

**PLANET GREEN/TREEHUGGER/HESSNATUR T-SHIRT DESIGN CONTEST  
OFFICIAL RULES**

VOID WHERE PROHIBITED. NO PURCHASE NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

OFFERED ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA (“U.S.”), AGED 18 YEARS OR OLDER.

- 1. ELIGIBILITY:** Open to legal U.S. residents who are 18 years of age and older at time of entry and have Internet access as of August 30, 2009. Employees, officers and directors of Discovery Communications, LLC (the "Sponsor"), hessnatur, its subsidiaries, affiliates, TV production partners, participating cable providers including local ad sales systems, participating local advertisers, advertising agencies, promotional suppliers and the immediate family members (spouses, siblings, children and parents, regardless of where they live) or members of the same households (whether related or not) of such employees, officers and directors (collectively, “Contest Entities”) are not eligible. All applicable federal, state, and local laws apply. Void in Puerto Rico and where prohibited or restricted by law.
- 2. CONTEST ENTRY DATES:** The Planet Green/Treehugger/hessnatur T-Shirt Design Contest (“Contest”) begins at 12:01 AM Eastern Time (“ET”) on August 1, 2009 and ends at 12: 00 PM ET on September 1, 2009 (the “Contest Period”).
- 3. TO ENTER THE CONTEST:** To enter the Contest, visit [www.planetgreen.com/feature/hess-natur/](http://www.planetgreen.com/feature/hess-natur/) (the “Website”) and submit a completed entry including the suggested design during the Contest Period. When you enter, you will be asked to provide, among other things, your name, complete address and email address. Entries must be received by Sponsor’s server by 12:00 AM ET on September 1, 2009. Entries must NOT contain material which is (or promoting activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, defamatory, profane, or harassing; or material that contains any derogatory references to any Contest Entities. Entry must be entirely original to the entrant and must NOT include mention or performance of any copyrighted material including but not limited to music, films, books, television programming, etc., or identifying descriptions of any media property without permission. The entry must not include any use of a trademark or logo owned by another party. The entry must comply with the Website’s Terms of Use. By entering, Contest Participant warrants and represents that they agree to be bound by these Official Rules and the final decision of the Sponsor. All entries become the property of Sponsor and will not be returned to the Contest Participant. Limit one Contest entry per person/email address. Entries will be considered eligible if they meet the following criteria:
  - Maximum of 6 colors
  - Printing should be constrained to a 15 inch by 20 inch (38cmx50cm) area.
  - Image quality of at least 150 dpi is needed for printing.

**4. SELECTION OF POTENTIAL WINNERS AND PRIZES:** On or about September 1, 2009, a panel of Editors selected by Sponsor (“**Judging Panel**”) will select fifty (50) entries from the total number of entries to advance to the Semifinal round of the Contest. The entry will be scored based on the following criteria:

1. Originality: 33%
2. Creativity: 33%
3. Use of Promotion’s theme: 34%

In the event of a tie, the winning entry will be determined by the highest score from amongst the tied entries in “Creativity.” If less than fifty (50) entries are received, all qualified entries will advance to the Semifinal round. On or about September 1, 2009, the fifty (50) maximum Semifinalist entries will be displayed on the Contest site at [www.planetgreen.com/feature/hessnatur/](http://www.planetgreen.com/feature/hessnatur/), to be voted upon by the public. Visitors to the site may vote between 4:00 PM ET on September 1, 2009 and 11:59 PM ET on September 15, 2009, for the Semifinalist whose entry, in the voter’s opinion; is the most original, creative and best embodies the promotion’s theme. **LIMIT ONE VOTE PER PERSON PER DAY.** The five (5) eligible entries with the highest vote count will advance to the Final round. In case of a tie, the Judging Panel will select one of the tied entries based on the judging criteria used in the Final round. On or about September 16, 2009, the Judging Panel will select the winning entry from the five Finalists based on the following criteria:

1. Originality: 33%
2. Creativity: 33%
3. Use of Promotion’s theme: 34%

In the event of a tie, the winning entry will be determined by the highest score from amongst the tied entries in “Creativity.” On or about September 23, 2009, Sponsor will announce the Grand Prize winner of the Contest. The winner will be notified via email (via the current email address associated with selected winner’s online registration form) phone, postal mail and/or express mail, at Sponsor's discretion. Sponsors shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason.

The Grand Prize consists the following:

The Winning T-shirt design of the Promotion will be printed on Grameen Shirts and embedded into the collection of hessnatur and will be sold worldwide. All prizes are non-transferable, and no substitutions will be made Approximate Retail Value (“ARV”) \$100.00.

**5. GENERAL:** All taxes on prizes and all expenses related to acceptance and use of prizes and not specified are sole responsibility of winners. Grand Prize winner acknowledges that no compensation or royalties are owed to Grand Prize winner related to the sale of the winning T-shirt design. Grand Prize winner grants Contest Entities the non-exclusive right to use the winning design in any manner related to the Contest or Grand Prize throughout the world in perpetuity. No transfer or cash redemption. No prize substitution, in whole or in part, except by Sponsor due to prize unavailability, safety or security considerations, or any other reason as solely determined by Sponsor in which case a prize of comparable or greater value will be awarded. Grand Prize winner will be required to complete an affidavit of eligibility, a liability release and (where legal) a publicity release, which must be returned within 10 days of attempted notification or an alternate winner may be selected. If a winner is 18 or older,

as is required for entry, but not of the age of majority in state of residence, prize will either be awarded in the name of parent or legal guardian, or parent or legal guardian must ratify and sign any and all documents required of winner. Inability to contact a winner or the return of any prize notification as undeliverable will result in the prize being forfeited and awarded to an alternate winner. Odds of winning will be determined by the number of eligible entries received for each drawing. By participating, entrants agree [a] to these rules and decisions of, which shall be final in all respects relating to this Contest; [b] to release, discharge and hold harmless Contest Entities, its subsidiaries, affiliates, Promotion Administrator, TV production partners, participating cable providers including local ad sales systems, participating local advertisers, advertising agencies, promotional and prize suppliers, and their respective directors, officers and employees (together, "Releasees") from any and all injuries, liability, losses and damages of any kind resulting from their participation in the Contest or their acceptance, use or misuse of prize including, without limitation, personal injury, death and property damage; and if a winner, [c] to the use of his or her name and/or photograph for advertising, publicity and promotional purposes in all media, including but not limited to on air and within [www.discovery.com](http://www.discovery.com) and [www.hessnatur.com](http://www.hessnatur.com), without compensation (unless prohibited by law) and agree to execute specific consent to such use upon request. Releasees are not responsible for and shall not be liable for: [a] any telecast, cable or telephone malfunctions, human error, satellite transmission failures, or delayed telecasts or preemption of or the failure of a cable affiliate to televise Discovery Channel or any affiliated Sponsor network in all or any parts of the United States; [b] electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or for any human, typographical, printing or other error relating to or in connection with the Contest, including, without limitation, errors which may occur in the administration of the Contest, processing of entries; the announcement of the prize or in any Contest-related materials, [c] failed, incomplete, garbled, or delayed computer transmissions; [d] late, lost, misdirected or incomplete entries or postage-due mail; [d] damage to entrants' or any person's computer or the contents thereof; [e] any condition caused by events that may cause the Contest to be disrupted or corrupted; or [f] any damage to prizes during shipping or delivery. Sponsor reserves the right in its sole discretion to cancel, terminate, modify, or suspend the Contest if fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity of the Contest (or portion thereof), as determined by Sponsor in its sole discretion, and limit entries to those submitted prior to the action taken, or to proceed in such a manner as may be deemed fair and equitable by Sponsor in its sole discretion. Any attempt by an entrant to deliberately damage any web site or undermine the legitimate operation of the Contest may be a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the registrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider, Internet service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder and/or proof of employment by a cable or satellite operator. 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 Contest or the Web site on which the Contest may be accessed; to be acting in violation of the Official Rules; to be acting in violation of the terms of the Web site, or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Internet entry must be made by the entrant only at an authorized web site address. Entries may not be made by any other individual or any entity, and/or originating at any other Internet website or e-mail address, including but

not limited to commercial Contest subscription notification and/or entering service sites. Any winner who enters by any of the methods described above will be disqualified and an alternate winner selected. Use of any device to automate entry is prohibited. Sponsor reserves the right in its sole discretion to disqualify any entry at any time in the event it is determined that the entrant has not complied with these Official Rules. This Contest is governed by the laws of the State of Maryland, with jurisdiction and venue in Montgomery County, Maryland, and all claims must be resolved in the courts of Montgomery County, Maryland.

6. **INDEMNITY:** Contest Participant shall indemnify, defend and hold harmless Contest Entities and each of their respective parents, affiliates, successors, assigns and licensees, and each of their respective employees, shareholders, officers, directors, contractors, agents and from and against any and all liability, claims, loss, damage, injury or expense, including reasonable attorneys' fees, arising out of or in connection with any third party action arising out of or resulting from (i) Contest Participant's participation in the Contest, (ii) a breach or allegation which if true would constitute a breach of any of Contest Participant's representations, warranties or obligations herein, and/or (iii) acceptance, possession, use or misuse of any grant or prize, including without limitation, personal injury, death and property damage arising there from.
  
7. **USE OF ENTRY INFORMATION:** Please note that by entering this Contest and by checking the "opt-in" boxes on the entry form for this promotion, you are [a] agreeing that the Sponsor may share your entry information (including your name, address, email address, etc.) with our promotional partners and other parties; and [b] granting us, our promotional partners and other third parties with which we choose to share your information, permission to contact you about our upcoming shows, promotions or for other reasons. **You can enter this Contest but keep your entry information private by not checking the "opt-in" boxes on the entry form.** The collection and use of entrant information will be governed by Discovery's on-line privacy policy, available for viewing at <http://dsc.discovery.com/utilities/about/privacypolicy.html>.
  
8. **WINNER LIST:** For a list of winners, mail a self-addressed, stamped envelope to be received by September 30, 2009, to: The Planet Green/Treehugger/Hessnatur T-Shirt Design Contest Winner, One Discovery Place, Silver Spring, MD 20910.

SPONSOR: Discovery Communications, LLC, One Discovery Place, Silver Spring, MD 20910.

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