

**BEAT THIS CONTEST
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN, NOR WILL A PURCHASE IMPROVE ONE'S
CHANCES OF WINNING**

1. SPONSOR: Buena Vista Magazines, Inc., dba Wondertime Magazine, 114 Fifth Ave., New York, NY 10011, is solely responsible for all aspects of this contest ("Contest").

2. BRIEF OVERVIEW OF CONTEST: This is a Contest to be conducted during the period commencing at 12:01 A.M., September 6, and ending at 11:59:59 P.M., September 30, 2008 ("Entry Period"), for you ("Contestant") to participate in a competition to select the best recipe for macaroni and cheese (individually, "Recipe") from among the Recipes of five finalists, which will be determined by random drawing from among all those entered in the Contest. The Grand Prize Winner, if any, will be determined by comparing each of the five Recipes to Ann Hodgman's Recipe ("Model Recipe"). For purposes of these official rules ("Rules"), all times and days are Eastern Daylight Time. Sponsor's computer is the official time keeping device for this Contest. The awarding of the prize is subject to the eligibility and forfeiture provisions set forth below.

3. ELIGIBILITY: To be eligible for this Contest, at the time of entering you must be: **[1]** a natural person legally residing in, and physically located within, the 50 states or the District of Columbia (collectively, "Territory"); **[2]** 18 years of age or older; **[3]** not an employee of Sponsor; its parent, subsidiary, affiliated or successor companies; the advertising, promotional or fulfillment agencies of any of them (individually and collectively, "Entities"); nor a member of his/her household or immediate family and **[4]** willing to have your Entry featured and published on the Sponsor's website ("Website") and/or magazine or otherwise distributed throughout the world in any and all media. "Household member" shall mean a person who shares the same residence at least three months a year. "Immediate family member" shall mean a parent, step-parent, child, step-child, sibling, step-sibling, or spouse.

4. ENTRY: During the Entry Period, you may enter your Recipe in the Contest in one of the two (2) following ways:

(a) BY INTERNET: By emailing your Recipe along with your name, address, and telephone number, to wondertime.editors@disney.com and including "Beat This" in the subject line ("Internet Entry"). Normal Internet access and usage charges imposed by your online service will apply. It is your sole responsibility to notify the Sponsor in writing if you change your email address ("Address").

(b) BY MAIL: By mailing your Recipe along with your name, address and telephone number inside a postage prepaid business size (#10) envelope, to: Beat This Contest, Wondertime Magazine, 47 Pleasant St., Northampton, MA 01060 ("Mail Entry").

"Entry" shall mean and refer to each Internet and Mail Entry.

5. CONTEST MATERIALS: "Contest Materials" include all information and material submitted by you in connection with the Contest, including the Entry and all other forms, contracts or releases required to be submitted by you as a Contestant, whether required by Sponsor prior to or after Entry. By entering the Contest, you agree to grant to Sponsor a non-exclusive, fully-paid, irrevocable, royalty-free, sublicenseable and transferable worldwide license to use, re-use, reproduce, transmit, display, distribute, re-distribute, copy, store, modify, adapt and translate the contents of the Contest Materials, in whole or in part, in all media, formats and channels now known or hereafter devised, for the duration of the rights in each country, area and space, and throughout the universe, in perpetuity and in all languages, formats and versions.

6. LIMITATIONS: By submitting the Contest Materials in the Contest, you represent and warrant to Sponsor that the Contest Materials: **[1]** do not originate from the Internet or a magazine, newspaper or other commercial or proprietary source; **[2]** do not infringe upon or otherwise violate any right of any person, firm or entity; **[3]** do comply with the Rules; **[4]** have not previously been submitted in a contest of any kind or exhibited or displayed publicly through any means and **[5]** do not contain a Recipe that includes any mixes, including but not limited to, cake mixes, pudding mixes, muffin mixes and gravy mixes. You further represent and warrant to Sponsor that: **[1]** you have all rights, licenses, permissions and consents necessary to submit the Contest Materials in accordance with the Rules; **[2]** no person or entity other than you has any right, title or interest in and to any part of the Contest Materials and **[3]** you are not subject to any agreement or arrangement that would interfere with your entering this Contest and granting all the rights granted hereunder or that would conflict with any other documentation required hereunder. Sponsor may, in its sole discretion, disqualify and remove any Contestant that Sponsor deems to be in violation of these Limitations at any time. All Internet Entries must be received during the Entry Period; and all Mail Entries must be postmarked during the Entry Period and received by October 7 2008. Limit of one (1) Entry per person/Address (regardless of method of Entry or whether one person has more than one Address or more than one person use the same Address). Entries by any method other than set forth above in Section 4 are void. Neither the Sponsor, nor any of its officers, directors, shareholders, employees, agents or representatives (individually and collectively, "Releasees") are responsible for Entries from persons residing, or physically located, outside the Territory; or Entries that are altered, delayed, destroyed, forged, fraudulent, illegible, improperly accessed, inaccurate, incomplete, irregular in any way, late, lost, misdirected, multiple, mutilated, non-delivered, postage-due, stolen, tampered with, unauthorized, unintelligible or otherwise not in compliance with these Rules; or for lost, interrupted or unavailable network, server or other connections; miscommunications; failed phone, computer hardware or software or telephone transmissions; technical failures; unauthorized human intervention; traffic congestion; garbled or jumbled transmissions; undeliverable emails resulting from any form of active or passive email filtering; insufficient space in entrant's email account to receive email; or other errors of any kind, whether due to electronic, mechanical or human error or other causes; even if caused by the negligence of any of the Releasees. Each of such potential Entries will be disqualified. Sponsor is not obligated to communicate with any Contestant during the duration of the Contest. Void where prohibited or restricted by law and subject to all applicable federal, state, local and municipal laws and regulations.

7. PRIZE: One (1) GRAND PRIZE: one (1) seven (7) quart Cuisinart stand mixer (approximate retail value ["ARV"]: \$450). Any depiction of prize is for illustrative purposes only. Prize is not redeemable for cash or transferable. No substitution allowed except, at Sponsor's sole discretion, a prize of equal or greater value may be substituted. Sponsor will not replace any lost or stolen prize. All taxes are solely the responsibility of the winner.

8. PROCEDURES: On or about October 9, 2008, Sponsor will select by random drawing from among all eligible Entries received the five finalist Recipes to compete for the prize. All five Recipes will be selected provided there are a sufficient number of eligible Entries received. On or about October 15, 2008, the finalist Recipes will be judged by comparison to the Model Recipe by a Sponsor-selected panel of judges. If the evaluation determines that one of the five Recipes beats the Model Recipe, then that Recipe will be the potential winner. If not, there won't be a winner. On or about October 20, 2008, the potential winner, if there is one, will be notified by U.S. Mail, and by email if possible. At the sole discretion of the Sponsor, disqualification, forfeiture and the selection of an alternate winner may result from any of the following: **[1]** potential winner's failure to respond to notification within ten (10) days after its mailing; **[2]** the return of any notice or the prize as undeliverable; **[3]** potential winner's failure to execute and return an Affidavit of Eligibility/Liability/Publicity Release within ten (10) days after its mailing; **[4]** potential winner's failure to claim the prize within ten (10) days after it is sent and **[5]** any other non-compliance with Rules. In the event of prize forfeiture, the Sponsor may, in its sole discretion, award or not award the forfeited prize to an alternate winner.

9. PRIVACY POLICY/DATA COLLECTION: Information provided by you for this Contest is subject to Sponsor's privacy policy located at <http://disney.co.com/corporate/privacy/ppwdig.html>.

10. CONDITIONS: By entering this Contest and/or accepting any prize you may win, you agree, represent and warrant that: **[1]** you will be bound by the Rules and the Sponsor's decisions, which shall be final in all respects; **[2]** the Entry will not be acknowledged or returned; **[3]** you release and hold harmless the Releasees from any and all liability for claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the Entry or from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any prize or participation in this Contest or in any Contest-related activity or travel; **[4]** the Grand Prize is awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied, (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose); **[5]** winner's acceptance of the prize constitutes the grant to Sponsor and assigns of an unconditional right to use winner's name, address (city and state only), voice, likeness, photograph, biographical and prize information and/or statements about the promotion for any programming, publicity, advertising and promotional purposes without additional compensation, except where prohibited by law; **[6]** in the event unauthorized human intervention, Acts of God, acts or regulations of any governmental or supra-national authority, war, national emergency, accident, fire, riot, strikes, lock-outs, industrial disputes, acts of terrorism or other matters beyond the Sponsor's reasonable control, corrupt, prevent or impair the administration, security, fairness or proper play of the Contest, so that it cannot be conducted as originally planned, Sponsor has the right, in its sole discretion, to modify the Rules or to cancel, modify, terminate or suspend the Contest; and in such event, to select a winner by such method as Sponsor in its sole discretion shall consider equitable; **[7]** the Releasees are not responsible for typographical or other errors in the offer or administration of the Contest, including but not limited to: errors in the advertising, Rules and selection and announcement of the winner; **[8]** the Releasees are not responsible for any inability of the winner to accept or use the prize for any reason and **[9]** Sponsor has the right to modify prize award procedures at its sole discretion.

11. RULES & WINNERS' LIST: For name of winner (after October 20, 2008) and/or Rules (before September 30 2008), send a self-addressed, stamped #10 envelope to: Beat This Contest, Wondertime Magazine, 47 Pleasant St., Northampton, MA 01060., designating either "winner" or "Rules".

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