

RULES AND REGULATIONS

Northcott's "Show us your Artisan Spirit Shimmer Display- Contest"
March 1st 2014 to July 31st 2014

PRIZE ELIGIBILITY

No purchase necessary. The Contest is open to Northcott customers (quilt and fabric shops) in The United States and Canada who have the Artisan Spirit Shimmer collection. Employees of Northcott Silk Inc., and associated sponsors are ineligible. The Contest is void where prohibited by law. One winner will be randomly selected from all eligible entries received by the Contest close date. Odds of being selected in the random draw are dependent on the total number of eligible entries received by the Contest close date. Three winners will be selected by the panel of judges with rankings of first, second and third place. Odds of being selected by the panel of judges are dependent on the total number of eligible entries received by the contest close date and the caliber of the display. Judges will be looking for creativity, comments and likes on facebook and overall appeal to the consumer. The official panel of judges are Brian O'Rourke (Northcott President), Patti Carey (Northcott VP of Public Relations), Deborah Edwards (Northcott Design Director) and Hania Fagin (Northcott Marketing Coordinator). Every display entered equals one ballot into the random draw. Multiple submissions of the same display from the same user are allowed. Only the last submission will be taken as the final entry and will be entered into the random draw and shown to the panel of judges. By entering the Contest, you confirm having read the Contest rules and are consenting to the terms and conditions.

REGISTRATION

The Contest runs from 12:00AM EDT Saturday, March 1, 2014 to 11:59PM EDT Thursday, July 31, 2014.

CONTEST ENTRY

1. Set up an Artisan Spirit Shimmer display in your store
2. Take one or more pictures of your Artisan Spirit Shimmer display
3. Complete the Contest entry form
4. Send the completed form and display photos to Northcott by July 31st, 2014
by email to- jennifer.brennan@northcott.net
or
by letter mail to

Northcott Artisan Spirit Shimmer Display Contest Att: Luz Sandoval 1099 Wall St. West, Suite 354, Lyndhurst NJ 07071 USA

Northcott Artisan Spirit Shimmer Display Contest Att: Jennifer Brennan 101 Courtland Ave. Vaughan ON L4K 3T5 Canada
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5. Tell your customers to visit the Northcott facebook page to comment on and like your display pictures to increase your chances of being selected by the judges.

Submissions will be posted on the Northcott facebook page as Northcott receives them-
www.facebook.com/NorthcottFabrics

Submissions may also be posted on Northcott's other social media outlets such as Northcott Fabric Circle www.northcottfabriccircle.com and Pinterest www.pinterest.com/northcott1

PRIZES

All entries will be part of the random draw for the chance to win 50 Northcott Bonus Fabric Bucks and 45 Artisan Spirit Shimmer fat quarters to give away at your store.

There will be a judging for first, second and third place.

- 1st Place prize is 500 Northcott Bonus Fabric Bucks and 108 Artisan Spirit Shimmer fat quarters to give away at your store
- 2nd Place prize is 200 Northcott Bonus Fabric Bucks and 81 Artisan Spirit Shimmer fat quarters to give away at your store
- 3rd Place prize is 100 Northcott Bonus Fabric Bucks and 54 Artisan Spirit Shimmer fat quarters to give away at your store

WINNERS AND PRIZE FUFILLMENT

The random draw and judging will take place in August 2014. Winners will be contacted by email or phone by August 22, 2014. After each winner agrees to accept the prize by completing and submitting their prize release form, all winners will be announced to the public via Northcott's facebook page and any other forms of social media Northcott may choose (Pinterest, Twitter, YouTube, Northcott web site newsfeed etc). Any Northcott Bonus Fabric Bucks won will appear as a credit on the winner's account within a week's time of signing and submitting the prize release form. Any fat quarters won will be sent to winning stores by September 30, 2014.

The Prize winners will be notified by e-mail or phone number provided on their Contest entry form. The prize winner will be given instructions on how to contact Northcott Silk Inc., to claim her or his prize. In the event that a selected entrant has not contacted Northcott Silk Inc. to claim his or her prize within 5 days of the e-mail or phone call, after a minimum of two attempts by Northcott Silk Inc., or if the selected entrant does not otherwise comply with the rules and regulations, another random draw or judging will be conducted to select a replacement winner in the same manner. Prizes will only be given to the confirmed winners.

WINNING

Selected entrants are required to sign a Waiver and Release Form, releasing Northcott Silk Inc., and employees as well as associated sponsors, from any liability in connection with this Contest or the prize. The winning individuals accept to sign a liability waiver form exonerating the organizers from all accountability.

PRIZE SUBSTITUTION

Prizes must be accepted as awarded and may not be transferred. No substitution of prizes is permitted except by Northcott Silk Inc. in its sole discretion. Northcott Silk Inc. reserves the right to substitute any prize with another prize of equal or greater value.

PUBLICITY, USE OF REGISTRATION INFORMATION

By accepting the prize, the winner consents to the use by Northcott Silk Inc., and their sponsors of his or her name, address, voice, statements and photograph, other likeness and information provided for advertising and promotional purposes. By accepting the prize, the winner grants Northcott Silk Inc., the right to publish his or her proper name, city and province or state online and in print, or in any other media, in connection with the Contest, the whole without further compensation, subject to applicable law.

SECURITY

Northcott Silk Inc., assumes no responsibility for tampering, theft, defects, human errors including extreme negligence, deletions, technical or telephone problems, undeliverable messages, computer errors, lost, misdirected, late or incomplete entries or for any online difficulties that may result in the failure to consider an entrant for any of the prizes offered. Further, Northcott Silk Inc., reserves the right to modify or cancel the Contest without prior notice and subject to applicable law, and is not responsible for production or printing errors, technical, hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete, garbled or delayed computer transmissions including lost, misappropriated or corrupted entries, virus damage or any other damage which may limit a participant's ability to participate in the Contest. Northcott Silk Inc. is not responsible for entries that are incomplete, lost, misdirected or destroyed.

EMAIL ENTRIES

Entrants will be deemed to be the authorized account holder of the e-mail address attached to user who submitted the entry form for the Contest. "Authorized account holder" is the natural person to whom an e-mail address is assigned by an Internet access provider, online service provider, or other organization (e.g., business, educational institution etc.) responsible for assigning individual e-mail addresses for the domain associated with the submitted e-mail address. All entries become the property of Northcott Silk Inc. and will not be returned to entrants. A potential winner may be requested to provide Northcott Silk Inc. with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry.

GOVERNING BODIES

This Contest is subject to all Federal, State, Provincial and Municipal laws. Void where prohibited by law.

CAUTION

Any attempt by an entrant or any other person to deliberately damage any website or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, Northcott Silk Inc., reserves the right to claim damages from any such person to the fullest extent permitted by law.

LIMITATION OF LIABILITY

By entering, entrants acknowledge and agree that the Releases shall not be responsible for, and all entrants shall hold them harmless from, any and all claims, damages, including compensatory, direct, incidental, consequential or other damages, liabilities, costs and expenses ("losses") with respect to or in any way arising from or in connection with the Contest or related prizes. Without limiting the generality of the foregoing, Releases shall in no way be considered responsible for any losses in connection with (i) incorrect or inaccurate information for any reason, including if caused by website users or by any of the equipment including programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of submissions in the Contest, (ii) problems or technical malfunction of any telephone network or communications line failure, computer on-line-systems, servers or providers, computer equipment, software, data transmission failure of e-mail, or any technical problems or traffic congestion, (iii) error, omission, interruption, deletion, defect, delay in operation or transmission, theft or destruction or authorized access to, or alteration of, entries or (iv) damages to entrants or to any other person, including damages to their computer system, related to or resulting from entering, participating or downloading materials in this Contest. For greater certainty, the Releases shall not be responsible for lost, late, incomplete, illegible,

incomprehensible or misdirected entries, bugs, failures in servers, hardware or software transmission failure or loss, delayed or corrupted data transmission.

If for any reason, the Contest cannot run as planned or the prizes cannot be awarded, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of Northcott Silk Inc., which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest. Subject to applicable law, Northcott Silk Inc. reserves the right to cancel, terminate, modify or suspend the Contest at any time without prior notice to the entrants.

PRIVACY

Your privacy is very important to us. Your personal information will be used, if requested by you, to contact you regarding future programs, contests, promotions and events by Northcott Silk Inc.