

HEART OF VALENTINE'S DAY SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

1. **SPONSOR:** Crown Media United States, LLC. 12700 Ventura Boulevard, Studio City, CA 91604 ("Sponsor").
2. **ELIGIBILITY:** HEART OF VALENTINE'S DAY SWEEPSTAKES ("Sweepstakes") is open only to persons, who are, as of date of entry, 21 years of age or older, legal residents of, and physically located within, the 48 contiguous United States or D.C., except that employees, officers and directors (and the members of their households and their immediate family members (defined as parents, children and their spouses) of Sponsor and each of their parent, subsidiary and affiliated companies, and the advertising, promotional and fulfillment agencies of each of them are not eligible to enter or win.
3. **HOW TO ENTER:** This Sweepstakes begins at 12:00:00 A.M. Eastern Time ("ET") on 2/1/13 and ends at 11:59:59 P.M. ET on 2/14/13. In order to enter, visit www.hallmarkchannel.com (the "Sweepstakes Website") and follow the instructions to complete the entry in its entirety ("Online Entry"). Once you have completed the Online Entry, you will be given an opportunity to play the Pair of Hearts Match Game in order to earn one additional entry per day ("Game Entry") for a potential maximum total of two (2) Entries per day. You must complete an Online Entry first in order to earn a Game Entry. You do not have to win the game in order to earn the additional entry, but you must complete the game. All Online/Game Entries must be received by 11:59:59 P.M. ET on 2/14/13. The Sweepstakes Website's database clock will be the official timekeeper for this Sweepstakes. In the event of a dispute over the identity of an entrant, the relevant Entry will be deemed submitted by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Only one (1) Online Entry per person/email address per day, and one (1) Game Entry per person/email address per day. Entries with duplicate email addresses or multiple entries using different email addresses for a single individual will be disqualified. Entries generated by a script, macro or other automated means are void.

Entry shall refer to both Online Entry and Game Entry.

4. **SELECTION OF WINNER:** Winner will be determined from all eligible Entries received in a random drawing to be conducted on or about February 21, 2013 by an independent judging organization whose decisions are final and binding in all matters relating to this Sweepstakes.
5. **PRIZE AND APPROXIMATE RETAIL VALUES: ONE (1) GRAND PRIZE:** Grand Prize winner ("Winner") will receive the following prize: a four (4) day/three (3) night trip for Winner and one (1) guest ("Guest") to Napa Valley, CA ("Trip"). The Trip will consist of the following: (a) one (1) coach-class round trip airfare for Winner and Guest from a major US Gateway nearest Winner's residence to a major commercial airport nearest Oakland, CA ("Destination Airport") if Winner lives 250 miles or more from Napa Valley, CA, and if not, suitable ground transportation determined by Sponsor will be provided, (b) if Winner lives 250 miles or more from Napa Valley, CA, one (1) round trip sedan transportation service including meet and greet service for Winner and Guest between Destination Airport and hotel selected by Sponsor, (c) one (1) room/double occupancy hotel accommodations at the The Fairmount Sonoma Mission Inn and Spa® (or similar) for Winner and Guest for three (3) nights including daily breakfast, (d) three (3) day rental car allowance (paid to winner in the form of a check). (a licensed driver 21 or older must rent the car), (e) one (1) Chocolate Goddess® Truffle Box upon arrival, (f) one (1) massage for Winner and Guest at a hotel spa, (g) one (1) Wine Tour with lunch for Winner and Guest at a vineyard with transportation via sedan, and (h) one (1) dinner for Winner and Guest at Bouchon®. **Approximate retail value ("ARV") of Trip: \$6,200.** Actual ARV will vary depending upon points of departure and seasonal fluctuation of rates and airfares. If the actual value of the Grand Prize is less than the stated ARV, the difference will not be awarded. All expenses, costs and incidentals not specifically mentioned herein are not included and are solely the Winner's responsibility, including but not limited to: round trip transportation between the Winner's residence and any airport of origin, luggage fees, beverages, taxes, fees, food, gratuities and tips, insurance, laundry service, merchandise, parking, room service, service charges, souvenirs and telephone calls. All travel arrangements, including but not limited to air carriers, seat locations, and accommodations are in Sponsor's sole discretion and must be made through Sponsor or its designated agent(s) (and may be subject to change by Sponsor). All Trip components are subject to availability, holiday and blackout dates, and certain other restrictions and all applicable airline carrier/ticket and hotel/or other venue rules, regulations, terms and conditions apply. Sponsor is not responsible for airline and hotel or other venue cancellations or delays. Winner must take Trip

between 2/21/13 and 12/31/13. If Winner cannot complete his/her Trip within these dates, Grand Prize is subject to forfeiture in its entirety, in which event, Sponsor will have no further obligation to Winner or Guest. Any depiction of Grand Prize (or any prize component) is for illustrative purposes only. Sponsor is responsible only for prize delivery and are not responsible for prize utility, quality or otherwise. Airline tickets issued in conjunction with the Trip is not eligible for frequent flyer miles, and no code share flights may be used. Trip cannot be used in conjunction with any other promotion or offer. All fees, federal, state and local taxes and any other expenses relating to the use, acceptance and possession of prize are the sole responsibility of the Winner who will receive an IRS 1099 tax form in the value of the prize. If Guest is a person who is not of the legal age of majority in his/her state of residence (a "Minor"), such Minor must be accompanied on the Trip by a parent or legal guardian ("Parent"), and such Parent must be the Winner. Winner and Guest must travel together on the same itinerary and are solely responsible for obtaining all necessary travel documents including but not limited to a valid passport, visa, valid photo I.D, etc.) before departure. Failure to provide such documents may result in trip cancellation upon airport check-in. Guest will be required to execute a Release of Liability prior to ticketing. If Winner elects to travel without a Guest, no additional compensation will be awarded and any portion of the Grand Prize allocated to the Guest that does not travel may be forfeited. Except in Sponsor's sole discretion, Trip may not be changed, extended, exchanged or transferred. If a change to the Trip is permitted by Sponsor, any and all associated change fees or restructuring are the sole responsibility of the Winner and no refunds or credits will be allowed. If any portion of the Trip is cancelled, postponed or otherwise unavailable for any reason, Sponsor will have no obligation to award compensation in lieu thereof, that portion of the Trip will be cancelled or subject to substitution in the sole discretion of Sponsor, the remainder of the Trip will be awarded, and Sponsor will have no further obligation to Winner. The Trip restrictions/conditions stated herein are not all-inclusive and the Trip may be subject to additional restrictions/conditions, which may be stated in Winner/Guest travel documents and the affidavits/releases they are required to sign under these Official Rules. The odds of winning the prize will be determined by the number of eligible Entries received. Winner may not substitute, assign or transfer any prize or redeem any non-monetary prize (or prize component) for money. Sponsor reserves the right in their sole discretion to substitute any prize (or prize component) with one of equal or greater value. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers, certificates or prizes. Prize elements may not be separated.

6. **VERIFICATION OF PRIZE WINNER AND DELIVERY OF PRIZE:** Winner will be notified by e-mail, and/or telephone, and/or overnight mail within seven (7) business days from the date winner is selected. Potential winner will be required to complete, sign and return an affidavit of eligibility and liability release, and/or IRS Form W-9 and, where permitted, a publicity release (collectively, "Affidavit") prior to delivery of the Grand Prize. If a potential prize winner fails to respond within three (3) business days of the first winner notification attempt or to return the executed Affidavit within five (5) business days after it has been mailed to him/her, or if his/her winner notification or prize is returned as undeliverable or unclaimed, or if a potential winner cannot accept or receive the prize for any reason or cannot or does not comply with these Official Rules or is otherwise found to be ineligible, such potential prize winner may be subject to disqualification, his/her prize subject to forfeiture and an alternate winner may be selected in a random drawing from all remaining eligible Entries received. Sponsor reserves the right to modify the notification procedures in connection with the selection of an alternate winner, if any. Entry and acceptance of prize constitutes permission (except where prohibited by law) to use each winner's name, prize won, hometown and likeness for online posting and promotional purposes without further compensation.
7. **PRIVACY:** Information provided by you for this Sweepstakes is subject to the privacy policy located at www.hallmarkchannel.com/PrivacyPolicy. By entering this Sweepstakes, each entrant agrees that, unless Entrant otherwise opts out on the Sweepstakes Website, Sponsor and its designees may use entrant's, physical and/or e-mail address to contact entrant regarding offers and/or promotions that Sponsor believes may interest entrant.
8. **LIMITATION OF LIABILITY AND DISPUTE RESOLUTION:** Sponsor and their respective parent, subsidiary and affiliated companies, those working on their behalf, and each of their respective officers, directors, representatives, employees, agents, successors and assigns ("Sweepstakes Entities") are not responsible for injury or damage to entrants' or to any other person's computer related to or resulting from participating in, or accessing or downloading information in connection with, this Sweepstakes. The Sweepstakes Entities are not responsible for any misdirected, lost, late, inaccurate or incomplete Entries (or e-mails or other communications), and such Entries will be void. The Sweepstakes Entities are not responsible for: (a) any computer, telephone, cable, network, satellite, electronic or Internet hardware or software malfunctions, failures, errors, delays, disconnections, or unavailability, (b) garbled or jumbled transmissions, (c) service provider/Internet/web site/use net accessibility, availability, or traffic congestion, (d) unauthorized human intervention or (e) the incorrect or inaccurate capture of entry information or the failure to capture any such information. All Entries and other materials submitted by entrants in connection with this Sweepstakes become the property of Sponsor and will not be returned or acknowledged. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. By entering this Sweepstakes, each entrant hereby agrees on his/her behalf (and on behalf of his/her heirs, executors and administrators) to release, discharge defend, indemnify and hold harmless each of the Sweepstakes Entities, from any damage, injury, death, loss or other liability, either at law or equity, whether

known or unknown, asserted or non-asserted, that may arise from or in any way relate to any entrant's participation in this Sweepstakes or the awarding, acceptance, use or misuse of any prize. Any and all disputes, claims, and causes of action arising out of or in connection with this Sweepstakes shall be resolved individually, without resort to any form of class action. This Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of New York, regardless of principles of conflicts of laws that may require the application of the laws of another jurisdiction. Any action or litigation concerning this Sweepstakes shall take place exclusively in the federal or state courts sitting in New York, New York, and each entrant expressly consents to the jurisdiction of and venue in such courts and waives all defenses of lack of jurisdiction and inconvenient forum with respect to such courts. Each entrant agrees to service of process by mail or other method acceptable under the laws of the State of New York. **ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS SWEEPSTAKES. ENTRANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES AND TO INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL AND CONSEQUENTIAL DAMAGES OF ENTRANT, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.**

9. **GENERAL:** This Sweepstakes is void outside the 48 contiguous United States and D.C. and where prohibited by law and is subject to all applicable Federal, State and local laws and regulations. By entering this Sweepstakes, each Entrant agrees to be bound by these Official Rules and the decisions of Sponsor. In addition, each Entrant represents and warrants that all information contained in his/her entry is true and accurate. Sponsor is not responsible for any printing errors in these Official Rules and Sponsor reserves the right to correct clerical or typographical errors in all promotional materials. In the event this Sweepstakes is compromised for any reason (including due to computer virus, tampering, bugs, computer malfunction, fraud, unauthorized intervention or other causes beyond the control of Sponsor) which, in the sole opinion of Sponsor, corrupts or impairs the administration, security, fairness or proper play of this Sweepstakes, Sponsor reserves the right in their sole discretion to suspend, cancel, modify or terminate this Sweepstakes, and to hold a random drawing from among all eligible, non-suspect Entries received prior to such action. In the event of any such suspension, cancellation, modification or termination a notice of such action will be posted on the Sweepstakes Website, if functioning. Sponsor is not responsible if the Sweepstakes cannot be implemented or any prize cannot be awarded due to delays or interruptions beyond Sponsor's control, including those due to acts of God, acts of war, strikes, governmental action, natural disasters, weather or acts of terrorism. The use of automated software or computer programs to register for or enter this Sweepstakes is prohibited and any individual who uses or attempts to use such methods to register, to play or to enter will be disqualified. Sponsor reserves the right, in their sole discretion, to disqualify any entrant (and all of her/his entries) from this Sweepstakes who does not comply with these Official Rules, and/or from any other promotion conducted now or in the future by Sponsor or any of their affiliated companies if such entrant tampers with the entry process or if her/his fraud or misconduct affects the integrity of this Sweepstakes or otherwise interferes with the proper conduct of this Sweepstakes.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANYONE MAKING SUCH AN ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

10. **WINNER'S NAME:** For the name of the winner (available after March 7, 2013) send a stamped, self-addressed envelope (postage not required for VT residents) to Heart of Valentine's Day Sweepstakes Winners List, ATTN: VG, 60 East 42 Street, Suite 650, New York, NY 10165.

Note: Trademarks and copyrights are the property of their owner and are not sponsors or affiliated with this promotion.