

JC Toys Group, Inc. (Sponsor)

Free Doll Fan Sweepstakes

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. The JC Toys Free Doll Sweepstakes (the Sweepstakes) begins at 10:00 AM Eastern Time (ET) on June 15, 2011, and ends when the JC Toys Facebook Page reaches 10,000 Likes. ("Promotion Period").

ELIGIBILITY: To participate in this Sweepstakes, you must be a legal resident of the 50 United States, the District of Columbia, or Canada and be at least 18 years of age at time of entry.

HOW TO ENTER: To enter the Contest, visit the JC Toys Page at www.facebook.com/jctoys click on the welcome tab, and complete the online entry form in its entirety and accepting the terms of the Official Rules, and submit (the "Entry").

DURATION: This Sweepstakes begins at 10:00 AM Eastern Time ("ET") on June 15, 2011, and ends when the JC Toys Facebook Page reaches 10,000 Likes. For an entry to be eligible, it must be registered within this time period. The entry period will be divided into "milestones," or in other words, each time the JC Toys Facebook fanbase increases by 500, starting with the first 1,000. Only one entry per person, address or e-mail address is permitted over duration of sweepstakes.

PRIZES: The following Prize(s) will be awarded based on a random drawing of eligible entries received: Each winner will receive 1 (One) free doll of their choice from a list of pre-selected dolls specified below: Items 15621, 15622, 15623, 15625, 18720, 700, 701, 18543 and 34003. If the selected doll is no longer available, the winner will choose an alternative option from the same pre-selected list.

There will be a winner for each 500 Fans up to the end of the sweepstakes when the JC Toys Facebook Page reaches 10,000 Likes.

Prize is non-transferable and non-redeemable for cash. Prize winner is solely responsible for any fees/incidentals not included in the prize(s) that become due with respect to prize. Sponsor is not responsible for lost or stolen prizes once they are awarded.

Winners will be determined by a random drawing from all eligible entries received. Eligible entries include only those entries that are submitted by JC Toys Facebook fans. Non-fans are not eligible. Odds of winning depend on the number of eligible entries received. By participating in this Sweepstakes, entrants agree to be bound by these rules and by the decision of the Sponsor, which is final in all matters relating to this Sweepstakes. Winner will be notified by e-mail. Two (2) attempts will be made to notify the winner within 72 hours. If the winner does not respond within 72 hours, an alternate winner may be selected at random from all remaining eligible entries, in the sole discretion of Sponsor. Winner will have 72 hours from notification to accept the prize. Sponsor is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify winner. If a potential winner cannot be reached via their e-mail address or if he/she is found to be ineligible, or if he/she cannot or does not

otherwise comply with these Official Rules, an alternate winner will be selected by random drawing. All entries become the exclusive property of Sponsor and will not be acknowledged or returned.

TERMS AND CONDITIONS: No transfer, substitution or cash value equivalent for any prize is available, except at sole discretion of Sponsor. This Contest is subject to all applicable federal, state, and local laws. All federal, state, or other tax liabilities, if applicable, are the sole responsibility of the prizewinner. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, judges and Independent Sweepstakes Administrator, and waive any right to claim ambiguity in regard to the Sweepstakes mechanics, and/or the interpretation of these Official Rules. All entrants, and any selected winners, agree to release, discharge, indemnify and hold harmless the Sponsor, Facebook, Inc., any vendors/prize providers that may be associated with this Contest, and the respective officers and employees of these entities, from and against any claims, damages or liability due to any injuries, damages or losses to any person or property of any kind resulting in whole or in any part, directly or indirectly, from participation in this Sweepstakes, or for any prizes won.

RELEASE AND LIMITATIONS OF LIABILITY: By participating in the Sweepstakes, participants agree to release and hold harmless Sponsor, Facebook, and their related companies, subsidiaries, affiliates, directors, officers, employees, and agents from any and all liability for any injuries, loss, or damage of any kind arising from or in connection with this Sweepstakes or any prize won, including any injuries, loss or damage of any kind arising from or in connection with 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. In the event Sponsor is prevented from continuing with this Sweepstakes, or the integrity and/or feasibility of the Sweepstakes is undermined by any event including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, 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, in its sole discretion, to abbreviate, modify, suspend, cancel, or terminate the Sweepstakes without further obligation and, if so, Sponsor reserves the right, but not the obligation, to award the prize from among all valid and eligible entries received up to the time of such Force Majeure event. All entries are the property of Sponsor and are not returnable. The laws of Connecticut State (USA), without regard to its conflict of law rules, will govern these Terms. Any action relating to this Sweepstakes shall be initiated only in the state and federal courts located in Connecticut State (USA).

DISPUTES: Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the Connecticut State. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the Connecticut State, without giving effect to any choice of law or conflict of law or conflict of law rules (whether of the Connecticut State or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Connecticut State.

Winners List and Official Rules: Winner may be posted at Facebook, Twitter and/or other social media properties after winner is notified and eligibility is confirmed. To obtain a copy of these Official Rules or a list of winners via mail, send a self-addressed, stamped envelope to:

JC Toys Group, Inc 9590 NW 40th St. Road Miami, FL 33178

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook.