

Bella® Staton Contest Rules

1. PROMOTIONAL PERIOD: The promotional period begins on October 1, 2008 and ends on October 31, 2008.

2. ENTRY: Simply order Bella products through Staton between October 1, 2008 and October 31, 2008 to enter the contest.

3. PRIZES:

Daily Winner: A \$250 Amazon gift card will be awarded to the customer that purchases the highest dollar amount of Bella product that day. The winner shall be determined based on a report that will be run by Staton each day.

Weekly Winner: Staton shall conduct a weekly drawing for a \$2500 Amazon gift card from customers that ordered Bella products through Staton that week. This drawing will be conducted by an independent third party.

4. GENERAL CONDITIONS: If winner is found to be ineligible for any reason or not in compliance with these Official Rules, disqualification may result. Sponsor reserves the right, at its sole discretion, to disqualify any individual found tampering with the entry process or the operation of the Challenge or to be acting in violation of the Official rules. Where permitted by law, the winner hereby authorizes Bella and/or Staton Wholesale to use his or her name in marketing materials and/or announcements relating to the contest (e.g., press releases, brochures, Web sites, television and radio advertisements, etc.). Participants hereby acknowledge and agree that the materials may be used in various media including, but not limited to, press, radio, television, and Internet, and once they are submitted, such materials become the property of Bella and/or Staton Wholesale. However, their usage will be restricted to internal and external Bella and/or Staton Wholesale marketing communications only. Bella and/or Staton Wholesale will not sell, rent, or share entrants' personal information with any other entity by submitting their information via contest entry. Participants agree to receipt of future communications from Bella. Winners will be required to complete an affidavit of eligibility, and a liability and publicity release (except where prohibited by law), which must be returned within ten (10) days of date of postmark. Failure to sign and return the affidavit or release within 10 days, or to comply with any term or condition of these Official Rules, may, at the sole discretion of Bella and/or Staton Wholesale, result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of prize to an alternate winner. By accepting a prize, winner releases and agrees to hold harmless the Sweepstakes Entities, including Bella and/or Staton Wholesale, their parents, affiliates, subsidiaries, advertising and promotion agencies and their respective directors, officers, employees, representatives, and agents from any and all liability for any injuries, loss or damage of any kind to person, including death, and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a prize, participation in any Bella/Staton Contest related activity, or participation in this Promotion.

5. ELIGIBILITY: Participants must be 18 years of age or older at time of entry and legal residents of the 50 United States or District of Columbia. Participants must reside and be physically located in the U.S. or D.C. to enter. Open to business owners who are

registered customers in good standing of Staton who have made qualifying Bella purchases during the promotional period as set forth in section 1. Void where prohibited by law. Federal, state and local laws and regulations apply.

6. SPONSOR: Staton, 14275 Welch Road, Dallas, Texas 75244.