

\$1,000 Super Bowl Party Contest

NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS CONTEST. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

TERM:

The "\$1,000 Super Bowl Party Contest" (the "Contest") entry period commences at 11:26 a.m. Eastern Standard Time on January 6, 2010 and ends at 11:59 p.m. Eastern Standard Time on January 15, 2010 (the "Contest Entry Period"). The Contest is sponsored by The Knot, Inc., 462 Broadway, 6th floor, New York, NY 10013 (sometimes hereinafter singularly referred to as the "Sponsor").

ELIGIBILITY:

This Contest is open to legal residents of the 50 United States, and the District of Columbia, 18 years or older as of date of entry, who are registered members of www.thenest.com at the time of entry. Employees of the Sponsor, any promotional companies or advertising agencies participating in the Contest and employees of their respective subsidiaries and affiliates, any persons involved in the creation, development, or implementation of this Contest, and any other persons or entities directly associated with this Contest and any members of their immediate families or households are ineligible to participate. Entries for the Contest drawing must be received prior to the expiration of the Contest Entry Period. This Contest is void in Puerto Rico and the U.S. Virgin Islands and wherever prohibited or restricted by law, and is subject to all federal, state, and local laws and regulations. By submitting an entry form, entrants agree to abide by these Official Rules and all applicable federal, state, and local laws and regulations that govern contests.

PRIZE/VALUE:

One (1) winner will receive one (1) \$1,000 gift check for use toward a Super Bowl Party. The Prize is not transferable or assignable, and is not redeemable for cash or any other consideration, and no substitutions will be allowed except by Sponsor, which reserves the right to substitute prizes of equal or greater value or nature if advertised prize is not available. Each prize winner is responsible for compliance with all applicable federal, state, and/or local laws and regulations, including, without limitation, the payment of all applicable taxes.

HOW TO ENTER:

During the Contest Entry Period, you may enter the Contest by accessing the entry screen at <http://ideas.thenest.com/dinner-recipes/entertaining/Blogs/super-bowl-party-giveaway.aspx> and submitting an email telling us why you're the biggest NFL fan including: (i) your username on TheNest.com, and (ii) photo showing your team spirit (preferably, a couples shot), and transmitting the information to the Sponsor at www.TheNest.com before 11:59 p.m. Eastern Standard Time on January 15, 2010. Your full name, address, city, state, zip code, phone number, date of birth and email address are required for entry. Incomplete or late entries will be disqualified. Limit one entry per person. If an entrant is determined to have submitted more than one entry submission, that entrant will be disqualified. Entries must comply with file specifications on entry page and must be in English. Entries must be entrant's own original work and owned solely and exclusively by entrant, have not won a previous prize or award and have not been previously published, must not infringe on, misappropriate or otherwise violate any third-party rights (including but not limited to copyright, trademark, rights of publicity or privacy or any other proprietary right), and must be deemed suitable by The Knot, Inc. Entrant agrees to indemnify, defend and hold harmless The Knot, Inc. and each of its affiliates, and their respective officers, directors, employees and agents from any losses, damages, or expenses arising from or in connection with infringement, misappropriation or violation of any third party rights. Entries deemed lewd or offensive may be disqualified, in Sponsor's sole discretion. Entries that comply with format and suitability specifications will be acknowledged by e-mail, but remain subject to full eligibility determinations at the sole discretion of Sponsor. Normal Internet access and usage charges imposed by your online carrier apply. An entry that does not comply with entry guidelines will be deemed void and of no effect. An entry made will be deemed to have been made by the "authorized account holder" of the email address utilized at the time the entry is made. For purposes herein, the "authorized account holder" refers to the person assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses. All entries will become the property of The Knot, Inc. and will not be returned. The Knot, Inc. is not responsible for transmission and/or computer error. For the avoidance of doubt, acceptance of entries or submissions will not be deemed to waive any provisions of these contest rules, and the entrant may subsequently be disqualified.

Each entrant acknowledges and agrees that his/her entry submission and all related materials created in or arising out of such submission, and all right, title and interests in and to them shall be and hereby are, effective upon creation, assigned to and become the property of Sponsor. Without limiting the foregoing, The Knot, Inc. will have the irrevocable, royalty-free, fully paid-up worldwide, perpetual right (and if necessary, license) to edit, re-edit, modify, reproduce, promote, distribute create derivative works and otherwise use the entry and related materials in any way it sees fit and in any form or media whether now or hereafter known or developed. Entrant hereby gives The Knot, Inc. and its agents and assignees, full permission and authority to use, publish and display the submission, as well as entrant's (and any other person included in the submission) name, voice and photograph or other likeness for advertising or other related purposes in any media whether now or hereafter known or developed without additional compensation.

ONLINE VOTING/JUDGING:

All eligible entries will be judged by a panel of judges determined by Sponsor, who will select 10 finalists, based on the following judging criteria: (1) how compelling and the quality of explanation as to why the entrant is the biggest NFL fan (2) the content and quality of the included photo showing the entrant's team spirit. Decisions of the judges are final on all matters relating to Contest. Visitors to TheNest.com will have the opportunity to vote for their favorite

finalist's submission by entering the finalist's name as a comment in the designated area, beginning at 10:00 a.m. Eastern Standard Time on January 18, 2010 and ending at 12:50 p.m. Eastern Standard Time on January 29, 2010. Limit one vote per visitor/user. The finalist with the most user votes will be determined as the Prize winner.

Potential Prize winner will be notified via email and/or phone on or after February 1, 2010, using the contact information provided on the winner's entry form. Each entrant is responsible for the accuracy of the information included in his/her entry. Potential Prize winner will be required to sign and return an Affidavit of Eligibility, Liability Release, Copyright Release, Assignment of Rights and where legal, a Publicity Release within ten (10) days of notification attempt. Noncompliance within this time period will result in disqualification and an alternate winner will be determined from among the Finalists based on the judging criteria set forth above. If Prize notification is returned as non-deliverable, potential winner will be disqualified and an alternate winner will be determined. The name of the winner of the Contest will be available after January 1, 2010. To obtain this information, send a self-addressed stamped envelope to: \$1,000 Super Bowl Party Contest - Winner, c/o The Knot, Inc. 462 Broadway, 6th floor, New York, NY 10013.

CAUTION:

Any attempt by any person to deliberately damage any web site or undermine legitimate operation of a contest may constitute a violation of criminal and civil laws, and should such an attempt be made, The Knot, Inc. reserves the right to seek damages from and/or to prosecute any such person to the fullest extent permitted by law. Any such tampering also will result in ineligibility to win a prize in the Contest.

CONDITIONS:

By participating in this Contest, entrants agree to be bound by these Official Rules and the decisions of The Knot, Inc., which are final in all matters relating to this Contest and acknowledge compliance with these Official Rules. Each entrant acknowledges that the Privacy Policy and Terms of Use found on the thenest.com website are hereby incorporated by reference and apply to the submission of entries pursuant to these Official Rules. By participating in this Contest, each entrant hereby agrees to The Knot Inc.'s collection and usage of the entrant's personal information and acknowledges that entrant has read and accepted the above-referenced Privacy Policy and Terms of Use.

The Knot, Inc. is in no way liable for any damage, loss, or injury resulting from computer malfunctions, misdirected or incomplete entries, or acceptance and use of a prize. Sponsor and its agents shall have no liability or responsibility for injuries, damages or liabilities caused or claimed to be caused by participation in the Contest or the use or misuse of a prize. The Knot, Inc. reserves the right, in its sole discretion, to cancel, modify or suspend the Contest should virus, bugs, or other causes beyond the control of Sponsor corrupt the administration, security, fairness, integrity or proper play of the Contest and award the prize from all eligible entries received prior to cancellation or suspension.

By entering this Contest, each entrant hereby voluntarily and irrevocably releases, holds harmless and agrees not to institute any claim against The Knot, Inc. or any of its affiliates, and their respective officers, directors, shareholders, employees and agents from any losses, damages, or expenses from any and all injuries, losses or damages of any kind arising from or in connection with, either directly or indirectly, (1) the awarding, acceptance, receipt, possession, use and/or misuse of the Prize awarded herein; and/or (2) participation in the Contest or any prize related activities. Under no circumstances will any entrant be permitted to obtain awards for, and each entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, and entrant further waives all rights to have damages multiplied or increased.

By entering the Contest, entrants shall be deemed to have agreed to have their entry information made available to the Sponsor. The Contest is subject to these Official Rules. By entering the Contest, entrants, finalists and the winner agree to waive any right to claim any ambiguity, inequity or error in the Official Rules of the Contest, and/or of the Contest itself, and agree to be bound by these Official Rules and by all decisions of, and interpretations of these Official Rules by, the Contest judges, which in all respects shall be final and binding.

All rights reserved. Official Rules may be copied for personal use only and not for any commercial purpose whatsoever.

THE NEW YORK COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE CONTEST AND THE LAWS OF THE STATE OF NEW YORK, WITHOUT REGARD TO CONFLICTS OF LAWS PRINCIPLES, SHALL GOVERN THE CONTEST. ENTRANTS WAIVE ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMIT TO THE JURISDICTION OF THOSE COURTS.

SPONSOR:

The Knot, Inc., 462 Broadway, 6th floor, New York, NY 10013.

ADMINISTRATOR:

The Knot, Inc., 462 Broadway, 6th floor, New York, NY 10013.