

Official Rules for World's Largest Wagon Mosaic Photo Contest

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE CHANCES OF WINNING. VOID WHERE PROHIBITED. Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. The World's Largest Wagon Mosaic ("Promotion") begins at 12:01 am CT on August 9, 2010 and ends at 11:59pm CT on October 31, 2010 ("Promotion Period"). The Promotion is sponsored by Radio Flyer, LLC ("Sponsor"). All decisions of the judges regarding this Promotion are final and binding in all respects.

Eligibility: The Promotion is open to legal residents of the fifty United States and District of Columbia who are 18 years of age or older, or who have reached the age of majority in their state of residence, whichever is older, as of August 9, 2010, and who have internet access as of August 9, 2010. Employees, officers, directors and agents of the Sponsor, affiliated companies, subsidiaries, advertising and promotion agencies, and any and all other companies associated with this Promotion (collectively, "Promotion Parties"), and immediate family or household members of Promotion Parties are not eligible to participate in the Promotion. For purposes of this Promotion, "immediate family" means parents, children, siblings, grandchildren, and grandparents. All federal, state, and local laws and regulations apply.

How to Enter: You can only enter online. During the Promotion Period, visit and login at www.RadioFlyerArt.com and follow the instructions to upload your photo for the Promotion. Sponsor will void all entries made through any robotic, automatic, mechanical, programmed or similar entry duplication method and may disqualify any individual using such a method. The clock of Sponsor's computer will be the official clock for this Promotion. Each entrant represents and warrants that: (1) entrant has the right to submit the entry, (2) entrant owns or has obtained all rights in the photograph submitted, including any rights of publicity and rights under copyright, and has not copied the photograph from others; and (3) that the entries submitted do not infringe any other person's or entity's rights. In consideration for their participation in the Promotion, entrants assign all rights, title and interest, in their entries and photographs to Sponsor, including, but not limited to, the worldwide copyright and worldwide exclusive right to publish, reproduce, display, distribute and otherwise use the photograph in perpetuity in any and all media and formats, whether now known or hereafter developed. All entries and photographs become the property of the Sponsor and may be retained indefinitely at the option of the Sponsor. Entries must be original and must not contain third party materials or images violating any rights of publicity, trademark, or copyright.

Entries must include a photograph of an identifiable Radio Flyer wagon, to be determined by the judges and at the sole discretion of the Sponsor. Entries or captions may not include profanity, alcohol, tobacco or drug use, image of third-party content or trademarks, anything of a defamatory, pornographic or obscene nature, or anything that is otherwise unlawful matter or that depicts any illegal, immoral or lewd act. Any entries containing these images or language may be disqualified, at the sole discretion of the judges.

Selection of Winners:

Weekly Winners: Each Monday during the Promotion Period, one (1) winner will be selected from photos received by Sponsor from Monday-Sunday of that week. The Weekly winner will be selected by a panel of judges selected by the Sponsor based on the following criteria: All photo entries must include an identifiable Radio Flyer wagon, to be determined by the judges and at the sole discretion of the Sponsor. Entries or captions may not include profanity, alcohol abuse, tobacco or drug use, anything of a defamatory, pornographic or obscene nature, or anything that is otherwise unlawful matter or that depicts any illegal, immoral or lewd act. Any entries containing these images or language may be disqualified, at the sole discretion of the judges. Judges' decisions are final. Submissions that meet the above requirements are also judged on the following criteria: Essence of the Radio Flyer brand, photo personality and charm, and the amount of fun communicated in the photo.

Entries received on Mondays will be eligible to win the following Weekly prize. Weekly winners will also be featured in the Winner Gallery on Facebook.com/RadioFlyer. Weekly winners also will be eligible to win the monthly prize during the Promotion Period.

Monthly Winners: On the last day of each month in the Promotional Period, one (1) winner will be selected from the pool of daily submissions from the month prior by the panel of judges selected by the Sponsor based on the same criteria as listed above for the Weekly Winners.

Odds of winning depend on the number of eligible entries received, and the quality of those eligible entries as perceived by the qualified judges. Monthly winners will be notified by email to the email address provided during the registration process, and will be required to sign an affidavit of eligibility/liability and publicity release ("Release") in order to obtain the prize, except where prohibited by law. All prize claims are subject to verification of eligibility and compliance with the terms of these Official Rules. If, after seven (7) days, a potential winner is unreachable, fails to provide all information required on the Release, fails to sign and return the Release, or if a potential winner is unavailable for prize fulfillment, an alternate winner may be named. Sponsor is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify winner or award prize, or for any late, lost, misdirected, or unsuccessful efforts of winner to claim a prize.

Prizes: There will be one (1) Weekly winner selected for each week of the Promotion Period and one (1) Monthly winner for each month of the Promotion Period. Each Weekly winner will receive a (1) mini collectable Radio Flyer wagon and have their submitted photograph displayed on the homepage of RadioFlyer.com for one week (Monday – Monday). Each Monthly Winner will receive a (1) model 18 Classic Red Wagon (suggested retail price \$89.99).

Prizes cannot be transferred or substituted (including cash substitutions), except by Sponsor at its sole discretion. All prizes will be awarded. Failure to collect or properly claim prize in accordance with these rules or to comply with these rules will result in forfeiture of the prize. If forfeited for any reason, winner will not receive any other prize substitution or compensation. All federal, state and local taxes related to any prize are the sole responsibility of winners.

Additional Rules & Restrictions: CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO VOID OR DISQUALIFY ANY SUCH INDIVIDUAL MAKING SUCH

AN ATTEMPT, AND SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. The Promotion Parties are not responsible for: (i) electronic transmissions or entries that are lost, late, stolen, incomplete, damaged, garbled, destroyed, misdirected, inaccurate, undelivered, delayed or any entries submitted in a manner that is not expressly allowed under these rules; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of entries, or for destruction of or unauthorized access to, or alteration of, entries; (iii) failed or unavailable hardware, network, software or telephone transmissions, damage to entrants' or any person's computer and/or its contents, or causes beyond the Promotion Parties' reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Promotion; or (iv) any other errors or problems of any kind relating to or in connection with the Promotion, whether computer, network, technical, mechanical, printing, typographical, human or otherwise, including, without limitation, errors or problems which may occur in connection with the administration of the Promotion, the processing of entries, the announcement of the prize or in any Promotion-related materials. All entries that are incomplete, or do not conform to the rules of this Promotion will be disqualified. Sponsor reserves the right to cancel, modify or terminate the Promotion if fraud, misconduct or technical failures destroy or threaten the integrity of the Promotion, or if a computer virus, bug, other technical problem or unauthorized human intervention corrupts the administration, security, or proper conduct of the Promotion as determined by Promotion Parties, in their sole discretion. In the event of early termination, Sponsor may, at its sole discretion, select the potential winner randomly from all eligible, non-suspect entries received as of the time/date of such termination. In the event a dispute as to the identity of an entrant, entries will be deemed made by the Authorized Account Holder of the e-mail address submitted at the time of entry, and such individual will be responsible for complying with all requirements set forth in these rules. "Authorized Account Holder" means the natural person who was assigned an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The potential winner may be required to provide proof acceptable to Promotion Parties that he/she is the Authorized Account Holder. Any damage made to any website associated with the Promotion will be deemed to be the responsibility of the Authorized Account Holder of the e-mail address submitted at the time of entry to which the damage is traced.

By participating in this Promotion, entrants agree to abide by and be bound by these Official Rules, Radio Flyer Terms of Service, and the decisions of the Sponsor, which shall be final and binding in all matters relating to this Promotion. In the event any winner is found to be in violation of any of these rules or Radio Flyer's Terms of Service, he/she will be required to forfeit the prize or to reimburse the Sponsor for the stated value of the prize if such violation is found after the prize has been used by winner. Acceptance of a prize constitutes permission for Promotion Parties and their designees to use winner's name, city and state of residence and/or likeness, and any winning photograph, for purposes of advertising and trade in any and all media now or hereafter known worldwide in perpetuity, without limitation or further compensation, notification or permission, unless prohibited by law. By participating, entrant further agrees to release and hold Promotion Parties harmless from and against any and all claims, damages and liability of any kind arising from or in connection with, in whole or in part, directly or indirectly, the acceptance, possession or use/misuse of the prize (including any travel or activity related thereto), participation in the Promotion or in any prize-related activities, and assumes all liability in connection therewith.

Applicable Law. This Promotion is subject to all applicable federal, state, and local laws and regulations. Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of Illinois. All disputes arising out of or connected with this Promotion will be resolved individually, and without resort to class action, exclusively by a state or federal court located in Chicago, Illinois. Should there be a conflict between the laws of the State of Illinois and any other laws, the conflict will be resolved in favor of the laws of the State of Illinois. Any and all judgments or awards shall be limited to actual out-of-pocket damages (excluding attorneys' fees) associated with participation in this Promotion and shall not include any indirect, punitive, incidental and/or consequential damages.

List of Winners: For a list of winners, please send a self-addressed stamped envelope (VT residents may omit return postage) by December 31, 2010 to: World's Largest Wagon Mosaic Contest Winners List, c/o Dig Communications, 549 West Randolph Street, Suite 201, Chicago, IL 60661.

Sponsor: Radio Flyer, LLC, 6151 West Grand Avenue, Chicago, IL 60707