

L.L.Bean  
Grand Opening Event  
GIFT CARD GIVEAWAY  
No Purchase Necessary  
Official Rules

1. No Purchase Necessary. Purchase will not improve your chances of winning. Each of the first 500 people in line at the front doors of the new L.L.Bean Retail Store in Dedham, MA, before its 9 a.m. Grand Opening on July 24, 2009, will qualify to receive one L.L.Bean Gift Card worth from \$25 to \$500. Cards will be distributed in the following denominations:

415-\$25 cards  
50-\$50 cards  
20-\$100 cards  
10-\$250 cards  
5-\$500 cards

Denominations will be distributed randomly and will have no relationship to the arrival time of qualifiers. L.L.Bean reserves the right to determine all qualifiers and may disqualify potential recipients for any reason. Must be 18 or older to qualify. Employees of L.L.Bean, Inc., its affiliates, subsidiaries, advertising and promotion agencies and family members (spouse, parents, children and siblings and their spouses) and individuals living in the same household of such employees are not eligible.

This offer is void wherever prohibited, and is subject to all federal, state and local laws. By participating, participants agree to these official rules. All \$500 Gift Card qualifiers will receive a voucher that must be redeemed at the L.L.Bean store in Dedham, MA by 11:00 a.m. on Friday, July 24, 2009. All \$500 Gift Card qualifiers will be required to provide tax information prior to Gift Card receipt. L.L.Bean may report, as required by applicable statute or regulation, the value of the prizes and the identity of the winners to appropriate taxing authorities.

2. Winner Selection: Odds of winning are dependent upon the number of individuals present. Winners will be chosen by authorized personnel of L.L.Bean, Inc. All decisions are final in all matters relating to this giveaway. Except as specifically provided herein, the prizes are guaranteed to be awarded.

3. Prize Restrictions: Cards must be used for L.L.Bean purchases only. No cash value. No substitution or transfer of prizes permitted except at sole discretion of L.L.Bean. By accepting a prize, each winner agrees to the release of his or her name and/or likeness for potential publicity purposes, where permitted by law.

4. Limitation of Liability: L.L.Bean is not responsible for printing or typographical errors in any giveaway-related materials. By participating in this giveaway and accepting a prize, each winner agrees that L.L.Bean, Inc. and its affiliates, agents and promotion agencies shall not be liable for any and all losses, damages, rights, claims and actions of any kind in connection with the giveaway or resulting from the winner's participation in the giveaway, acceptance, possession, use, or misuse, of any prize, including without limitation, personal injury, death and property damage, and claims based on publicity rights, privacy or defamation. L.L.Bean reserves the right to cancel or modify giveaway if fraud or technical failures compromise the integrity of giveaway as determined by L.L.Bean in its sole discretion. L.L.Bean reserves the right, in its sole discretion, to disqualify any individual who violates any of the rules of the giveaway.