

Sealy® Naturals Crib Mattress

Sweepstakes

Official Rules - No Purchase Necessary Open to Legal Residents residing in the Continental United States, 18 Years of Age or Older as of February 1, 2009

1. How to Enter: Sweepstakes begins 12:00:01 A.M. ET on February 6, 2009 and ends at 11:59:59 P.M. ET on August 31, 2009. Online entries must be received by 11:59:59 P.M. ET on August 31, 2009. You may enter online by visiting www.kolcraft.com/sweepstakes and completing the sweepstakes online entry form as prompted. Normal Internet access and usage charges imposed by your online service will apply. Limit one entry per person/e-mail address ownership. Multiple entries submitted by a single entrant are void. Entries submitted or completed by anyone other than the entrant are void.

2. Random Drawing: The Sweepstakes consists of a total of three (3) drawings, with one winner drawn on the May 1, 2009, July 1, 2009, and September 1, 2009. Winners are drawn from all eligible online entries received. The drawing will be conducted by Kolcraft Enterprises, Inc. (the "Sponsor") whose decisions will be final on all matters relating to this Sweepstakes. Odds of winning will be dependent upon the number of eligible entries received. No purchase necessary to enter or win the drawing. All prizes will be awarded and winners will be notified by mail within ten (10) business days of the prize drawing. Prizes are nontransferable and no substitutions are allowed, except by the Sponsor who reserves the right to award a prize of equal or greater value if the advertised prize is unavailable.

3. Consumer Disclosure - Prizes and Approximate Retail Values: There are three (3) Sealy crib mattress prizes. Subject to availability, winners may select their choice of the Sealy® Springform, Sealy® Posturepedic® Springfree™, Sealy® Soybean, or Sealy® Naturalis™ Crib Mattress. The verifiable retail value of each prize is up to \$259.99 US. The total value of prizes to be awarded is up to \$779.97 (Seven hundred seventy-nine dollars and ninety seven cents).

4. Eligibility: This Sweepstakes is open to legal residents of the Continental United States, who are 18 years of age or older as of August 31, 2009. Employees of Kolcraft Enterprises, Inc., Sealy Technology LLC, and each of their members, affiliates, subsidiaries, and agencies, and their immediate family members (spouse, parents, children and siblings, and their respective spouses) and persons living in the household of each (whether related or not) are not eligible to participate. This offer is void wherever prohibited or restricted by Federal, state, or any other governmental laws. Subject to all Federal, state and local laws.

5. General Rules: This Sweepstakes will be governed by the laws of the State of Illinois. Any and all legal actions or claims arising in connection with this Sweepstakes must be brought in a court of competent jurisdiction within the State of Illinois, County of Cook, United States. No responsibility is assumed by Sponsor for technical, hardware or software malfunctions, telephone failures of any kind, or unavailable network connections, failed, incorrect, inaccurate, incomplete, garbled, or delayed electronic communications, whether caused by the sender, by any of the equipment or programming associated with or utilized in this Sweepstakes that may limit the ability to participate or by any human error that may occur in the processing of the entries in this Sweepstakes. Online entries will be declared made by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet Access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail

addresses for the domain associated with the submitted e-mail address. Sponsor is not responsible for late, illegible, misdirected, incomplete or garbled entries. Entries void if altered, forged or if submitted outside authorized channels. If such disruption or damage occurs that impairs the administration, security, fairness, integrity or proper play of the Sweepstakes, Sponsor may, in its sole discretion, suspend or terminate the Sweepstakes. If the Sweepstakes becomes technically corrupted, Sponsor reserves the right to cancel the Sweepstakes and award prizes from eligible online entries received prior to cancellation. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor reserves the right to substitute the prize with a prize of equal or greater value. No transfer or substitution of prize or cash alternative is allowed except at the sole discretion of the Sponsor. All Federal, state and local taxes and any other expenses or incidentals not specified herein are the sole responsibility of the winner, if applicable. An IRS form 1099 will be issued for the calendar year the prize is awarded. Sponsor and its agents assume no responsibility or liability for damages, losses, or injury resulting from acceptance or use of any prize. Potential prize winners (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to execute and return an Affidavit of Eligibility/Liability & Publicity Release (where legal) within ten (10) business days of attempted notification, or the prize will be deemed unclaimed and an alternate winner will be selected. If any potential winner is a minor in his/her state of residence, the prize will be awarded in the name of the parent or legal guardian, who must execute the requisite eligibility documents. Any eligibility documents, including any prize notification, returned to the Sponsor as undeliverable will result in disqualification and the Sponsor will conduct an alternate drawing to select a winner. If any prize is deemed unclaimed or if any winner is determined by the Sponsor to be disqualified or ineligible to accept the prize, the Sponsor shall conduct an alternate drawing to select an alternate winner at the following month's drawing. Acceptance of prize constitutes permission to the Sponsor and its agents to use the winner's name, hometown and/or likeness for promotional purposes without further compensation, unless prohibited by law. By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the Sponsor.

6. General Release: By entering the Sweepstakes, you release Sponsor, participating prize providers and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agents (collectively, the "Released Parties") from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Sweepstakes or delivery, mis-delivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. **IF YOU ARE A MINOR, YOUR PARENT OR LEGAL GUARDIAN FURTHER AGREES TO INDEMNIFY EACH OF THE RELEASED PARTIES FROM ANY CLAIMS, COSTS, INJURIES, LOSSES OR DAMAGES DESCRIBED IN THIS PARAGRAPH WHICH MAY BE SUFFERED BY YOU.**

7. Winners' List: For a list of winners, available after September 15, 2009, contact the Sweepstakes administrator at Kolcraft Enterprises, Inc., 1100 West Monroe Street, Chicago, Illinois 60607.

8. Sponsor/Administrator: The Sponsor of this Kolcraft Enterprises, Inc., 1100 West Monroe Street, Chicago, Illinois 60607. The Sweepstakes administrator is Ms. Andrea Ostapa.