at a wedding event occurring on or prior to January 30, 2013. Prize winner must reserve use of the Gantt Center at least 30 days prior to the event date. Prize does not include mandatory security guards and janitorial staff, and optional table linens, leather furniture, bar services and catering, which are the responsibility of Prize winner. Prize is subject to the Gantt Center Facility Rental Guidelines.
- The winner of the "Month-of-Coordination" package from I Do Wedding Consulting, Inc. may choose to upgrade to I Do Wedding Consulting, Inc.'s "Partial Planning Package" or "Full Planning Package," as described at http://smartandsavvyweddings.com/wp-content/uploads/2011/10/Investment_Packages.pdf, in which case the Prize winner will receive a credit of \$1,250 to apply to the total price of the package selected. The Prize does not include travel fees applicable to weddings outside the greater Charlotte, NC area.
- The Lily Greenthumb's Floral Artistry LLC credit may only be redeemed for use at a wedding taking place within Lily Greenthumb's Floral Artistry LLC's delivery radius (Lake Norman, NC to Rock Hill, NC; Gastonia, NC to Albemarle, NC). The Party Reflections, Inc. gift certificate must be redeemed for use at one (1) wedding event occurring before December 31, 2012.
- The "Classic Bridal Package" from Shutterbooth LLC does not include a travel fee for weddings more than 30 miles outside the greater Charlotte, NC area. The Prize cannot be redeemed for use within the following cities/areas: Winston, NC; Salem, NC; Greensboro, NC; Raleigh-Durham, NC; North Carolina Coastline; South Carolina Coastline; Greenville, SC; Spartanburg, SC; or Columbia, SC.
- The Z Brothers DJs package includes DJ services for ceremonies/receptions only within the greater Charlotte, North Carolina area. If requested by Prize winner, Prize Provider may agree to provide DJ services outside the greater Charlotte, North Carolina area but within North Carolina or South Carolina. In such event, the Prize would not include travel fees applicable to locations outside of the greater Charlotte, North Carolina area (minimum \$150).

HOW TO ENTER:

You may enter the Sweepstakes by visiting The Knot's booth at The Bridal Showcase in Charlotte, North Carolina and depositing a fully completed entry form in the specially marked box for the applicable Prize during the Sweepstakes Entry Period. **Alternative Method of Entry: Alternatively, you may enter the Sweepstakes by hand printing your full name, address, city, state, zip code, e-mail address, date of birth, the name of the Sweepstakes (Charlotte "Big Wedding Giveaway" Sweepstakes), and one (1) Prize for which you are entering on a 3" x 5" card and mailing it to: XO Group Inc., Charlotte "Big Wedding Giveaway" Sweepstakes", 195 Broadway, New York, NY 10007. Mail-in entries must be postmarked by December 31, 2011 to be eligible. Entrant must (and may only) designate in his/her entry form or the postcard described in the Alternative Method of Entry one (1) Prize for which entrant is entering in order to enter the Sweepstakes.** Limit one entry per person. Mechanically reproduced or photocopied entries are automatically void. All entries become the property of Sponsor and will not be returned, and Sponsor will not verify receipt of entries.

RANDOM DRAWING/ODDS OF WINNING/WINNERS:

The potential winner of each Sweepstakes drawing will be selected in separate random drawings, shortly after the conclusion of the Sweepstakes Entry Period, from all eligible entries with the applicable Prize designated on the entry form received. Unless a Prize winner entered via the Alternative Method of Entry described above, the Prize winner must be present at the event at the time of the drawing and announcement of the winner in order to win. The Prizes will be awarded and winners will be notified at the event or, if the applicable Prize winner entered using the Alternative Means of Entry, via phone, email and/or U.S. mail, using the contact information provided on the winner's entry form. Each entrant is responsible for the accuracy of the information included in his/her entry form. The drawings will be conducted by Sponsor. The drawings shall be final and conclusive. The odds of winning a Prize will be determined by the actual number of eligible entries received for the applicable Prize. Potential Prize winners will be required to sign and return an Affidavit of Eligibility, Liability Release, and where legal, a Publicity Release at the event (unless the applicable Prize winner entered using the Alternative Means of Entry, in which case it must be returned within ten (10) days of notification attempt). Noncompliance within the timeframe stated in the previous sentence will result in disqualification and forfeiture of the applicable Prize, and Sponsor may, in its sole discretion, award the applicable Prize to an alternate winner determined at random from all eligible entries received for the applicable Prize. If Prize notification to a Prize winner who entered using the Alternative Means of Entry is returned as non-deliverable, potential winner will be disqualified and the applicable Prize forfeited, and Sponsor may, in its sole discretion, award the applicable Prize to an alternate winner determined at random from all eligible entries received for the applicable Prize. The names of the winners of the Sweepstakes will be available after February 2, 2012. To obtain this information, send a self-addressed stamped envelope to: Charlotte "Big Wedding Giveaway" Sweepstakes - Winner, c/o XO Group Inc., 195 Broadway, New York, NY 10007.

CAUTION:

Any attempt by any person to deliberately undermine legitimate operation of a sweepstakes may constitute a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages from and/or to prosecute any such person to the fullest extent permitted by law. Any such tampering also will result in ineligibility to win a Prize in the Sweepstakes.

CONDITIONS:

By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of Sponsor, which are final in all matters relating to this Sweepstakes and acknowledge compliance with these Official Rules. Each entrant acknowledges that the Privacy Policy and Terms of Use found on www.theknot.com are hereby incorporated by reference and apply to the submission of entries pursuant to these Official Rules. By participating in this Sweepstakes, each entrant hereby agrees to Sponsor's collection and usage of the entrant's personal information and acknowledges that entrant has read and accepted the above-referenced Privacy Policy and Terms of Use.

Sponsor is in no way liable for any damage, loss, or injury resulting from lost, misdirected, illegible or late entries, or acceptance and use of any Prize awarded herein. Sponsor and its agents shall have no liability or responsibility for injuries, damages or liabilities caused or claimed to be caused by participation in the Sweepstakes or the use or misuse of any Prize. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Sweepstakes should any cause beyond the control of Sponsor corrupt the administration, security, fairness, integrity or proper play of the Sweepstakes, and award the Prizes from all eligible entries with respect to the applicable Prize received prior to cancellation or suspension.

By entering this Sweepstakes, each entrant hereby voluntarily and irrevocably releases, holds harmless and agrees not to institute any claim against Sponsor or any Vendor, or any of their respective affiliates or subsidiaries, and their respective officers, directors, shareholders, employees and agents from any losses, damages, or expenses from any and all injuries, losses or damages of any kind arising from or in connection with, either directly or indirectly, (1) the awarding, acceptance, receipt, possession, use and/or misuse of any Prize awarded herein; and/or (2) participation in the Sweepstakes or any Prize-related activities.

Under no circumstances will any entrant be permitted to obtain awards for, and each entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, and entrant further waives all rights to have damages multiplied or increased.

By accepting any Prize, each winner grants Sponsor permission to use his or her name and likeness for advertising and promotional purposes without any additional compensation (except where prohibited by law). By entering the Sweepstakes, entrants shall be deemed to have agreed to have their entry information made available to the Sponsor. The Sweepstakes is subject to these Official Rules. By entering the Sweepstakes, entrants and the winners agree to waive any right to claim any ambiguity, inequity or error in the Official Rules of the Sweepstakes, and/or of the Sweepstakes itself, and agree to be bound by these Official Rules and by all decisions of, and interpretations of these Official Rules by, the Sponsor, which in all respects shall be final and binding.

THE NEW YORK COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE SWEEPSTAKES AND THE LAWS OF THE STATE OF NEW YORK, WITHOUT REGARD TO CONFLICTS OF LAWS PRINCIPLES, SHALL

GOVERN THE SWEEPSTAKES. ENTRANTS WAIVE ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMIT TO THE JURISDICTION OF THOSE COURTS.

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SPONSOR:

XO Group Inc., 195 Broadway, New York, NY 10007.

ADMINISTRATOR:

XO Group Inc., 195 Broadway, New York, NY 10007.