



Girl Scouts.

Celebrate the Leader in You!

Contest

OFFICIAL CONTEST RULES:

No purchases necessary to enter. Void where prohibited by law. The "Celebrate the Leader in You!" Contest (the "**Contest**") begins on or about June 25, 2008 at 12:01 a.m. and ends on July 24, 2008 at 11:59 p.m. (the "**Promotion Period**"). The Contest provides entrants with the opportunity to write a short essay (each, a "**Submission**") of one hundred and fifty (150) words or less describing how they are like the character Kit Kittredge from "Kit Kittredge: An American Girl" and to submit the Submission for consideration. By participating in the Contest, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Girls Scouts of the USA, 420 Fifth Avenue, 16th Floor, New York, NY 10018, ("**Sponsor**"), which shall be final and binding in all respects. Neither American Girl Brands, LLC, nor any of its affiliated companies, are sponsors of this Contest.

ELIGIBILITY:

The Contest is open for online entry (as further set forth below) to legal residents of the fifty (50) United States who are eighteen (18) years of age or older at the time of entry and who are the parent or legal guardian of a girl between the ages of six (6) and twelve (12) and has prepared a Submission in connection with the Contest. The Contest is open for mail-in entry (as further set forth below) to girls who are legal residents of the fifty (50) United States who are between the ages of six (6) and twelve (12) and to anyone eligible for online entry as set forth above. No Minors (as defined below) are eligible to enter online or to receive any prize, unless, as set forth below, a release form is properly completed and submitted to Sponsor by a Minor winner's parent or legal guardian, and Sponsor reserves the right to refuse to award a prize to or on behalf of a Minor in its sole discretion.

Employees, officers and directors of Sponsor, Sponsor's local council affiliates, New Line Cinema Picturehouse Holdings, Inc. ("**Picturehouse**") and each of their respective parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies and each of their respective officers, directors and employees (collectively, the "**Promotion Entities**") as well as the immediate family members of any one so situated are ineligible to participate in the Contest or receive a prize. "Immediate family members" shall include spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws", or by current or past marriage, remarriage, adoption, co-habitation or other familial extension, and any other persons residing at the same household location, whether or not related.

HOW TO ENTER:

Online Entry: All online entries must be submitted by a parent or legal guardian who is eighteen (18) years or older at the time of entry. To enter via the Internet, visit www.gogirlsonly.org (the "**Website**") and follow the instructions provided to have **your parent or legal guardian** complete the entry form, upload your Submission and click "Submit Entry". All submitting parents and/or legal guardians must accurately complete all required fields or the entry will be deemed invalid by Sponsor.

Proof of entering information at the Website is not considered proof of delivery to or receipt by Sponsor of such entry. Personal information collected in connection with the Contest will be used by Sponsor in accordance with its privacy policy, which can be found at http://www.gogirlsonly.org/privacy_policy.asp.

Mail-In Entry: To enter via U.S. Mail (available for all eligible entrants), visit the Website, read these Official Rules, and then hand print in ink on a letter-size sheet of paper, your full name, complete home address and zip code, home telephone number and area code, month and year of birth, the name of your parent or legal guardian and his or her e-mail address (if any), along with your Submission. Mail this completed paper in a first-class stamped business-size envelope to: **“CELEBRATE THE LEADER IN YOU!” CONTEST C/O GIRL SCOUTS OF THE USA, 420 FIFTH AVE. 16TH FLOOR, NEW YORK, NY 10018.** No metered mail will be accepted. No copies, facsimiles or mechanical reproductions will be accepted. Sponsor assumes no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage due entries or mail. Limit one (1) entry per outer mailing envelope.

All Contest entries become the property of Sponsor, and Sponsor may use any of the entries for any purpose whatsoever, without further compensation to the entrant.

Regardless of the method of entry, each Submission that is entered into the Contest must meet the following “Submission Requirements” (any essay that, in Sponsor’s sole and absolute discretion, violates the following criteria will be disqualified):

- (a) the Submission must be one hundred and fifty (150) words or less;
- (b) the Submission must be the submitting entrant’s (or, in the event of online entry, the submitting entrant’s child or legal dependent’s) original, previously unpublished work and not contain any third party copyrighted material; and
- (c) the entrant should be able to provide on request all appropriate clearances, permissions and releases for the Submission, including releases from all persons described in the Submission (in the event an entrant cannot provide all required releases, Sponsor reserves the right, in Sponsor’s sole discretion, to disqualify the applicable Submission, or seek to secure the releases and clearances for Sponsor’s benefit, or allow the applicable Submission to remain in Contest).

Submissions must be received by the end of the Promotion Period. No substitutions of new versions of Submission will be accepted under any circumstances once the original Submission is submitted for consideration. Any Submission that is considered by Sponsor in its sole and absolute discretion to be obscene, libelous, hate speech or otherwise objectionable, in whole or in part, will be disqualified and will not be eligible for entry. All requested information on the Contest page or indicated for inclusion in a mail-in entry must be completed to enter and to be eligible to win. Except as otherwise stated in these Official Rules, personal information collected online in connection with this Contest will be used in accordance with the privacy notice found on the Website and with the consent given by an entrant at the time of entry. Any communication or information transmitted to Sponsor and/or the Website by electronic mail or otherwise is and will be treated as non-confidential and nonproprietary. Submissions become the exclusive property of Sponsor and will not be returned or acknowledged. Proof of submission is not considered proof of delivery to or receipt of such entry. Furthermore, Sponsor shall have no liability for any Submission that is lost, intercepted or not received by the Sponsor.

IMPORTANT NOTE: Any entrant who incorporates any intellectual property owned by a third party into his or her Submission does so at his or her own risk. Without in any way limiting, expanding or amending the Terms of Use policy residing on the Website, which Terms of Use policy shall remain in full force and effect, if Sponsor is duly notified that any element of an entrant’s Submission infringes upon the rights of another person and/or receives a legally valid request to remove the affected Submission from the Website because of such infringement, such Submission may be removed from the Website and/or disqualified from the Contest, as Sponsor may determine in its sole discretion.

Further, no entrant will be eligible to receive a prize unless Sponsor determines, in its sole and absolute discretion, that such entrant's Submission has been or can be sufficiently cleared for legal purposes.

Limit one (1) Submission per person and/or e-mail address, regardless of method of entry.

Winner Selection:

Sponsor will choose up to five (5) finalists and a Grand Prize winner based on style, originality and capturing the Contest's theme. The Grand Prize winner and the five (5) finalists will be notified by telephone, e-mail, and/or mail using the contact information provided at entry on or about **July 31, 2008**.

Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by the potential winner for any reason. If any potential winner does not respond within the time required by Sponsor, or if the winner notification is returned as unclaimed or undeliverable to any potential winner, such potential winner will forfeit her prize and an alternate winner may be selected. If any potential winner is found to be ineligible, or if she has not complied with these Official Rules or declines the prize for any reason, such potential winner will be disqualified and the prize may be awarded to the next highest scoring Submission.

RESTRICTIONS AND LIMITATION OF LIABILITY:

This Contest is void where prohibited by law. Multiple entries will result in disqualification. Sponsor reserves the right to cancel, terminate or modify the Contest if it is not capable of completion as planned for any reason, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any kind. In consideration for participation in the Contest and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the submitting parent and/or legal guardian, on their own and on entrant's behalf, and on behalf of their heirs, successors or assigns, administrators and personal representatives, does hereby COVENANT NOT TO SUE, FULLY RELEASE AND FOREVER DISCHARGE the Promotion Entities from and against any and all actions, charges, claims, losses, costs, damages, expenses (including attorneys' fees and expenses) and liabilities of any kind or character, whether known or unknown, in connection with, arising out of or in any way related to submitting parent and/or legal guardian's and entrant's participation in the Contest or any Contest-related activity.

REPRESENTATIONS AND WARRANTIES/INDEMNIFICATION: Each person who enters this Contest and his or her parent or legal guardian, if the entrant is under the age of majority in his or her state/province of residence (a "**Minor**") represents and warrants as follows: (i) the Submission is the entrant's own original, previously unpublished, and previously unproduced work; (ii) the Submission does not contain any computer virus (as applicable), is otherwise uncorrupted, is wholly original with entrant, and as of the date of submission, is not the subject of any actual or threatened litigation or claim; (iii) the Submission does not and will not violate or infringe upon the intellectual property rights or other rights of any other person or entity; and (iv) the Submission does not and will not violate any applicable laws, and is not and will not be defamatory or libelous. Each entrant hereby agrees to indemnify and hold the Promotion Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

GRANT OF RIGHTS: Each entrant into the Contest (and his or her parent or legal guardian, if the entrant is a Minor) hereby irrevocably grants, transfers, sells, assigns and conveys to Sponsor, its successors and assigns, all present and future right, title and interest of every kind and nature whatsoever, including, without limitation, all copyrights, and all rights incidental, subsidiary, ancillary or allied thereto (including, without limitation, all derivative rights) in and to the Submission for exploitation throughout the universe, in perpetuity, by means of any and all media and devices whether now known or hereafter devised. Sponsor shall have the right, in its sole discretion, to edit, composite, morph, scan, duplicate, or alter the Submission for any purpose which Sponsor deems

necessary or desirable, and each entrant irrevocably waives any and all so-called moral rights they may have therein. Each entrant hereby acknowledges that such entrant does not reserve any rights in or to the Submission.

PUBLICITY RELEASE: By participating in the Contest, in addition to any other grants which may be granted in any other agreement entered into between Sponsor and any entrant in or winner of the Contest, each entrant (and his or her parent or legal guardian, if the entrant is a Minor) irrevocably grants the Promotion Entities and their respective successors, assigns and licensees, the right to use such entrant's name, likeness, biographical information and Submission, and any individual(s) described therein, in any and all media for any purpose, including without limitation, advertising and promotional purposes as well as in, on or in connection with the Website or the Contest or other promotions, and hereby release the Promotion Entities from any liability with respect thereto.

PRIZES:

One (1) Grand Prize is available: One (1) Grand-Prize winner will be awarded a three (3) day/two (2) night **"Girl Scout NYC Adventure" in New York, New York.** The Grand Prize includes: round-trip economy class domestic air transportation for the Grand Prize winner and one (1) travel companion between the major airport closest to the Grand Prize winner's residence and New York, New York; two nights' hotel accommodations in New York, New York (one (1) room, double occupancy); ground transportation between the airport and the hotel; two (2) tickets for entry to the Bronx Zoo; and, for the Grand Prize winner only: one (1) \$500 American Girl® gift card; one (1) "Kit Kittredge®" American Girl® doll; and one (1) one (1) 2008-2009 membership to Girl Scouts of the USA, one (1) Girl Scouts Stuff pack (including bag, book, magnet, pen and keychain), one (1) American Girl® "Grace Dog", one (1) "Kit Kittredge®" book and bookmark, and assorted "Kit Kittredge: An American Girl" movie promotional items). The approximate retail value ("**ARV**") of the Grand Prize is \$3,240. All travel must be completed by September 7, 2008. The Grand Prize winner must be eighteen (18) years of age or older, or if the Grand Prize winner is a Minor, the Grand Prize winner's travel companion must be such Minor's parent or legal guardian. The Grand Prize winner and travel companion must travel together on the same itinerary and possess all required travel documents, including visas and valid passports, if and as applicable. The dates of departure and return are subject to change at Picturehouse's sole discretion. Airfare may not include government taxes, Passenger Facility Charge or September 11th Security Fee. Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. The Grand Prize winner (or such Minor Grand Prize winner's parent or legal guardian) must comply with all hotel check-in requirements, including but not limited to the presentation of a major credit card. Other travel restrictions, including blackout dates may apply. All airline tickets are subject to the vagaries of flight variation, work stoppages, and schedule or route changes. ARV for travel prizes may vary depending upon points of departure and destination and fare fluctuations. Picturehouse reserves the right to structure travel route and select hotels in its sole discretion. The ARV for travel prizes is an estimate made before the Contest begins. The Grand Prize winner will not receive cash or any other form of compensation if actual travel costs are less than the estimate made in these Official Rules. The round trip air transportation element for any travel prize begins and ends at the point of departure. Admission tickets are non-transferable and will be deemed void if sold, transferred, auctioned or assigned to any third person. Gift cards are subject to the terms and conditions generally applicable thereto. In the event the Grand Prize winner and/or the Grand Prize winner's travel companion engage in behavior that (as determined by Picturehouse in its sole discretion) is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Picturehouse reserves the right to terminate the trip or other applicable experience early, in whole or in part, and send the Grand Prize winner and/or the Grand Prize winner's travel companion home with no further compensation.

Up to Five (5) Finalist Prizes are available. Each Finalist Prize consists of one (1) 2008-2009 membership to Girl Scouts of the USA, one (1) Girl Scouts Stuff pack (including bag, book, magnet, pen and keychain), one (1) American Girl® "Grace Dog", one (1) "Kit Kittredge®" book and bookmark, and assorted "Kit Kittredge: An American Girl" movie promotional items. The ARV of each Finalist Prize \$170 each. The total ARV of all Finalist Prizes is \$850.

The total ARV of all prizes is \$4,090.

Prizes are non-transferable and non-exchangeable. Sponsor reserves the right to substitute a prize of equal or greater value if the awarded prize is unavailable for any reason. Prizes or applicable portions thereof will be delivered only to addresses in the United States.

The Promotion Entities make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize furnished in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND THE PROMOTION ENTITIES HEREBY DISCLAIM ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

HOW TO CLAIM PRIZE:

The potential Grand Prize winner and five finalists will be contacted by July 31, 2008 and must respond to Sponsor by **August 5, 2008** or they forfeit the prize. The potential winners (or, if a potential winner is a Minor, his or her parent or legal guardian) may be required to execute an Affidavit of Eligibility, a Liability Release, and (where imposing such condition is legal) a Publicity Release (collectively, "**Prize Claim Documents**"). If a winner (or a Minor winner's parent or legal guardian) fails or refuses to sign and return all Prize Claim Documents within seven (7) days of prize notification (or a shorter time if required by exigencies), such winner may be disqualified and an alternate winner may be selected. The winner, parent and/or guardian assume the risk of the prize's safe arrival. All federal, state and local laws and regulations apply to contest prize awards. All federal, state and local taxes (including any sales taxes), where applicable, are the sole responsibility of the winner, parent and /or legal guardian documented on the official entry and release form.

DISQUALIFICATION AND PENALTIES:

All entrants agree to be bound by these Official Rules. Sponsor, in its sole discretion, further reserves the right to disqualify any person for (i) violating any of these rules, (ii) tampering with the entry process or the operation of the Website, (iii) gaining an unfair advantage in participating in the Contest, (iv) obtaining winner status using fraudulent means, or (v) engaging in otherwise unsportsmanlike, disruptive, annoying, harassing, or threatening behavior. Furthermore, any resale or auction or attempt to resell or auction prizes, if any, will result in disqualification for all future Sponsor promotions. Any attempt by an entrant or any other individual to deliberately circumvent, disrupt or damage ordinary and normal operation of this Contest, telephone systems or Website, or to undermine the legitimate operation of the Contest is a violation of criminal and civil laws. Should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.

NATURE OF RELATIONSHIP/WAIVER OF EQUITABLE RELIEF: Each entrant hereby acknowledges and agrees that the relationship between the entrant and the Promotion Entities is not a confidential, fiduciary, or other special relationship, and that the entrant's decision to provide the entrant's Submission to Sponsor for purposes of the Contest does not place the Promotion Entities in a position that is any different from the position held by members of the general public with regard to elements of the entrant's Submission. Each entrant understands and acknowledges that the Promotion Entities have wide access to ideas, stories, designs, and other literary materials, and that new ideas are constantly being submitted to it or being developed by their own employees. Each entrant also acknowledges that many ideas or stories may be competitive with, similar or identical to the Submission and/or each other in theme, idea, plot, format or other respects. Each entrant acknowledges and agrees that such entrant will not be entitled to any compensation as a result of any Promotion Entity's use of any such similar or identical material. Each entrant acknowledges and agrees that the Promotion Entities do not now and shall not have in the future any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of the copyright in and to the Submission. Finally, each entrant acknowledges that, with respect to any claim by entrant relating to or arising out of a Promotion Entity's actual or alleged exploitation or use of any Submission or other material submitted in connection with the Contest, the damage, if any, thereby caused to the applicable entrant will not be irreparable or otherwise sufficient to entitle such

entrant to seek injunctive or other equitable relief or in any way enjoin the production, distribution, exhibition or other exploitation of "Kit Kittredge: An American Girl" or any other production based on or allegedly based on the Submission, and entrant's rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law.

NO OBLIGATION TO USE: Sponsor shall have no obligation (express or implied) to use any Submission, or to otherwise exploit any Submission or, if commenced, to continue the distribution or exploitation thereof, and Sponsor may at any time abandon the use of the any Submission for any reason, with or without legal justification or excuse, and contestants shall not be entitled to any damages or other relief by reason thereof.

DATES & DEADLINES/ANTICIPATED NUMBER OF CONTESTANTS: Because of the unique nature and scope of the Contest, Sponsor reserves the right, in addition to those other rights reserved herein, to modify any date(s) or deadline(s) set forth in these Official Rules or otherwise governing the Contest. Sponsor cannot accurately predict the number of entrants who will participate in the Contest.

FURTHER DOCUMENTATION: If Sponsor shall desire to secure additional assignments, certificates of engagement for the Submission or other documents as Sponsor may reasonably require in order to effectuate the purposes and intents of these Official Rules, then each entrant agrees to sign the same upon Sponsor's request therefor.

GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE CONTEST SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF NEW YORK WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

ADDITIONAL TERMS AND CONDITIONS:

Entrants agree that the Promotion Entities (a) shall not be responsible or liable for any losses, damages or injuries of any kind resulting from participation in the Contest or any Contest-related activity, or from entrants' acceptance, receipt, possession and/or use or misuse of the prize(s), and (b) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to the prize(s), including, without limitation, to such prize's quality or fitness for a particular purpose. Sponsor assumes no responsibility for any damage to an entrant's computer system which is occasioned by accessing the Website or participating in the Contest, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, postage-due, damaged, or stolen submissions, Submission or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet Service Providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Contest or the Website, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Contest, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. In the event an insufficient number of eligible Submissions are received or Sponsor is prevented from awarding prize(s) or continuing with the Contest as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court

or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), Sponsor shall have the right to modify, suspend, or terminate the Contest. If the Contest is terminated for Force Majeure before the designated end date, Sponsor will (if possible) select the winner from all eligible, non-suspect Submissions received as of the date of the event giving rise to the termination. These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with the law by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor reserves the right in its sole discretion to interpret the rules of any contest or sweepstakes, and such interpretation shall be binding upon all entrants. Sponsor shall not be responsible for any administrative errors involved in the execution of any contest or sweepstakes. Copies of these Official Rules or any legally required winner's list may be obtained by sending a self-addressed stamped envelope to: **CELEBRATE THE LEADER IN YOU! CONTEST, GIRLS SCOUTS OF THE USA 420 Fifth AVE. 16TH FLOOR NEW YORK, NY 10018**: or by logging on to <http://www.gogirlsonly.org>. Official Rules requests will not be honored after the end of the Promotion Period. Winners' List requests must be received within six (6) weeks following the end of the Promotion Period.

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