

## HICKORY CHAIR FURNITURE COMPANY CENTENNIAL DESIGN CHALLENGE

1. NO PURCHASE NECESSARY TO ENTER OR WIN. Purchase will not improve your chances of winning. Contest ("Contest") is only open to legal residents of the fifty (50) United States and the District of Columbia, age 18 years or older, except employees of Hickory Chair Furniture Company, Ferebee Lane & Company, and Wildfire Interactive (collectively, the "Sponsors") and their respective officers, directors, agents, parents, subsidiaries, franchisees, advertising or promotion agencies, affiliated entities, immediate families or household members. Void in wherever prohibited or restricted by law. Contest is subject to all federal, state and local laws and regulations and shall be governed by Missouri law. By entering the Contest, entrants: (i) agree to accept and be bound by all terms of these Official Rules, and (ii) agree that Missouri courts have jurisdiction over any dispute or litigation arising from or relating to the Contest and that venue shall only be a federal court located in St. Louis, Missouri or a state court located in St. Louis County, Missouri.

2. HOW TO ENTER: From 12:00 pm (EDT) on Wednesday, June 15, 2011 until 11:59 am (EDT) on Thursday, September 15, 2011 (the "Promotional Period"), Sponsors will conduct a national Contest encouraging people to submit an original furniture design and a description of the design, no more than Five Hundred (500) characters in total length (collectively, the "Artwork"). To enter, participants must log on to the Contest page located at [www.hickorychair.com/challenge](http://www.hickorychair.com/challenge) or [facebook.com/hickorychairfurniture](https://www.facebook.com/hickorychairfurniture) (the "Website"), and complete and submit the online entry form during the Promotional Period according to the onscreen instructions, including their name, address, daytime telephone number, email address, date of birth, Artwork and the category that describes the participant, i.e., Student (enrolled full or part time in a post-secondary education institution at time of Entry), Designer (professional graphic, furniture, interior, or related industry designer), or Open (neither a Student nor a Designer) (individually, an "Entry" and collectively, the "Entries"). To be eligible, all Entries must be received by 11:59 am (EDT) on Thursday, September 15, 2011. Each Entry must be submitted in the name of an individual person and the prize will only be awarded to the person whose name is on the winning Entry, regardless of e-mail account ownership or other circumstances. All Entries must include a .jpg, .gif or .png file of the Artwork and the image must feature a front and a side view of the furnishing and the description must include all relevant dimensions. Any untruthfulness, plagiarism and/or failure to properly identify non-original material by an entrant will result in such entrant's disqualification. Entries that Sponsors and/or the judges deem, in their sole discretion, to be inappropriate, libelous, pornographic or obscene will be deemed void. In addition, Sponsors in no way guarantees that any Entry will be available for viewing or voting and holds the right to remove any submission for any reason, at any time, without notice. Limit one (1) Entry per person.

All duplicate Entries shall be deemed void. All Entries will become the property of Sponsors and will not be acknowledged or returned. No mechanical reproductions, mailed Entries, facsimiles, mass submissions, or submissions generated by a script or macro will be accepted by Sponsors and all such Entries will be deemed void. Sponsors are not responsible for misdirected, inaccurate, incomplete, lost, late, delayed, undelivered, damaged or illegible Entries, and all such

Entries will be deemed void. Sponsors are also not responsible for technical, hardware, or software failures of any kind, or other errors or problems which may occur in connection with or relating to the Contest, whether computer, network, technical, mechanical, typographical, human or otherwise, including, without limitation, errors or problems which may occur in connection with the administration of the Contest, the processing of Entries, the announcement of the prize, in any Contest-related materials or that may limit prize fulfillment or a participant's ability to enter the Contest. Sponsors reserves the right, in its sole discretion, to cancel, modify or prematurely conclude the Contest should any computer virus, malfunction, fraud, tampering, unauthorized intervention or other cause beyond their control corrupt the administration, security or proper operation of the Contest. False or deceptive Entries or acts will render the participant ineligible and Sponsors reserve the right to disqualify any participant who attempts to undermine the legitimate operation of the Contest by tampering with any Website mechanism, acting in a disruptive manner or violating these Official Rules. Any attempt by an individual to deliberately damage or undermine the legitimate operation of the Contest may be in violation of criminal and civil laws. Should such an attempt be made, Sponsors reserve the right to seek remedies and damages (including attorneys' fees) from any such participant to the fullest extent of the law, including criminal prosecution. For a copy of the Official Rules, print them from [facebook.com/hickorychairfurniture](http://facebook.com/hickorychairfurniture) or [hickorychair/challenge](http://hickorychair/challenge) or send a self-addressed, stamped envelope, by September 15, 2011, to, Hickory Chair Furniture Company, Attn:Challenge Rules Request [37 9th Street PI SE Hickory, NC 28602-1215] (Vermont residents may omit return postage).

3. HOW TO WIN: All eligible Entries will be displayed in the "view entries category" within the challenge tab during the Promotional Period. Three (3) grand prize winners, one from each of the three categories- Student, Designer and Open- (collectively, the "Winners") will be selected by representatives of Sponsors on or around October 25, 2011, from a list of finalists selected by participants and viewers, who may vote once per day for their favorite submission during the Promotional Period. Votes will determine the finalists, but will not determine the Winners. The Winners will be selected based equally upon the following criteria: 25% feasibility of manufacture, 25% creativity of design, 25% marketability, and 25% popularity by way of popular vote. All criteria are rated on a scale of 1-100, and highest composite score wins in each category. Terms of criteria are at the sole discretion of the Sponsors. The decisions of the Sponsors will be final and binding on all participants in all matters related to the Contest. This is a contest of skill, so the odds of winning will depend on the total number of eligible Entries received during the Promotional Period and a person's Entry scores in comparison to such other Entries. The Winner will be notified by Sponsors within five (5) business days of the judges' decision via either the telephone number or e-mail address provided on his/her Entry. The Winner must reply within five (5) days of notification either via email or by calling the phone number provided upon prize notification, or else an alternate winner will be selected. In the event that the Contest is canceled or ended prematurely due to the reasons set forth in paragraph 2, above, the Winner shall be chosen by representatives of Sponsors from all eligible Entries received as of the time of the impairment using the judging criteria above.

4. PRIZE: One (1) Winner from each of the following categories of participants (Student, Designer and Open) will receive a credit good for the purchase of any Hickory Chair furniture up to a retail value of Ten Thousand Dollars (\$10,000.00) or the option to receive their winning submission, which can be valued at no more than a retail value of Ten Thousand Dollars (\$10,000.00) , if Sponsor determines at their sole discretion that it is feasible to manufacture the item. The Student Winner, in addition to the grand prize, shall receive an offer for a three month paid internship with the Hickory Chair design team in Hickory, North Carolina, to be completed within three calendar years of notification of winning. If not completed in three years, the winner forfeits opportunity. Payment to the intern for services rendered during internship is at sole discretion of Sponsor and will be determined by student's skill level. Course credit of internship will be determined by respective winner's institution of education. Winner will be responsible for all travel, lodging, and incidental costs associated with the internship. Terms of the internship are sole discretion of Sponsor.

No substitutions, partial acceptance, transfer of prizes or cash redemptions permitted by Winners. Any difference between stated value and actual value will not be awarded. Sponsors reserve the right to substitute a prize of equal or comparable value in the event a described prize or any portion thereof is unavailable for any reason whatsoever. Winner is solely responsible for the reporting and payment of all federal, state and local taxes incurred by acceptance and use of the prize (or any portion thereof), if applicable. All prize details are at Sponsors' discretion.

5. GENERAL RULES AND REGULATIONS: By entering this Contest, entrants: (i) agree to be bound by the decisions of Sponsors which are final and binding in all matters, (ii) grant Sponsors and their designees the right, unless prohibited by law, to use their names, cities and states of residence, voices, pictures, biographical information and likenesses, without compensation, notification or permission, for the purpose of advertising and publicity in any and all manner or media, now or hereafter known, throughout the world in perpetuity, (iii) represent and warrant their Entries are their original work, (iv) represent and warrant that they are not participating in the Contest in the capacity of a reporter and further represent and warrant that they will not write, blog about, publish or cause to be published any article or book about their participation therein, (v) acknowledge and agree that Sponsors will own and administer 100% of the intellectual property rights in all Entries submitted (including the Artwork), with the exclusive, worldwide, royalty-free, perpetual right and license to publish, use, display, manufacture and sell such Entries without permission or compensation (and that entrants will sign and deliver to Sponsors any instruments of transfer, including, but without limitation, applications for copyright, assignments, and other documents required for the protection of Sponsor's rights if determined to be necessary by Sponsor), (vi) waive any and all rights they may have to terminate such transfers and assignments pursuant to any statutes, regulations or otherwise (including, without limitation, Section 203 of the Copyright Act of 1976 (as amended)), (vii) waive any and all moral rights of attribution and integrity with regard to the submissions whether arising under the law of any state of the United States, United States federal law, or the law of any other country without any additional consideration, and (viii) represent and warrant that their Entries do not contain any material that would violate or infringe upon the rights of any third party, including patents, copyrights, trade secrets, trademarks or rights of privacy or publicity. Sponsors

will own the Entries submitted (including the Artwork and all rights embodied therein), and they and their designees may exploit, edit, modify, and distribute the Entries and all elements of such Entries in any and all media, now or hereafter known throughout the world in perpetuity without limitation at no additional notification or permission of entrants or any third party. In order to claim the prize, Winners (who must be a legal US resident, age 18 years or older): (i) must each meet all eligibility requirements, (ii) may each be required to produce proof of identity, address and birth date, and (iii) must each execute and return certain documents (as applicable), including an affidavit of eligibility, tax acknowledgment form, liability release and, except where prohibited by law, use of name and likeness releases. In addition, the Student Winner must provide proof of enrollment in a post-secondary education institution in order to claim the prize. Such documents must be completed in full and returned within seven (7) days of issuance either via facsimile or US registered mail. Failure to do so or if: (i) any prize or prize notification is returned as undeliverable, (ii) Winner declines his or her prize, or (iii) a potential Winner is determined to be ineligible for any reason, will result in disqualification of such Winner and an alternate winner may be selected at Sponsors' sole discretion from among all eligible Entries and based on the judging criteria stated in these Official Rules. Sponsors will use reasonable efforts to pick an alternate winner but in the event an alternate winner cannot be determined, the prize will not be awarded. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook.

Facebook, Sponsors, and their respective officers, directors, agents, parents, subsidiaries, franchisees, advertising or promotion agencies, and affiliated entities (collectively, the "Released Parties") expressly disclaim any responsibility and participants agree to hold the Released Parties harmless from liability for any injury, disability or loss to any person or property relating to participation in this Contest (including the manner in which the Winner is selected and confirmed), the delivery and/or subsequent acceptance, use or misuse of the prize awarded, and claims based on patent, copyright, trade secret, trademark, publicity rights, defamation, or invasion of privacy. The Released Parties are not responsible for: (i) any loss (financial or otherwise), liability, injury (including death) or damage to persons or property which may be caused directly or indirectly, in whole or in part, by any prize awarded, or (ii) any loss (financial or otherwise), injury or damage to persons or property which may be caused directly or indirectly, in whole or in part, from downloading any material from the Website, regardless of whether the material was prepared by Sponsors or a third party, and regardless of whether the material is connected to the Website by a hypertext link. The Released Parties further assume no liability either for the cancellation, modification or premature conclusion of the Contest for any reason or through the acts or defaults of any company or person providing any prize. All such losses or expenses must be borne by the affected participants and/or Winner.

6. PRIVACY. For details regarding collection of information from users of the Website (including entrants), please consult the Hickory Chair Privacy Policy available on [hickorychair.com/privacy.aspx](http://hickorychair.com/privacy.aspx)

7. WINNERS LIST. For the winners list, send a self-addressed, stamped envelope by November 30, 2011 to: Winners List, Hickory Chair Centennial Design Challenge, Hickory Chair Furniture Company, Attn:Challenge Winners Request [37 9th Street Pl SE Hickory, NC 28602-1215

8. SPONSOR. Hickory Chair Furniture Company, Attn:Challenge 37 9th Street Pl SE Hickory, NC 28602-1215