



Calling all Moms!

ALEX Toys, the maker of quality creative products that foster personal expression and build self-esteem, is launching a contest just for you and your tot!

Team up with your little one to enter the Ready, Set, Create Contest!

Mom, we want to know: How do you encourage your preschooler's creativity? Send us 1-2 paragraphs about how you create an environment that stimulates your child's artistic imagination.

Tot: The proof's in the pudding! We'd like to see some original artwork by you that illustrates just what mom does to let your creative genius shine. Ask your mom to scan or photograph an art piece of yours. Whether it's a crayon-drawn masterpiece or modeling clay extravaganza, it's up to you!

The winning teams will be chosen by the ALEX Toys Arts & Crafts Panel.


<p>1st Place Prize: ALEX Toys Floor Standing Easel + Paper Roll (value \$129.99) http://www.alextoys.com/product/132731/21W/ /Magnetic Artist Easel</p>	
<p>2nd Place Prize: ALEX Toys Little Hands My Tabletop Easel (\$59.99) http://www.alextoys.com/product/132731/22CM/ /Magnetic Tabletop Easel</p>	
<p>3rd Place Prize: ALEX Toys Little Hands My Giant Busy Box (value \$34.99) http://www.alextoys.com/product/132748/530X/ /My Giant Busy Box</p>	

The art submissions from all winners will be displayed on the ALEX Toys website (www.alextoys.com)

The deadline to enter is October 15, 2009. Winners will be announced by October 25th.

Bragging rights included.

To enter:

- Become a Fan of ALEX Toys on Facebook: <http://www.facebook.com/alextoys>

- Send a single email to contest@alextoys.com with a .jpg of your tot's artwork and your 1-2 paragraph submission.

The photo may be attached but your submission should be included in the body of the email with your full name, child's first name and age, email address and phone number.

Children ages 3-5 are eligible for this contest. Mom's age may vary.

Drawing Rules

NO PURCHASE NECESSARY TO ENTER OR WIN.

The "ENTER TO WIN, BECOME A FAN OF ALEX" IS OPEN TO UNITED STATES RESIDENTS ONLY. The Drawing is sponsored by Panline USA Inc. dba Alex Toys, 251 Union Street, Northvale, New Jersey 07647 ("Alex" or "Sponsor").

ELIGIBILITY: The Drawing is offered electronically via the Internet on Facebook.com. It is open to all natural persons 18 years of age or older who are legal residents of the United States for the duration of the Drawing, and who have Internet access as of the day before the Drawing. Employees, officers and directors of Alex, its affiliates and subsidiaries, their immediate family members and persons living in the same household are not eligible to participate in the Drawing. Void where prohibited. All federal, state and local laws and regulations apply.

HOW TO ENTER: You may enter the Drawing by completing the following: (a) Become and remain a Fan of Alex throughout the duration of the contest by clicking the "Become a Fan" button on the upper-right corner; and (b) submitting a photo of your child's original artwork along with a description of how you foster creativity.

Only one entry per person is permitted. This contest is open to the first 550 Fans of Alex. If multiple entries are submitted, only the first entry received will be entered into the Drawing.

PRIZE:

Only entries received by the first 550 Fans of Alex will be eligible for the drawing. No alternative prize or other substitution is permitted, except by Alex in the event of prize unavailability. All federal, state and/or local taxes are the sole responsibility of the winner.

SELECTION OF WINNER: Winner as specified above will be determined by a panel of Alex employees based on the creativity of the submitted photo from all eligible entries received, to be held within one week of the 550th Fan of Alex being obtained. All decisions are final and binding. Winner will be notified by e-mail at Sponsor's discretion within 14 days of the drawing. Winner will have 15 days from notification to accept the prize by e-mail. Sponsor is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify winner.

Winner may be required to sign and return a declaration of eligibility, release of liability, and, where lawful, a publicity consent agreement, all within 15 days of acknowledged notification. By accepting and/or using prize, winner agrees to the use of winner's (and his/her child's) full name, voice, and/or likeness for the purpose of advertising, publicity, trade, or promotion of Sponsor's company and/or products without further compensation, unless prohibited by law. If a selected winner cannot be contacted, is ineligible, fails to claim a prize, or fails to timely return the completed and executed declaration and releases as required, prize may be forfeited and an alternate winner selected. In the event of a dispute regarding who submitted an online entry, the entry will be deemed submitted by the authorized account holder of the e-mail account.

CONDITIONS: By entering, each entrant agrees to abide by and be bound by these Official Rules and the decisions of Sponsor, which shall be final in all respects relating to the Drawing, including without limitation the interpretation of these rules. Sponsor, agents and representatives of Sponsor, its parent company, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and legal advisors are not responsible for and shall not be liable for: (i) late, lost, delayed, damaged, misdirected, incomplete, illegible, unintelligible, or postage-due entries; (ii) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (iii) failed, incomplete, garbled, or delayed computer transmissions; (iv) any condition caused by events beyond the control of the Sponsor that may cause the Drawing to be disrupted or corrupted; (v) any injuries, losses, or damages of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from entering in the Drawing; or (vi) any printing or typographical errors in any materials associated with the Drawing.

ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE DRAWING IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION.

Sponsor reserves the right, in its sole discretion, to modify, suspend or cancel Drawing in whole or in part at any time for any reason, including the following: if a computer virus, or other technical problem corrupts the administration, security, or proper play of the Drawing.

By entering in the Drawing, each entrant represents that they are legal residents of the United States and are 18 years of age or older and that the entrant is the parent or legal guardian of any children depicted in any submitted photographs. Further, entrant represents that they are the owner of any photographs submitted and agree that any photographs submitted will become the sole and exclusive property of Sponsor. In addition, entrant understands that all rights, including copyright, to the extent possible, are transferred to the Sponsor by the entrant as a condition of entry.

By entering in the Drawing, each entrant hereby releases and holds Sponsor and the employees, officers, directors, shareholders, agents, representatives of Sponsor, its parent company, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and legal advisors, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with the Drawing or resulting from acceptance, possession, or use of any prize, including without limitation, personal injury, death, and

property damage, and claims based on publicity rights, defamation, or invasion of privacy.

DISPUTES: As a condition of entering in this Drawing, entrant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Drawing, shall be resolved individually, without resort to any form of class action, exclusively, before a court located in the State of New Jersey, having competent jurisdiction, which court shall apply the laws of the State of New Jersey without regard for doctrines of conflict of law. Further, in any such dispute, under no circumstance will entrant be permitted to obtain awards for, and hereby waives all rights to claim or receive punitive, incidental or consequential damages, or any other damages or costs, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with entering this Drawing), and entrant further waives all rights to have damages multiplied or increased.