

**Winter Marketing, Inc. dba 5 Minutes for Mom and Huggies® Little Movers Diapers  
Sweepstakes  
Official Rules**

**NO PURCHASE NECESSARY TO ENTER, PLAY, OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.**

- 1. HOW TO ENTER:** To enter the Winter Marketing, Inc. dba 5 Minutes for Mom Sweepstakes (the “Sweepstakes”), go to <http://www.5minutesformom.com/>, and follow the instructions shown. The Sweepstakes begins at 12:01 a.m. Central Daylight Time (“CDT”) on May 24, 2010 and ends at 11:59 p.m. CDT on June 4, 2010 (“Promotional Period”).
- 2. ELIGIBILITY:** Sweepstakes is open only to U.S. residents 18 years of age or older at the time of entry. Void where prohibited by law. Sponsor along with employees of Kimberly-Clark and their respective affiliates, as well as all others involved in this promotion and their immediate families (defined for the purposes of this Sweepstakes as parents, spouses, children, siblings and household members) are not eligible. Sweepstakes is subject to all federal, state, and local laws and regulations.
- 3. PRIZE DRAWING:** Five Prize(s), as described below in the Prize and Approximate Retail Values section, will be awarded in a drawing at the conclusion of the Sweepstakes on or about June 4, 2010 to five winner(s) selected at random from among all eligible entries received throughout the Promotional Period. The odds of winning depend on the number of eligible entries received throughout the entire Sweepstakes.
- 4. PRIZE AND APPROXIMATE RETAIL VALUE:**

**Five (5) Prizes:**

**5/24/10 Prize** — The approximate retail value: **Six month’s worth of Huggies diapers in coupons** (\$288). Little Movers Flip Cam (\$100), Dwell Studios Changing Pad (\$18), Skip Hop Deluxe Diaper Bag (\$58).

**5/25/10 Prize** — The approximate retail value: **Ticketmaster.com gift card** (\$250). Little Movers product/coupons (\$50), Little Movers Flip Cam (\$100), Gymboree Play & Music gift certificate (\$100), and a \$100 Restaurant.com gift card (\$40) are other prizes.

**5/26/10 Prize** — The approximate retail value: **Canon Powershot SX20IS digital camera** (\$370). Two-year Flickr subscription (\$50) and a Blurb gift card (\$40) are other prizes.

**5/27/10 Prize** — The approximate retail value: **JCPenny Portrait Studio gift card** (\$200). Little Movers product/coupons (\$50), Lil’ Grams gift card (\$100) and Timi & Leslie diaper bag (\$160) are other prizes. Prize(s) consist(s) only of items specifically listed as part of the prize.

**5/28/10** — The approximate retail value: **\$1,000 American Express Card** (\$100), Dwell Studios changing pad (\$20) and Little Movers product/coupons (\$50) are other prizes.

Prize(s) consist(s) only of items specifically listed as part of the prize. Prizes are nontransferable and no substitution or cash equivalent is allowed, except in Sponsor's sole discretion. Sponsor reserves the right to substitute prize of the same approximate retail value. All costs and expenses not specified herein related to the prize(s) are the sole responsibility of the Winner. If the prize is a gift card, any terms and conditions of the gift card shall apply.

- 5. WINNERS:** Prize(s) will be awarded in a random drawing specified in the Prize Drawing listed in Section #4 by Sponsor, whose decisions on all matters relating to the Sweepstakes will be binding and final.

The potential winner(s) will be notified on or about two (2) days following winner selection. Except where prohibited, acceptance of prize by winner constitutes winner's consent that their names, likenesses, voices, and/or biographical data may be used for advertising and promotional purposes without limitation and without additional notice, compensation, or consent.

- 6. ADDITIONAL TERMS:** This Sweepstakes is for viewing in the United States only. If you do not live in the United States, do not enter the Sweepstakes. If for any reason the Sweepstakes including, but not limited to, the online portion, does not function as planned, its integrity or feasibility is undermined, or anything compromises the administration, security, fairness, proper conduct or intended play of the Sweepstakes, Sponsor reserves the right at its sole discretion to disqualify any individual the Sponsor deems responsible, and/or to abbreviate, cancel, terminate, modify, or suspend the Sweepstakes. Sponsor assumes no responsibility for any defect or delay in operation or transmission, communications failure, theft, destruction or unauthorized access to, or alteration of, entries, including any erroneous appearance of qualification for a prize. If the Sponsor, in its discretion, elects to abbreviate the Sweepstakes, the Sponsor reserves the right, but shall have no obligation, to award the prize(s) from among all valid and eligible entries received up to that time. All entries are the property of the Sponsor and are not returnable. **WARNING: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.** Sweepstakes entries generated by a script, macro, or other automated means are ineligible and will be disqualified.

- 7. RELEASE OF LIABILITY:** By entering, entrant agrees to accept and abide by the rules of this Sweepstakes and agrees that any dispute with regard to the conduct of this Sweepstakes, rule interpretation, or award of prize, shall be resolved by Sponsor in its sole discretion, whose decision shall be binding and final. By participating, entrant agrees to release and hold harmless Sponsor along with Kimberly-Clark Global Sales, LLC, and any respective parent companies, affiliates, subsidiaries, and the officers, directors, employees,

agents and representatives of each from any injury, loss or damage to person or property due in-whole or in-part, directly or indirectly to the acceptance, use, or misuse of a prize, participation in any Sweepstakes-related activity, or participation in the Sweepstakes. Sponsor is not responsible for any typographical or other error in the printing of this offer, administration of the Sweepstakes or in the announcement of prizes, including such error as may give an erroneous indication that a prize has been won.

Sponsored by:

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