

jennifer Productions
Sleep Number Memory Foam Bed Giveaway
Official Rules

1. **No purchase necessary. Making a purchase will not increase your chances of winning.** Void where prohibited or restricted by law. All federal, state, and local regulations apply. Sleep Number Memory Foam Bed Giveaway (“Sweepstakes”) is sponsored by Select Comfort Retail Corporation (“Sponsor”).

2. **Eligibility.** Sweepstakes is offered only to legal U.S. residents 21 years of age or older at the time of entry. One winner per household. One winner per family. Prizes are non-transferable. Sweepstakes is offered only to PA, MD, WV & OH residents who reside within the Pittsburgh DMA as determined by Nielsen Media Research Services. Employees of jennifer Productions, jennifertvshow.com, Select Comfort Retail Corporation, their parent, subsidiary, and affiliated companies, and their advertising or promotional agencies (collectively, the “Sweepstakes Entities”), and the immediate families or members of the same households of such individuals are not eligible. No groups, clubs, or organizations may participate in this Sweepstakes or reproduce or distribute any portion of these rules to their members. Proof of age, identity, and eligibility must be furnished to Sponsors upon request. All entry form information must be complete and accurate. Sponsors will not award a prize to anyone not meeting eligibility requirements at the time of entry. Winners of a jennifer Productions sweepstakes within the past 90 days are not eligible. Sponsors reserve the right to disqualify any entrant if these Sweepstakes rules are not followed. By entering, you agree to comply with all applicable law and these Sweepstakes rules, and you agree to abide all decisions of the Sponsors.

3. **To Enter.** The Sweepstakes entry period begins **Saturday, November 15, 2008**, and ends at midnight on **Monday, December 15, 2008**. To enter online, entrants may register by visiting jennifertvshow.com and completing an on-line entry form. Or enter by mailing a 3” x 5” standard size postcard with the following information: Name, Address, Daytime Phone Number and Age to Sleep Number Memory Foam Bed Giveaway, jennifer Productions, c/o 400 Ardmore Boulevard, Pittsburgh, PA 15221. All entries must be received by midnight on **Monday, December 15, 2008**. Sponsors will not verify receipt of entries. Entries become property of Sponsors and will not be returned. Limit one entry per person. Standard size post card (3” x 5”) entries will only be accepted, no envelopes. Incomplete entries are void. Sponsors are not responsible for entries that are lost, late, misdirected, incomplete, incomprehensible, illegible, damaged, undeliverable or delayed. Photocopied and mechanically generated entries are void. Entries generated by any automated means are void. Electronic and e-mail entries will be deemed to have been submitted by the authorized account holder of the e-mail address at the time of the entry. The authorized account holder is the person to whom the applicable internet service provider or other organization (such as a business or educational institution) has assigned the e-mail address.

4. How to Win. One (1) Winner will be randomly selected by Select Comfort Retail Corporation or soon after **Monday, December 15, 2008.**

Potential Winner will be notified either by phone, email, and/or mail, etc, within five (5) days of drawing. Winners may be required to sign and return an Affidavit of Eligibility, a Liability Release and/or where legally permissible a Publicity Release within 7 days following the date of first attempted notification. Failure to comply with this deadline may result in forfeiture of the prize and selection of an alternate winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner.

Sponsors are not responsible for incomplete, incomprehensible, illegible, or out-of-service contact information. If Sponsors are unable, after making a reasonable effort, to contact a selected Potential Winner, that Potential Winner will be disqualified and a new Potential Winner will be selected from remaining entries.

5. Prizes and Odds of Winning.

Prize:

One (1) Queen sized Sleep Number Memory Foam Bed, including mattress, foundation, Sleep Number Firmness Control™ System and complimentary Comfort ServiceSM Home Delivery and Setup.

Approximate Prize Value: **\$3,949.98**

All charges, fees, and costs not specifically included in the prize descriptions above, including but not limited to personal incidental items, transportation, taxes, souvenirs, tips, and licenses, are the responsibility of the respective Prize Winner and guest. Sponsors reserve the right to substitute prizes of equal or greater value. Odds of winning depend on the number of eligible entries received.

6. Terms and Conditions; Limitation of Liability. Participants are responsible for complying with all applicable federal, state, and local laws and regulations and with these Sweepstakes Rules, and by entering, participants agree to be bound to these Sweepstakes rules. Any security breach or other attempt by an entrant or other party to tamper with the proper administration of the Sweepstakes will disqualify the entrant and may result in civil or criminal action against the entrant or other party and may result in the discontinuation, suspension, or cancellation of the Sweepstakes. Winners and entrants agree, except where prohibited by law, to release and discharge, hold harmless and indemnify the Sweepstakes Entities, their employees, agents and representatives, officers and directors and their immediate families, successors and assigns, and all others associated with the development and execution of this Sweepstakes, from any and all tax liability that may be imposed or associated with receipt or use of the prizes, and from and against any and all claims, actions, proceedings, and liability for any damages,

expenses, fees, injury or losses (including personal injury or death) sustained in connection with the receipt, ownership, or use of the prize or while traveling to, preparing for, or participating in any prize-related activity. By entering the Sweepstakes or by winning, participants grant to the Sweepstakes Entities the right to publicize the participant's name, photograph, image, likeness, voice, statements, and biographical information for advertising, trade, and promotion purposes without compensation and without opportunity for review, except where prohibited by law. If applicable, winners must execute an affidavit of eligibility and liability and publicity release within 10 days of notification of being selected as a Potential Winner. Winner's guest, if applicable, must execute a liability and publicity release prior to ticketing. Sponsors retain the discretion to make all decisions regarding the interpretation and application of these rules. All decisions of Sponsors are final and discretionary. In the event the selected winner(s) of the prize are/is ineligible or refuse(s) the prize, the prize will be forfeited and Sponsors, in their sole discretion, may randomly select an alternate winner from remaining entries. The laws of the State of Pennsylvania shall govern this Sweepstakes, without regard to Pennsylvania's choice of law rules. The courts of Pennsylvania shall be the exclusive forum for any dispute relating to these Rules, Terms and Conditions and/or this Sweepstakes. All participants and winners agree, by their participation in the Sweepstakes, to submit to the personal jurisdiction of the courts of Pennsylvania. Prizes may be considered income, and any and all taxes associated with prizes are the responsibility of the winner.

7. Disclaimer and Force Majeure. Sweepstakes Entities, their affiliated, parent, and subsidiary companies, their employees, agents and officers, advertising and promotion agencies, and all others associated with the development and execution of this Sweepstakes are not responsible for: (1) problems associated with television transmission, radio transmission, cable transmission, satellite transmission, phone lines, facsimile, or cable lines and/or phone or IP numbers that are beyond their control. This includes, but is not limited to: a busy signal, operator interference, cellular interference, Internet congestion, technical or atmospheric conditions that disrupt the completion of a phone call, facsimile transmission, email transmission, or cable modem service, or other Internet interruptions or malfunctions or for technical difficulties which may prohibit, prevent, or interfere with the transmission of television or radio signals to all or limited geographic areas during the playing of the Sweepstakes; (2) typographical errors in any materials relating to the Sweepstakes; (3) lost, misdirected, illegible, incomplete, or delayed entry forms; (4) cancellations, postponements, or delays; (5) Acts of God, war, terrorism, government regulation, disaster, fire, strikes, civil disorder, or other similar causes beyond the control of the Sweepstakes Entities, their affiliated, parent, and subsidiary companies, advertising and promotional agencies and their immediate assigns, making it inadvisable, illegal, impossible or impractical to continue the Sweepstakes or to perform under these Rules. Sweepstakes Entities make no warranty, guarantee, or representation of any kind

concerning any prize, and Sweepstakes Entities specifically disclaim any implied warranty of merchantability, warranty of fitness, and any other implied warranty.

8. Privacy: Information participants provide to Sponsor may be used to communicate with participants in relation to this Sweepstakes as well as for other purposes as described in the Sponsor's Privacy Policies available at www.sleepnumber.com. Winner's name, age, city and state of residence may be posted on the Select Comfort Web site.
9. Name Removal Notification System: To have your name and address removed from the Sleep Number Memory Foam Bed Giveaway sweepstakes/contest mailing list, send a written request to Select Comfort, 9800 59th Avenue N., Minneapolis, MN 55442. Be sure to include in the request your full name and address and specifically indicate that you wish to be removed from the mailing list. Your request will be processed within 60 days after receipt, after which time no further sweepstakes/contest mailings will be sent to you.
10. Official Rules and List of Winners. To receive a copy of these official Sweepstakes rules, visit jenniferTVshow.com or send an SASE to or visit 400 Ardmore Boulevard, Pittsburgh, PA 15221 during normal business hours Monday – Friday 9am-5pm. Official rules supersede all other published editions. Sponsors reserve the right to change, alter, or amend these Sweepstakes rules as necessary, in their sole discretion, to ensure the fair administration of the Sweepstakes or to comply with applicable law. For the winner's name, send an SASE by 60 days after winner is chosen to Jennifer Productions, Sleep Number Memory Foam Bed Giveaway, at the address listed above.