



ZOOB 100,000,000TH PIECE SWEEPSTAKES

Sometime this year, we'll sell our 100 millionth ZOOB® piece. As a thank you to our customers, we're giving away a US Savings Bond worth \$5,000 at maturity to one lucky ZOOBDude or ZOOBDudette, and \$100 worth of INFINITOY® products to 100 almost-as-lucky second prize winners.

To enter, visit www.infinitoys.com, click on the "100,000,000th Piece" button, complete the online registration form and type in this special ZOOB® code:

On February 4, 2008, we will select one lucky winner to receive a US Savings Bond worth \$5,000 at maturity, and 100 second prize winners to receive \$100 worth of INFINITOY® products. All entries must be received by 11:59:59 p.m. EST on January 31, 2008. Thanks for your support!

INFINITOY®

ZOOB® 100 MILLIONTH PIECE SWEEPSTAKES OFFICIAL CONTEST RULES NO PURCHASE NECESSARY TO PLAY OR TO WIN. PURCHASE WILL NOT INCREASE THE ODDS OF WINNING.

1. **ELIGIBILITY.** The ZOOB® 100 Millionth Piece Sweepstakes (the "Promotion") is sponsored by Infinitoys, Inc. ("Sponsor," "Infinitoys," "we" or "us"). The Promotion is open only to legal residents of the United States and the District of Columbia, living in the United States or the District of Columbia, who are at least 18 years of age. The Promotion is void in Puerto Rico and in any other jurisdiction where otherwise prohibited by law, rule or regulation. Employees, officers and directors of Infinitoys, SCA Promotions, Inc. ("SCA"), their legal representatives, and each of their respective affiliates, parents, subsidiaries, advertising, promotional, fulfillment and marketing agencies, and their immediate families (and those living in their respective households) are not eligible to participate or claim prizes in the Promotion.

By entering the Promotion, participants agree to release, discharge and hold harmless Infinitoys, SCA, their legal representatives, their affiliates, subsidiaries, parents, agencies and their respective officers, directors, employees and agents, from and against any and all damages that may arise out of, or in connection with, participation in the Promotion, or out of the acceptance, use, misuse or possession of prizes. By participating, you agree to these Official Contest Rules (the "Rules") and to the Promotion winner selection and decisions of the SCA and Infinitoys staff judges, respectively, which are final and binding in all respects. Participants wishing to obtain a copy of these Rules may request a printed copy of some by writing to: Infinitoys, Inc., ZOOB® 100 Millionth Piece Sweepstakes, 840 Burlington Road, Burlington, CA 94010.

2. **HOW TO ENTER ONLINE.** Inside the boxes of select ZOOB® toys, you will find a certificate containing a ZOOB® PIN Code. To enter the Promotion, visit www.infinitoys.com and complete the online registration form for the Promotion. You must include your correct and verifiable full name, mailing address, telephone number, email address and ZOOB® PIN code. You must update this information as necessary. Following submission of your entry you will receive an email confirmation of your entry at the email address provided during registration. All entries must be received by 11:59:59 p.m. Eastern Standard Time ("EST") on January 31, 2008 in order to be eligible for the February 4, 2008 drawings. Entries will be accepted every day, excluding legal holidays which, for the purposes of this Promotion, shall include New Year's Day, Easter Sunday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day. By registering for the Promotion, you are also opting-in to become a registered member of Infinitoys® and agree to accept email and direct mail marketing messages from Infinitoys®, and its respective advertising affiliates (hereinafter referred to as "Advertisers") as a condition of such membership.

3. **FREE MAIL-IN ENTRIES.** As an alternative means of entry, contestants may submit a mail-in entry to the Promotion. To enter the Promotion via postal mail, submit a 3x5 card containing your full name, mailing address, telephone number and email address in a #10 envelope to: Infinitoys, Inc., ZOOB® 100 Millionth Piece Sweepstakes, 840 Burlington Rd., Burlington, CA 94010. Any improperly submitted mail-in entries (i.e., any envelope or postcard containing more than one (1) entry, failing to specify the name of the Promotion or having an invalid or incomplete name, mailing address, telephone number and email address) will be void. Infinitoys® and SCA are not responsible for entries, claims or notices that are lost, late, illegible, misdirected, damaged, incomplete, incorrect or postage due. All entries must be received by 11:59:59 p.m. EST on January 31, 2008 in order to be eligible for the February 4, 2008 drawings. Entries will be accepted every day, excluding legal holidays which, for the purposes of this Promotion, shall include New Year's Day, Easter Sunday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day. By registering for the Promotion, you are also opting-in to become a registered member of Infinitoys® and agree to accept email and direct mail marketing messages from Infinitoys®, and its respective advertising affiliates (hereinafter referred to as "Advertisers") as a condition of such membership.

4. **MULTIPLE ENTRIES.** Multiple entries will not be accepted. If an entrant submits multiple entries, only one (1) entry will qualify for submission. Any and all additional duplicate winning entries that are submitted by the same individual will be discarded.

5. **HOW TO WIN.** On February 4, 2008, one (1) grand prize winner and one hundred (100) second prize winners will be randomly selected from among all eligible entries received during the Promotion Period (as defined in Section 9 herein below). Winners will be notified via email and text messages within seven (7) days following selection of winners. All winners will be required to execute and notarize an Affidavit of Eligibility and Liability/Publikey Release in accordance with Section 8 herein below.

6. **PRIZE DESCRIPTION.** Infinitoys® will award one (1) grand prize winner a United States Savings Bond worth Five Thousand Dollar (\$5,000.00) at maturity, and one hundred (100) second prize winners One Hundred Dollars (\$100.00) worth of Infinitoys® products. The approximate retail value of such products is \$100 per prize, at the manufacturer's suggested retail price.

7. **ODDS OF WINNING.** The odds of winning the United States Savings Bond or one of the one hundred second prizes depend on the number of eligible entries received during the Promotion Period.

8. **UNCLAIMED PRIZES WILL NOT BE AWARDED.** All Prize Winners will be required to execute and return a notarized Affidavit of Eligibility and Liability/Publikey Release within fourteen (14) days following attempted notification. Non-compliance within this time period may

result in forfeiture of the applicable prize. Winners will be required to provide picture proof of identification, which may include a driver's license, passport, voting or similar government issued identification. Winners may be required to provide proof that they are the authorized account holder of the email address associated with the winning entry. Return of any prize/prize notification as undeliverable may result in forfeiture. Unclaimed prizes will not be awarded.

9. **LIMITED TIME ONLY.** Promotion begins on October 1, 2007 and ends on January 31, 2008 (the "Promotion Period"). Grand prize and second prize drawings will be held on February 4, 2008. All entries must be received by 11:59:59 p.m. EST on January 31, 2008 in order to be eligible for the February 4, 2008 drawings.

10. **WINNERS LIST.** To receive a complete list of winners, send a self-addressed stamped envelope to: Infinitoys, Inc., ZOOB® 100 Millionth Piece Sweepstakes Winners List, 840 Burlington Road, Burlington, CA 94010.

11. **PRIVACY STATEMENT.** For a thorough read of Infinitoys®'s Privacy Policy, please visit www.infinitoys.com and click on the Privacy Policy hyperlink at the bottom of the web page. Infinitoys® does not endorse, nor is Infinitoys® responsible for the accuracy of, the privacy policies and/or terms and conditions of its joint marketers and/or Advertisers.

12. **TAX INFORMATION.** Federal, state and local taxes, and all similar fees and assessments, are the responsibility of the winner. Infinitoys® reserves the right to withhold taxes from each winning prize, as appropriate.

13. **NO SUBSTITUTION OF PRIZES.** No substitution or transfer of prizes will be accommodated or permitted, other than at Infinitoys®'s sole discretion.

14. **PUBLICATION.** Acceptance of any prize constitutes permission for Infinitoys®, SCA, each of their affiliates, parents, subsidiaries, Advertisers and promotional agencies to use winner's name and likeness for advertising and promotional purposes without further compensation, excluding residents of the State of Tennessee and where otherwise prohibited by law. Each winner further grants to Infinitoys® and SCA the right to use and publish their identity and home state online and in print, or in any other media, in connection with the Promotion.

15. **RELEASE.** By entering the Promotion, each participant agrees to release and hold harmless Infinitoys®, SCA, their legal representatives, affiliates, subsidiaries, parents, agencies and their respective officers, directors, employees and agents from and against any and all liability for any injuries, loss or damage of any kind arising from, or in connection with, the Promotion or any prize won. Restrictions, conditions, and limitations apply. By entering, each participant further agrees that, in the event there is any conflict or other inconsistency between the Official Contest Rules and any advertisements, promotional or marketing materials, emails, or announcements relevant to the Promotion, these Official Contest Rules will govern. Any disputes arising from the Promotion shall be governed by and construed in accordance with the laws of the State of New York (without regard to conflict of law principles). Should a dispute arise concerning the Promotion, the parties agree to submit their dispute for resolution to the United States District Court for the Southern District of New York. Should any part of these Rules be held invalid or unenforceable, that portion shall be construed consistent with applicable law and the remaining portions shall remain in full force and effect. To the extent that Infinitoys®'s Privacy Policy and/or Terms and Conditions are in conflict or inconsistent with these Rules as they pertain to the Promotion, these Rules shall take precedence.

16. **DISQUALIFICATION.** Infinitoys®, SCA, their legal representatives, affiliates, subsidiaries, parents, agencies and their respective officers, directors, employees and agents, are not responsible for lost, interrupted or unavailable network, server or other connections, miscommunications, failed telephone or computer transmissions or technical failures, lost media entries, jumbled, scrambled or misdirected transmissions, or other error of any kind, whether human, mechanical or electronic. Persons found tampering with or abusing any aspect of the Promotion, as solely determined by the judges, will be disqualified. If disqualified for any of the above reasons, Infinitoys® reserves the right to terminate player's eligibility to participate in the Promotion. In the event that any portion of the Promotion is compromised by virus, bugs, unauthorized human intervention or other causes beyond the control of Infinitoys® which, in the sole opinion of Infinitoys®, corrupts, or impairs the administration, security, fairness or proper play of the Promotion, Infinitoys® reserves the right, in its sole discretion, to suspend or terminate the Promotion or any part of the Promotion. Infinitoys®, SCA, their legal representatives, affiliates, subsidiaries, parents, agencies and their respective officers, directors, employees and agents are not responsible for any problem with entries generated by computer hardware or software malfunction, error or failure, whatever the cause. Infinitoys®'s sole responsibility for any irregular entry is replacement with another entry. WebTV users may experience technical problems that may prevent them from participating in the Promotion. As such, Infinitoys® hereby further disclaims any responsibility for incomplete WebTV registrations and/or entries.

17. **LEGAL WARNINGS.** Any attempt by any individual, whether or not a contestant, to damage, destroy, tamper with or vandalize this website, or otherwise interfere with the operation of the Promotion or the Promotion website, is a violation of criminal and civil law and Infinitoys® will diligently pursue any and all remedies in this regard against any offending individual or entity to the fullest extent permissible by law and in equity.