

**Martha Stewart Living #MSLeaster Contest  
OFFICIAL RULES**

**NO SUBSCRIPTION, PURCHASE, TWITTER OR INSTAGRAM ACCOUNT REQUIRED TO ENTER OR TO RECEIVE A PRIZE. A SUBSCRIPTION, PURCHASE, TWITTER OR INSTAGRAM ACCOUNT DOES NOT INCREASE YOUR CHANCES OF WINNING. THIS CONTEST IS NOT AFFILIATED WITH NOR ENDORSED BY TWITTER OR INSTAGRAM.**

These Official Rules apply to the Martha Stewart Living #MSLeasterliving Contest (“Contest”) conducted by Martha Stewart Living Omnimedia, Inc., 601 West 26<sup>th</sup> Street, New York, NY 10001 (“Sponsor”) and promoted at [www.instagram.com/ms\\_living](http://www.instagram.com/ms_living) and [www.twitter.com/ms\\_living](http://www.twitter.com/ms_living) (“Websites”). The Contest will start at 9:00:00 AM Eastern Time (“ET”) on March 22, 2013 and will end 11:59:59 PM ET on March 28, 2013. By entering this Contest, you agree to the Terms in these Official Rules.

- 1. CONTEST ENTRANTS AND PRIZE RECIPIENTS MUST BE (A) LEGAL RESIDENTS OF ONE OF THE FIFTY UNITED STATES OR THE DISTRICT OF COLUMBIA, AND (B) AGED 18 YEARS OR OLDER. VOID WHERE PROHIBITED BY LAW. CONTEST SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS.** Employees of Sponsor and their respective parent companies, subsidiaries, affiliates, divisions, advertising and promotion, fulfillment and/or judging agencies, and related entities (collectively, the “Related Entities”), and their immediate family members (spouse, parents, siblings, children, and their spouses) regardless of where they reside and/or those living in the same household of any such individual (whether or not related) are not eligible to enter or win.
  
- 2. THERE ARE TWO (2) WAYS TO ENTER**  
**To enter via Instagram:** 1. Become a member of Instagram, if you are not already. Signing up is easy and free at [www.instagram.com](http://www.instagram.com). 2. Become a follower of Martha Stewart Living @MS\_Living. 3. Snap a photo of your Easter project, craft, or custom creation that you made with Martha Stewart line of products. 4. Then, upload your photo of your homemade creation to your Instagram account and include the hashtag #MSLeastercontest during the Promotion Period.  
**To enter via Twitter:** 1. Become a member of Twitter, if you are not already. Signing up is easy and free at [www.twitter.com](http://www.twitter.com). 2. Become a follower of Martha Stewart Living @MS\_Living. 3. Snap a photo of your Easter project, craft, or custom creation that you made with Martha Stewart line of products. 4. Then, upload your photo of your homemade creation to your Twitter account and include the hashtag #MSLeastercontest during the Promotion Period  
**To Enter via Email:** Send an email with your name, address, telephone number, and photo of the room you wish to enter to: [mslgiveaway@marthastewart.com](mailto:mslgiveaway@marthastewart.com). Entrants may enter multiple times by submitting photographs of different projects. Duplicate entries or entries that are deemed by the judges to be immoral, obscene, profane, lewd or not keeping with Sponsor’s image or in violation of these Official Rules may be disqualified. Your entry constitutes your consent to participate in this Contest and your consent for Sponsor to obtain and deliver your name, address and other information for the purpose of fulfilling your prize if you are deemed a prize winner and for other uses by Sponsor as permitted by applicable law. Entries are the property of the Sponsor and will not be acknowledged or returned. All

entrants hereby agree that upon submission of their photograph entry, Sponsor shall have an unlimited license to reproduce the photograph, and create any derivative works of the photograph in perpetuity, and that Sponsor shall have the right to publish in any media whatsoever and use it in perpetuity, along with the entrant's name, voice, picture and likeness for any lawful purpose, including advertising and promotional purposes, in any medium throughout the world without further compensation. By entering the Contest, entrant represents that entrant created the photograph for his/her entry into this Contest and acknowledges that in posting his/her photograph on Instagram or Twitter, it will be freely accessible to the public. Sponsor is not responsible for lost, late, incomplete, misaddressed, or otherwise misdirected entries that are processed late or incorrectly or are lost due to computer or electronic malfunction or other error. Uses of automated devices are not valid for entry. If you post updates to or receive updates from instagram.com or Twitter.com via SMS from your wireless phone, your wireless-service provider may charge for each text message sent and received. Please consult your wireless-service provider regarding its pricing plans. All terms and conditions of Twitter.com apply. **This Contest is in no way sponsored, endorsed or administered by, or associated with Instagram or Twitter. Any questions regarding this Contest must be directed to Sponsor and not to Instagram or Twitter. By entering the Sweepstakes, each entrant waives, discharges, and releases Instagram and Twitter from any and all liability associated with this Sweepstakes. By submitting an entry, you understand that you are submitting your information to Sponsor and not to Instagram or Twitter. ALL ENTRIES MUST BE RECEIVED BY 11:59:59 PM ET ON MARCH 28, 2013.**

3. **JUDGING CRITERIA: One (1)** Winner will be selected by a panel of Martha Stewart Living editors based on the following criteria: Entrants are able to receive up to 25 points per category in the below 5 categories for a total maximum number of 125 points. The user that has the highest combined score, will be selected as the winner of the competition.

- Creativity in selection of project
- Quality of photography & imagery
- Seasonally fitting craft, recipe, etc. choice
- Level of adherence to the "Martha" aesthetic

Winners will be notified by Instagram or Twitter direct message, telephone or e-mail on or about March 29, 2013.

4. **PRIZES AND THEIR APPROXIMATE RETAIL VALUE ("ARV"):** One (1) Grand Prize Winner will win a custom decorative Easter basket designed and created by Kevin Sharkey, SVP and Executive Editorial Director, Decorating, and Executive Creative Director, Merchandising for Martha Stewart Living Omnimedia, Inc. Total approximate retail value of the Prize is: \$500.00. All expenses and costs associated with the acceptance and use of prizes are the sole responsibility of the Prize Winner. Prize Winner will be solely responsible for all federal, state and local taxes on prizes. No cash substitution, assignment, or transfer of any prize permitted. In the event a prize is unavailable, Sponsor reserves the right to substitute a prize of equal or greater value. Prize Winner may be required to provide Sponsor with their social security number for tax purposes. The value of the prizes set forth above represents Sponsor's good faith

determination of the retail value thereof, and the actual fair market value, as ultimately determined by Sponsor, is final and binding and cannot be challenged or appealed. In the event the stated ARV of a prize is more than the actual fair market value of the prize, the difference will not be awarded in cash or otherwise.

If a Prize Winner notification or a Prize is returned as undeliverable, a Prize Winner is ineligible, or a Prize Winner declines a prize, the prize will be awarded to the next highest scoring entry. Sponsor's decisions on all matters relating to this Contest are final and binding in all respects pertaining to this Contest. All Prizes will be awarded provided a sufficient number of eligible entries are received.

5. **CLAIMING PRIZE/RELEASE:** Prize Winner may be required to execute and return an affidavit of eligibility and a liability and publicity release (unless prohibited by law) to Sponsor within fourteen (14) days of notification. If a selected potential Prize Winner fails to comply with the Official Rules and/or to submit any required documentation within the designated period, Prize Winner will be disqualified and the Prize will be awarded to the next highest scoring entry.
  
6. **INTERNET:** If for any reason this Contest is not capable of running as planned due to an infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunctions of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by the Sponsor due to technical problems, human error or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Contest or downloading any materials in this Contest. **SPONSOR IS NOT RESPONSIBLE FOR INCOMPATIBILITY OF ENTRANT'S HARDWARE, SOFTWARE OR BROWSER TECHNOLOGY WITH SPONSOR'S HARDWARE, SOFTWARE OR BROWSER TECHNOLOGY. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity or eligibility of a winner based on an e-mail address, the winning entry will be declared made by the "Authorized Account Holder" of the e-mail address at time of entry. "Authorized Account Holder" is defined as the natural person 18 years of age or older who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization (e.g., business, education institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor may ask any entrant or potential winner to provide Sponsor with proof that such party is the authorized account holder of the email account associated with the entry.

7. **GENERAL:** By entering this Contest, entrants and Prize Winner: (1) agrees to be bound by these Official Rules; (2) agrees to release Sponsor and the Related Entities from any and all liability for any loss, harm, damages, costs or expenses, including without limitation property damages, personal injury and/or death arising out of participating in this Contest, or the acceptance, possession, use or misuse of any prize and claims based on publicity rights, defamation or invasion of privacy and merchandise delivery; and (3) consents to the use of their names, voices, pictures, and likeness for advertising and promotional purposes in any medium throughout the world in perpetuity without additional compensation unless prohibited by law, and (4) acknowledges that Sponsor and Related Entities have neither made nor are responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any Prize, including but not limited to its quality, mechanical condition, or fitness for a particular purpose. Sponsor may discontinue this Contest at any time. Sponsor may terminate any Contest or decide to modify it in any manner that it deems fair and equitable to participants if it becomes aware of any occurrence that would materially affect the Contest's security and fairness. Sponsor may prohibit individuals from participating in Contest and disqualify entries if they (1) attempt to enter the Contest through any means other than as described in these Official Rules, (2) attempt to disrupt the Contest or circumvent the terms and conditions of these Official Rules in any way or (3) repeatedly show a disregard for the Contest Official Rules or act (a) in an unsportsmanlike manner, or (b) with an intent to annoy, abuse, threaten or harass any other entrant or Sponsor. Sponsor's decisions with respect to the Contest are final.
8. **LIABILITY & RELEASE:** By participating in this Contest, entrants and winner agree to release and hold harmless Sponsor and the Related Entities from and against any claim or cause of action arising out of participation in the Contest or receipt or use of any prize hereunder, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Contest or the processing of entries; or (f) injury or death to a person(s) or damage to property which may be result, directly or indirectly, in whole or in part, from entrant's participation in the Contest or entrants receipt, acceptance, use &/or enjoyment of any prize, including but not limited to travel and lodging portions of any prize. In no event shall the Released Entities be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Sponsor and Released Entities reserve the right to correct typographic, clerical or printing errors in any Sweepstakes materials. Sponsor and Released Entities are not responsible for any typographical or other error in the printing of this Sweepstakes, the administration of the Sweepstakes or in the announcement of Prize Winner, including such error as may give an erroneous indication that a prize has been won. In the event the Sponsor or Released Entities are 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, provincial or local government law, order of regulation, order of any court or jurisdiction, or other cause not reasonably within the Sponsor's or Released Entities' control (each a "Force Majeure" event) the Sponsor and Released Entities shall have the right, in their sole discretion, to abbreviate, modify, suspend, cancel or terminate the Sweepstakes without notice or further obligation. If the Sponsor or Released Entities, in their discretion, elect to abbreviate, cancel or terminate the Sweepstakes as a result of a Force Majeure event, the

Sponsor and Released Entities reserve the right, but shall have no obligation, to award the prize from among all valid and eligible entries received up to the time of such Force Majeure event.

- 9. USE OF INFORMATION:** The information that you provide in connection with the Contest may be used for Sponsor's internal purposes and to send you information about Sponsor's products and special promotions but will not be provided to third parties, except as necessary for the administration of the Contest or as required by law or legal process. Entry constitutes permission to post winner's name on Website and to use winner's name, hometown and/or likeness for purposes of advertising and promotion without further compensation unless prohibited by law. If you do not wish to receive information from Sponsor in the future, please make sure to uncheck the appropriate box on the Official Entry Form. For additional information about Sponsor's Privacy Policy go to: <http://www.marthastewart.com/privacy-policy>
- 10. WINNERS LIST:** To obtain the name of the Winner, available after March 29, 2013, or a copy of the Official Rules, available after March 21, 2013, send a self-addressed, stamped #10 envelope to: Martha Stewart Living #MSLeaster Contest, Attn: Megan Rollins, 601 W. 26<sup>th</sup> St. 9<sup>th</sup> Floor, New York, NY 10001. Please specify "Official Rules" or "Winners List". Residents of Vermont need not affix return postage.
- 11. HAVE A QUESTION?** Visit our website and email us at [www.marthastewart.com](http://www.marthastewart.com) or write us at Martha Stewart Living Omnimedia, Inc., Martha Stewart Living Martha Workshop Contest, 601 West 26<sup>th</sup> Street, New York, NY 10001.

**NATURE OF SPONSOR'S BUSINESS:** Media and Merchandising.

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