

**NEW ERA CAP 2009 MLB ALL-STAR GAME VIP EXPERIENCE SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE IS NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

By taking part in the New Era Cap 2009 MLB All-Star Game VIP Experience Sweepstakes you accept and agree to be bound by these Official Rules and agree that all decisions of Sponsor are final and binding. These Official Rules apply only to this Sweepstakes and not to any other promotions, contests, or sweepstakes sponsored by New Era Cap Co., Inc.

SPONSOR: This Sweepstakes is sponsored by the New Era Cap Co., Inc. 160 Delaware Ave., Buffalo, NY 14202 ("**New Era Cap**" or "**Sponsor**").

SWEEPSTAKES PERIOD: "NEW ERA CAP 2009 MLB ALL-STAR GAME VIP EXPERIENCE SWEEPSTAKES" (the "**Sweepstakes**") begins at 9 AM Eastern Standard Time on March 18, 2009 and ends at 11:59 PM Eastern Standard Time on June 30, 2009 (the "**Sweepstakes Period**").

ELIGIBILITY, RESIDENCY AND AGE: The Sweepstakes is open only to legal residents of the 48 continental United States, including the District of Columbia (excluding Alaska, Hawaii, U.S. Virgin Islands, Puerto Rico, and U.S. military installations outside the continental U.S.) who are eighteen (18) years of age or older as of the date of entry. Employees, officers, representatives or agents of New Era Cap, Major League Baseball, Vibes Media, and eFashion Solutions and affiliated entities, and their immediate family members (spouse, parents, siblings, children, in-laws, grandparents, and grandchildren) and each of their respective parent companies, subsidiaries, affiliates, agents and their advertising agencies, sweepstakes agencies and production agencies are not eligible to enter. This Sweepstakes is subject to all federal, state and local laws and regulations. VOID in Alaska, Hawaii, Puerto Rico, the U.S. Virgin Islands, U.S. Military installations outside the continental U.S., and anywhere outside of the U.S. and VOID WHERE PROHIBITED, TAXED OR RESTRICTED BY LAW.

HOW TO ENTER: Send your entry via text message or by visiting the website as described below. Limit of one (1) entry per person regardless of method of entry. All entrants must have a text messaging two-way capable handset and digital service in order to enter the Sweepstakes using the text messaging method. All entries become the sole property of the Sponsor and receipt of entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, incomplete, illegible, mutilated, invalid, unintelligible, or misdirected entries; all such entries will be disqualified. No facsimiles, mechanical reproductions, alterations or forged entries are permitted.

To enter using text messaging: During the Sweepstakes Period, using your own text-messaging capable phone, send from your handset a text message with one of the following words "LIDS", "CALLUP", or "VIP" addressed to shortcode 639372 (NEWERA). Once you send the text message, you will be automatically entered into the Sweepstakes. You will be charged for all text messages sent and received from your handset according to the terms in your individual calling plan with your cellular provider. All entries must be received no later than 11:59 PM Eastern Standard Time on June 30, 2009. Text messaging service is not available in all areas. **UNLIMITED NUMBER ENTRIES PERMITTED PER PERSON PER PERIOD REGARDLESS OF METHOD.**

To enter without using text messaging or to enter for free: During the Sweepstakes Period, visit www.neweracap.com/contests or www.neweracap.com and see the "Contests" section under "About Us" and complete the online entry form and then click submit. Your online entry form will be automatically submitted. All information on the online entry form must be complete for the entry to be accepted. Incomplete or illegible entries will be disqualified. All entries must be received by 11:59 PM Eastern Standard Time on June 30, 2009. **UNLIMITED NUMBER ENTRIES PERMITTED PER PERSON PER PERIOD REGARDLESS OF METHOD.**

PRIZES: GRAND PRIZE - One (1) Grand Prize winner ("Winner") will receive a "VIP All-Star Experience" consisting of a three (3) day, two (2) night trip for two (2) to St. Louis, MO ("Trip") for the 2009 MLB All-Star Game festivities on Monday, July 13 and Tuesday, July 14. Departure for the Trip will be on Monday July 13 and the return will be on Wednesday, July 15. The Trip includes: coach air transportation for two (2) (the Winner and one travel companion) from an airport near Winner's residence to the airport in St. Louis, MO; a hotel stay for two (2) (double accommodations in a single room) for the Winner and one travel companion; two (2) tickets to the 2009 Home Run Derby on Monday, July 13; and two (2) tickets to the 2009 MLB All-Star Game on July 14 at Busch Stadium, 700 Clark Street, St. Louis MO 63102. Airline and hotel will be selected by Sponsor in its sole discretion. Unless he/she is the child of the Winner, the travel companion must be eighteen (18) years of age or older as of the date of departure and must travel on the same itinerary and at the same time as the Winner. If

travel companion is a minor, the Winner must be the travel companion's parent/legal guardian. All travel must be roundtrip. If in the judgment of Sponsor air travel is not required due to Winner's proximity to prize location, ground transportation will be substituted for roundtrip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if any scheduled events or flights are delayed, postponed or cancelled for any reason, in which event that portion(s) of prize is forfeited in its entirety and no substitution will be provided except in Sponsor's sole discretion. The Winner is responsible for all other expenses, related to acceptance of any prize, which are not expressly included in the prize and set forth in the description above, including but not limited to, ground or other transportation to and from airports, ground transportation to and from the hotel, ground transportation to and from any 2009 All-Star Game events, meals, incidentals, passenger tariffs or duties, surcharges, baggage charges, airport fees, service charges or facility charges, personal charges at the hotel, security fees, taxes or other expenses, all of which are the sole responsibility of the Winner. Winner is also responsible for any and all federal, state and local taxes, including completion of W-9 taxation forms. **SECOND PRIZE:** TEN (10) Second Prize winners will receive one (1) \$100 gift certificate only redeemable on www.neweracap.com. **THIRD PRIZE:** TEN (10) Third Prize winners will receive one (1) New Era Two-Pack Cap Carrier in Black. Second and Third Prize winners are also responsible for any and all federal, state and local taxes, if applicable.

RANDOM DRAWING: Twenty-One (21) winners will be selected in a random electronic drawing at 11:00 AM Eastern Standard Time on July 1, 2009.

NOTIFICATION TO WINNERS: The **Grand Prize Winner** will be notified by text message and/or phone call within one (1) day (24 hours) of the random drawing. The Grand Prize Winner and their traveling companion will be required, within seventy-two (72) hours of first notice, to execute and return to Sponsor an Affidavit of Eligibility/Liability and a Publicity Release via overnight courier in order to claim the prize and facilitate Trip travel arrangements. No travel arrangements will be scheduled without executed Affidavits. **Second and Third Prize winners** will be notified by text message and/or phone call within two (2) weeks (14 days) days of the random drawing.

If a winner cannot be reached because (a) the winning text message notification is returned as undeliverable, (b) the winning email notification is returned undeliverable, (c) the winner fails to execute and return the required Affidavit or other documentation within the required time, (d) Sponsor is unable to leave a winning phone message notification OR in the event a potential winner does not accept the prize, is disqualified for any reason or fails to comply with these rules and requirements, the prize will be forfeited. Upon prize forfeiture, no compensation will be given. The prize is non-transferable; the prize cannot be substituted for another prize; the prize cannot be sold; and the prize cannot be redeemed for cash from Sponsor. Sponsor reserves the right in its sole discretion to randomly select another Grand Prize Winner. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize is unavailable. Limit one prize per person. Failure by any winner to sign any requested documents or failure by any winner to comply with any terms in these Official Rules, may disqualify the winner in New Era's sole discretion and winner may forfeit his or her interest in the prize.

CLAIMING THE PRIZE: The **Grand Prize Winner** and their travel companion will be required within seventy-two (72) hours of first notice to execute and return to Sponsor an Affidavit of Eligibility/Liability and a Publicity Release via overnight courier in order to claim the prize and facilitate Trip travel arrangements. No travel arrangements will be scheduled without executed Affidavits. **Second and Third Prize winners** will need to provide a valid address of residence where the prizes can be mailed. All prizes are non-transferable.

Acceptance of any prize shall constitute and signify winner's agreement and consent that Sponsor may use the winner's name, city, state, likeness, submission and/or prize information in connection with the Sweepstakes, worldwide, including the Internet, without limitation and without further payment or consideration, except where prohibited by law.

GENERAL CONDITIONS: By participating in this Sweepstakes all entrants authorize New Era Cap to provide Vibes Media with their text messaging address. Information collected in connection with this Sweepstakes will be used in accordance with New Era Cap's privacy policy and these Official Rules. In the event of any discrepancy between the privacy policy and these Official Rules, the privacy policy shall control and govern. To see New Era Cap's privacy policy go to <http://www.neweracap.com/infoPages/privacy.php?footDept=privacy>

Sweepstakes is intended for participation in the United States only and shall be construed only according to United States law. Entrants agree the Sweepstakes is governed by New York State law. By participating in the Sweepstakes you authorize New Era Cap and Vibes Media to communicate with you by text messaging.

By entering the Sweepstakes, entrants agree to be bound by these Official Rules and agree: (1) the Sponsor and its respective parent companies, subsidiaries, affiliates, officers, directors, governors, owners, distributors, retailers, agents, assignees, and advertising and sweepstakes agencies may use (unless prohibited by law) the entrant's name, voice, city/state of residence, photograph, visual and/or audio likeness for advertising and/or trade purposes, and for any other purpose in any media or format now or hereafter known without further compensation, permission or notification; and (2) to release and hold harmless Sponsor, Major League Baseball, Vibes Media, and eFashions and each of their respective advertising and sweepstakes agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in this Sweepstakes, or possession, acceptance and/or use or misuse of prize or participation in any Sweepstakes-related activity and claims based on publicity rights, defamation or invasion of privacy and merchandise delivery.

ADDITIONAL TERMS: In case of dispute as to identity of entrant and/or winner, the entry will be deemed to be made by the authorized account holder of the cellular provider. "Authorized Account Holder" is defined as the natural person who is assigned a number by the cellular provider or as shown on the cellular provider's records. Any other attempted form of entry not specified herein is prohibited; no automatic, programmed; robotic or similar means of entry are permitted.

Sponsor, Vibes Media, and each of their respective affiliates, partners and Sweepstakes and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, which may occur in the processing of the entries or distribution of prizes in this Sweepstakes or which may limit one's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's handset, relating to or resulting from participating in this Sweepstakes.

Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend this Sweepstakes should it determine, in its sole discretion, that any virus, bug, non-authorized human intervention or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such case, Sponsor will select the winners from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor.

Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes. Additionally, Sponsor reserves the right to prosecute any fraudulent activities to the full extent of the law.

OFFICIAL RULES: For a set of Official Rules, send a self-addressed stamped envelope to: "NEW ERA CAP 2009 MLB ALL-STAR GAME VIP EXPERIENCE SWEEPSTAKES" c/o Internet Marketing Department, New Era Cap Co., Inc., 160 Delaware Ave., Buffalo, NY 14202. Requests for Official Rules must be received no later than 10 AM Eastern Standard Time June 20, 2009.

WINNER'S NAME: A list of winners may be obtained after July 16, 2009, by sending a self-addressed stamped envelope to "NEW ERA CAP 2009 MLB All-STAR GAME VIP EXPERIENCE" c/o Internet Marketing Department, New Era Cap Co., Inc., 160 Delaware Ave., Buffalo, NY 14202. Requests for a list of winners must be received by July 30, 2009.