

Hallmark Cards, Inc.

“Holiday Home” Essay Contest

Official Rules

THE “HOLIDAY HOME” ESSAY CONTEST IS OPEN TO LEGAL RESIDENTS OF THE CONTINENTAL U.S. ONLY. THE CONTEST WILL BE CONSTRUED ACCORDING TO U.S. LAW. Do not enter this contest if you are not a U.S. citizen located in the Continental U.S.

The “Holiday Home” Essay Contest (the “Contest”) begins at 12:00:01 a.m. EST on November 1, 2005 and ends at 11:59:59 p.m. EST on December 1, 2005.

NO PURCHASE NECESSARY.

How to enter. Entrants must log onto www.hallmark.com and fill in the online entry form and write an essay of 50 words or less expressing, “What tradition you would like help with at the holidays?” Online entries must be received by 11:59:59 p.m. EST December 1, 2005. Submission of an entry grants Sponsor and its agents the right to publish, use, adapt, edit and/or modify such entry in any way, in any and all media, without limitation, and without consideration to the entrant. Submission of any entry further constitutes the entrant’s consent to irrevocably assign and transfer to the sponsor any all rights, title and interest in the entry, including, without limitation, all copyrights.

Number of Entries and Disclaimer of Liability Regarding Entries. You may enter the Contest up to two (2) times; however, each entry must be different and be submitted separately. Sponsor is not responsible for lost, stolen, illegible, misdirected or late submissions. Sponsor assumes no responsibility for computer system, phone line, hardware, software or program malfunctions or other errors, failures of any kinds, delayed computer transmissions or network connections that are human or technical in nature.

Judging. A qualified panel of judges, appointed by Sponsor, will select winners from among all eligible entries received by December 1, 2005. Entries will be judged on creativity/originality (25%), thoroughness (25%), organization (25%) and presentation of story (25%). In the event of a tie, tie breaker will be based upon the highest score in the first judging criteria, continuing thereafter to each judging criteria in order, as needed, to break the tie. For WI residents only, in the event of a tie, duplicate prizes will be awarded. At the judges’ discretion, entries including unsuitable content or that are in violation of third party rights (including, but not limited to, copyrights) will be immediately disqualified. Sponsor retains sole discretion as to what constitutes unsuitable content and will not be liable in any way for disqualified entries.

Prizes. One (1) Grand Prize winner will be selected, in each of the following categories: Home Decorating, Home Entertaining and Last-Minute Gift Giving. Each Grand Prize winner will receive a Hallmark Prize Package to include a home visit and holiday assistance from a Hallmark Holiday Expert and relevant Hallmark products.

The Decorating winner will receive an in-home consultation by a Hallmark decorating expert on how to prepare the home for the holidays. The consultant will assist in bringing new life to the winner’s long-standing tradition by redecorating one room of the winner’s home, as well as offering tips on organization and packing up after the holidays. The winner will receive decorations and floral arrangements to assist with the holiday room transformation, holiday music, holiday cards, and a Hallmark album to keep memories of the experience.

Entertaining consultation: The Entertaining winner will receive an in-home consultation from a Hallmark entertaining specialist about how to develop the perfect holiday party, complete with tips on how to merge long-standing holiday traditions with brand new ones. At the end of the consultation, the winner will have a to-do list, party theme, menu and food items, decorating ideas, products for his/her party, and a Hallmark album to record the special day.

Clever Gift Giving consultation: The Gift Giving winner and up to three guests will meet with a Hallmark gift expert to learn about creative gift-wrapping, how to present a gift with minimal wrapping, how to put your personal touch on the gifts you give, and how to assemble gift bundles. The prize includes gifts, wrapping materials, and a Hallmark gift-giving album to record gift records and memories.

The approximate retail value (ARV) of each Grand Prize is: \$1,500. The three winners will be selected on or about December 2, 2005, from among all eligible entries received. Winners will be notified via e-mail, postal mail and/or telephone on or about December 2, 2005. Once confirmed, the winning essays and the name of each winner and the subject of their essay will also be posted on www.hallmark.com beginning approximately December 6, 2005. Limit one winner per e-mail or household address. If notification of a winner cannot be confirmed within 7 days of their selection as a winner, prize will be awarded to the next highest scoring entrant. The entrant is responsible for insuring that his/her current contact information has been supplied with their entry or updated by sending new contact information to the email address disclosed above. Sponsor is not responsible for any failure to contact a winner or winners.

Eligibility. Contest open to legal residents of the continental United States and the District of Columbia, who are 18 years old and older as of November 1, 2005. Employees of Sponsor or its public relations firm Fleishman-Hillard, Inc, their respective parent companies, affiliates, subsidiary companies, distributors, sales representatives, retailers, advertising, sales promotion and judging agencies and all other service agencies involved with the Promotion and members of the immediate families (parent, child, sibling and spouse) or households of any of the above are not eligible. Void where prohibited. All federal, state, and local laws and regulations apply.

Affidavit of Eligibility and Liability/Publicity Release. Winners will be required to sign a Winner's Affidavit and Release and return it within 7 days of prize notification or prize will be forfeited in its entirety and will be awarded to the next highest scoring entrant. No prizes will be awarded until such a signed release from the winner is received by Sponsor. By submitting an entry, a winner agrees to allow use of his or her name and essay, in full or in part, for any and all purposes without compensation, including, but not limited to promotional and advertising purposes. All essay entries and all rights of ownership and publication of the same will become the property of Sponsor and will not be returned.

General Terms & Conditions. Allow up to 3 weeks for shipment of prizes following verification. If any Promotion prize notice or Promotion prize is returned as undeliverable, or if potential winner's prize information provided is unintelligible, prize will be forfeited. By participating in the Promotion, participant (or his/her parent or legal guardian, if participant is an eligible minor) agrees to release, hold harmless and indemnify Sponsor or its public relations firm Fleishman- Hillard, their respective parent companies, affiliates, subsidiary companies, distributors, sales representatives, retailers, advertising, sales promotion and judging agencies and the employees, directors, officers and agents of each from and against any and all liability whatsoever for any injuries, losses, harm, damage (including but not limited to property damage, personal injury and/or death), claims, actions, costs and expenses (including without limitation, all attorney's fees and court costs) arising directly or indirectly from or in connection with his/her participation in the Promotion, acceptance, possession or use/misuse of the prize or participation in any prize-related activity. Participant further acknowledges that the above parties are in no manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Acceptance of prize shall further constitute and signify the winner's agreement and consent (or that of parent or legal guardian, if winner is a minor) that Sponsor may use the winner's name, likeness and/or prize and biographical information worldwide for promotion purposes without limitation and without further compensation, except where prohibited. If a

prize is won by an eligible minor, it will be awarded on minor's behalf, to a parent or legal guardian. Winners are solely responsible for any local, state, or federal income taxes on prizes. No substitutions, cash reimbursement or transfer of any prizes permitted, except Sponsor reserves the right to substitute a prize of equal or greater value should any of the advertised prizes become unavailable. Sponsor reserves the right to take such action as it deems necessary to enforce these Official Rules and ensure the fair operation of the promotion, including without limitation, barring and disqualifying participants who do not comply with these Official Rules. By entering, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of State of Missouri, without giving effect to any choice of law or conflict of law rules. By entering, entrants' consent to the jurisdiction and venue of the federal, state and local courts located in Missouri.

Additional Warranties and Indemnity. Anyone submitting entries to this contest warrants that the essay submitted is an original work of the entrant; has not won previous awards; has not been published previously; and that publication of the essay via various media including Web posting, will not infringe on any third party rights. Any such entrant will indemnify sponsor and its representatives, licensees, and customers from any claims to the contrary. Sponsor reserves the right at its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the game or Web site or to be acting in violation of the Official Rules. Sponsor reserves the right in its sole discretion to cancel or suspend this contest, in its entirety or only the Internet portion, should virus, bug, tampering, unauthorized intervention, fraud, technical failures, or other causes beyond Sponsor's control corrupt the administration, security, fairness, integrity or proper play of the contest. Sponsor is not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the contest by any technical or human errors which may occur in the processing of the entries in the contest.

Rules. To view a copy of these full official promotion rules, please visit www.Hallmark.com , and click on Hallmark's "**Holiday Home**" **Contest Official Rules** icon beginning (approximately) November 1, 2005, through December 1, 2005.

Winners List. To view a list of the Grand and First Prize winners, please visit www.Hallmark.com , and click on Hallmark's "**Holiday Home**" **Contest Winners List** icon beginning (approximately) December 6, 2005, through January 31, 2006, or send a self-addressed stamped envelope to Hallmark Cards, Inc., 2501 McGee, MD 244, Kansas City, MO 64141.

Sponsor. Hallmark Cards, Incorporated., 2501 McGee, Kansas City, MO 64141