

**“NEW ERA CAP COMPLEX APPAREL PARTY 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 Complex Apparel Party 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.

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 COMPLEX APPAREL PARTY SWEEPSTAKES” (the “**Sweepstakes**”) begins at 9 AM Eastern Standard Time on February 1, 2009 and ends at 11:59 PM Eastern Standard Time on February 9, 2009 (the “**Sweepstakes Period**”).

ELIGIBILITY, RESIDENCY AND AGE: The Sweepstakes is open only to legal residents of the United States (excluding U.S. Virgin Islands, Puerto Rico, and U.S. military bases outside the U.S.) who are twenty one (21) years of age or older as of the date of entry. Employees, officers, representatives or agents of New Era Cap, Vibes Media, and eFashion Solutions and affiliated entities, and their immediate family members (spouse, parents, siblings, children, in-laws, grandparents, 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 Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries, 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 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 a text message with the word "PARTY" from your handset addressed to shortcode 99464. 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 February 9, 2009. Text messaging service is not available in all areas. **LIMIT ONE ENTRY PER PERSON 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 and mail the entry form. All information on the 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 February 9, 2009. **LIMIT ONE ENTRY PER PERSON REGARDLESS OF METHOD.**

PRIZES: Twenty (20) winners will each get one (1) admission/entry for them and one (1) admission/entry for a guest to the New Era Complex Apparel Party to be held from 7 p.m. Eastern Standard Time to 10 p.m. Eastern Standard Time on Thursday, February 12, 2009 at the New Era New York City Flagship Store located at 9 East 4th Street, New York, New York 10003, 212-533-CAPS (2277). The odds of winning depends the number of eligible entries received. Winners are responsible for their transportation to and from New York City, to and from the New Era Complex Apparel Party and are also responsible for any and all other expenses related to their acceptance of any prize. Winners are also responsible for all federal, state and local taxes, including completion of W-9 taxation forms.

RANDOM DRAWING: Twenty (20) winners will be selected in a random electronic drawing at 10:00 AM Eastern Standard Time on February 10, 2009.

NOTIFICATION TO WINNERS: Winners who entered via the text messaging method will be notified by text message within one hour/sixty minutes of the random drawing. Winners who entered via the online entry form will be notified by phone and/or email within one hour/sixty minutes 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 or (c) Sponsor is unable to leave a winning phone message notification OR in the event a potential winner does not accept the prize 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 to substitute a prize of equal or greater value in the event a prize is unavailable. Limit one prize per person. LOST TEXT MESSAGES WILL NOT BE REPLACED IF WINNING TEXT MESSAGE IS LOST OR DELETED.

Each winner may be required to sign an Affidavit of Eligibility, General Liability and/or Publicity Release and/or other documents as required by Sponsor within 14 days of Notification. 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: To gain access/entry to the "New Era Complex Apparel Party:"

(a) Selected winners who entered by text message must present at the door of the "New Era Complex Apparel Party" proof on their phone that they received a Winning Text Alert Message and they must also provide their phone number at the door for verification

(b) Selected winners who entered via mail must provide their name and a valid photo ID to gain access/entry to the "New Era Complex Apparel Party."

Individuals who fail to present a winning text message, a valid phone number, or fail to present a valid photo ID will be denied entry. Individuals who present a fake text message or a phone number that has already gained entry to the party will be refused access/entry to the party.

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 review the New Era Cap's privacy policy, please 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, Vibes Media, 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 COMPLEX APPAREL PARTY 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 February 10, 2009.

WINNER'S NAME: A list of winners may be obtained after February 12, 2009, by sending a self-addressed stamped envelope to "NEW ERA COMPLEX APPAREL PARTY SWEEPSTAKES" 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 February 28, 2009.