

**New Balance® TOTAL FIT™ Instant Win Game  
Official Rules & Regulations**

***(1) NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. You have not yet won.***

This promotion is open to legal U.S. residents (excluding Puerto Rico, U.S. Virgin Islands and Guam) 14 years of age or older at the time of entry. **LIMIT:** Receive one TOTAL FIT™ scratch off game card per person, per day, on the first New Balance Athletic Shoe "try on" at participating retail stores selling New Balance Athletic Shoe footwear between **7/13/2009 and 9/7/2009 (while supplies last)**. **Limit one prize per person not to exceed two (2) per household over the promotion period.** By participating you agree to be bound by these "Official Rules" and the decision of the Judges. You may also receive a free game card and a copy of the Official Rules by mailing a Self Addressed Stamped Envelope ("SASE") to be received by 9/7/2009 to: "New Balance TOTAL FIT Game Card Request", PO Box 2312, Framingham, MA 01703-2312 (while supplies last). **Sponsor:** New Balance Athletic Shoe, Inc., 20 Guest Street, Boston, MA 02135 ("**Sponsor**") **Judges:** COHEN-FRIEDBERG ASSOCIATES, LLC Framingham, MA 01702 ("**Judges**").

- 2) WIN INSTANTLY (Pending verification of the game card by Judges at the Redemption Center** (see Rule #3). Gently scratch off the latex covered prize area to see if you revealed an instant prize or New Balance offer.
- 3) HOW TO VERIFY AND REDEEM AN INSTANT WIN GAME CARD:** You are not a winner until your game card has been verified by the Judges and you have complied with all of the terms and conditions of the Official Rules. No cash substitution allowed. **To claim a Prize: A)** Sign the back of the original game card. **B)** On a separate piece of paper, print your name, complete address, telephone number, age and place of purchase. **IMPORTANT:** Retain a photocopy of your game card for your records. It is recommended that you send potential winning game cards via Registered or Certified Mail, Return Receipt Requested. Proof of mailing is not proof of receipt. **DO NOT** present game cards for these prizes at any retail store as they are not authorized to redeem these prizes.

**SEND TO: New Balance Verification Center  
PO BOX 2001  
Framingham, MA 01703-2001**

All Instant Win prize claims must be received at the above verification address by 9/25/2009. Any claims received after 9/25/2009 will not be honored. Prizes and offers that remain unclaimed or not awarded will become null and void and will not be offered in any Second Chance drawing.

- 4) INSTANT WIN PRIZE LISTING AND ODDS OF WINNING:**  
ONLY THE NUMBER OF PRIZES LISTED BELOW WILL BE AWARDED IN THIS PROMOTION.

**One (1) GRAND PRIZE: \$50,000 Cash Prize.** Approximate Retail Value ("ARV") \$50,000. Odds of winning 1:885,000. Prize to be awarded in the form of a company check.

**Twenty-Five (25) First Prizes: 42" Plasma HDTV.** Brand and model selection to be determined by Sponsor in its sole discretion. ARV: \$1,800. Odds of winning 1:35,400.

**Forty Thousand (40,000) Second Prizes:** \$10 Retail Gift Card. Card selection to be determined by Sponsor in its sole discretion. The terms and conditions on the Retail Gift Cards apply. ARV: \$10. Odds of winning 1:22.1

**BALANCE OF ALL CARDS WILL REVEAL A \$5 NEW BALANCE PURCHASE REBATE:**

**REBATE DETAILS:**

**\$5 REBATE OFFER 1 PER PERSON OR 2 PER HOUSEHOLD:** ACT NOW! Rebate offer expires 10/7/2009. Buy one pair of New Balance shoes \$49.99 or more between 7/13/2009 and 9/7/2009. Mail the original form along with the original UPC AND style number from the product package, the original store cash register receipt showing retailer name and dated between 7/13/2009 and 9/7/2009 with your product purchase and price circled. Print your full address clearly for proper delivery of rebate.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_@\_\_\_\_\_

**Mail REBATE form to:**

**CMS Rebate Center, PROMOTION # GET5NB, PO Box 426008, Del Rio, TX 78842-6008**

You must meet the following terms to qualify for this rebate: This original form must accompany your request. Your request must be received within 30 days of the purchase date on your receipt. Offer valid in the U.S. Limit of one rebate submission per name, address or household. Allow 4-6 weeks for shipment. Proof of purchase must be from a New Balance product you purchased. Requests for rewards from employees, retailers, distributors, resellers, groups, clubs or organizations will not be honored. Requests for additional forms will not be honored. Reproduction, purchase, sale or trade of this certificate, proof of purchase or cash register receipt is prohibited. Duplicate requests will not be honored or acknowledged. Fraudulent submission could result in federal prosecution under mail fraud statutes (Title 18, United States Code, Section 1342). Rights to the rebate are not assignable or transferable. We reserve the right to verify identification. Not responsible for lost, late or undeliverable responses. No post office boxes allowed; only street or rural route addresses are acceptable. Void where prohibited, taxed or restricted. For rebate inquiries, please visit [www.CMSPromoCheck.com](http://www.CMSPromoCheck.com)

Total value of all prizes \$495,000

- 5. CONDITIONS OF PARTICIPATION:** By participating in this promotion, the participant agrees to assume all responsibility for the submission of potential winning game cards to the Verification Center or the Purchase Rebate Center whichever is appropriate. Game materials are automatically null and void and will be rejected if prize claim submissions are not obtained through legitimate channels, late, or if illegible, mutilated, torn, altered, counterfeit, photo copied, mechanically reproduced, tampered with in any way, miscut, blank or partially blank, misregistered; or, if they contain typographical, mechanical, printing, production or other errors; or if game piece fails any validation test. All applicable federal, state and local taxes on prizes are the sole responsibility of prize winner. Major prize winners (prize value \$600 or more), will be required to complete an Affidavit of Compliance/Eligibility and Liability/Publicity Release (where permitted) or prize will be forfeited. Prize will be awarded only if the winner complies with these Official Rules. The winner waives the right to assert as a cost of winning a prize, any and all

costs of redemption or travel to redeem said prize, and any liability which might arise from redeeming, or seeking to redeem, or from use, misuse, acceptance or possession of said prize or from participation in prize-related activities. By accepting a prize, the potential winner agrees to release and hold harmless Sponsor, the Judges, and each of their respective directors, officers, shareholders, and employees, affiliates, subsidiaries, distributors, agents, and participating retail stores including but not limited to their respective advertising and promotion agencies, (the "**Promotion Entities**") from any and all liability of any kind arising from or in connection with any prize, and acknowledges that said parties have neither made nor are in any manner 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. By entering the promotion, each participant agrees to waive any and all claims against the Promotion Entities and each of their respective agents and representatives for any injury, damage or loss that may occur from the participation in the promotion or from the receipt or use of any prize or travel related to the receipt or use of any prize. Participants agree to allow Sponsor, and their designees to use their names and likenesses in any and all mediums now or hereafter known for advertising and publicity purposes throughout the world in perpetuity, without any compensation, notification or permission, unless prohibited by law.

- 6) **Scratch off game cards verification and liability:** Liability for the issuance of an instant win game card containing printing or other errors, if any, is limited to the replacement with another game card from random stock of game cards while supplies last. Antifraud detection devices will be used to verify winners. No more than the advertised number of prizes or rebate offers in each prize category will be awarded. In the event the number of winning submissions received is greater than the number of prizes or offers provided for in these Official Rules, only the number of prizes indicated will be awarded based on a random drawing of all such submissions received at that prize/offer level. The Sponsor also explicitly reserves the right to correct any and all errors, including but not limited to printing errors, so as to conform the game materials to the rules of the game.
- 7) **ELIGIBILITY:** Participation open to legal U.S. residents (excluding Puerto Rico, U.S. Virgin Islands and Guam) 14 years of age or older at the time of entry. Employees, officers, and directors (including immediate family members (as defined by the IRS) of Sponsor, Judges, and each of their affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers, Individuals engaged in the development, production or distribution of materials, their advertising and promotion agencies, and any and all other companies associated with the promotion are not eligible to participate or win.
- 8) **WINNERS' LIST** For a list of the major prize winners send a SASE envelope to be received by 9/25/2009 to: New Balance Winners List, PO Box 2001 Framingham, MA 01703-2001.

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