

**L. L. Bean**  
**Grand Opening Event**  
**REGISTER TO WIN**  
**No Purchase Necessary**  
**Official Rules**

1. **No Purchase Necessary.** Purchase will not improve your chances of winning. To enter, complete an official entry form available at the Dedham, MA Grand Opening taking place in the L.L.Bean Store in Dedham, MA and deposit your entry in the designated entry box located inside the Store on Friday, July 24 through Sunday, July 26, 2009. You may enter more than once, but no mechanically reproduced entries will be accepted. L.L.Bean reserves the right to disqualify any winner whose winning entry appears to L.L.Bean to have been the result of mechanical reproduction. All entries become the property of L.L.Bean and will not be returned.

The Grand Prize is two (2) Manatee Deluxe Kayak Packages (Packages include kayak, paddle and cockpit cover). The Grand Prize also includes two (2) Comfort Meshback PFDs and two (2) Stowaway Kayak and Canoe Carts. The Grand Prize also includes one (1) \$100 L.L.Bean gift card. Approximate retail value for the grand prize is \$1,000. One (1) Grand Prize will be awarded.

Entrants must be 18 years of age or older at the time of entry and legal residents of the United States. 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 ineligible. This offer is void wherever prohibited, and is subject to all federal, state and local laws. By participating, entrants agree to these official rules. 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:** The winner will be selected via random drawing on August 7, 2009 from all eligible entries, by authorized personnel of L.L.Bean. All decisions are final in all matters relating to this giveaway. Odds of winning are dependent upon number of entries received. The winner will be notified by phone or mail and will be required to complete an affidavit of eligibility and a liability/publicity release, including winner's social security number for tax reporting purposes, which must be notarized and returned within 21 days of the date mailed to the winner or an alternate winner may be selected. Except as specifically provided herein, the Grand Prize is guaranteed to be awarded.
3. **Prize Restrictions:** No substitution or transfer of prizes permitted except at sole discretion of L.L.Bean. By accepting the prize the 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 and prize suppliers are not responsible for printing or typographical errors in any giveaway-related materials; stolen, lost, late, misdirected, damaged, incomplete, illegible or postage-due mail. By participating in this giveaway and accepting a prize, each winner agrees that L. L. Bean, Inc. and its affiliates, agents, prize suppliers 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 tampers with the entry process or otherwise violates any of the rules of the giveaway.

For the name of the winner, please send a stamped, self-addressed envelope to: L. L. Bean, Inc., Dedham, MA Grand Opening Event Giveaway Winner, Kelly Golden Somers, 15 Casco Street, Freeport, Maine, 04033.