



Welcome to the zulily cutie photo contest! Thank you for participating!

Get started: Starting April 1, 2011, submit a photo of your favorite zulily cutie. Big smiles, adorable outfits, siblings, trouble-making-in-progress: if it makes you say, “Awwww, how cute!” then submit it for voting!

To submit a photo: Please click the red “submit a photo” at the top of the contest page. You will be asked to register for a new account and provide basic information about yourself. Once you have created an account, you will be taken to the submission form where you will enter the title of your photo and upload.

How submissions work:

1. On Wednesdays at 5PM Pacific until at Friday 12PM Pacific, we pause submissions. During that time, all photos already approved will remain in voting, and you will have a “last chance” to get friends and family to vote for your cutie.
2. On Friday at 12PM Pacific, we will announce the weekly winner. At this time, we will archive all of the images currently in the voting pool.
3. On Friday at 12PM Pacific, we will add all images submitted from Wed 5PM Pacific – Friday 12PM Pacific to the pool and reopen submissions. To enter your cutie in the next week’s competition, please resubmit your photo.
4. ALL submissions added between the first and last Friday of the month will be eligible to win the grand prize.

Sharing your cutie submission: Once your photo has been reviewed and approved, share the contest link with your friends and family. Tell them to visit <http://www.zulily.com> to vote for your photo. Weekly winners are chosen by public votes, so share the link on Facebook, Twitter, your blog or in email!

To vote: Visit the “View and Vote” tab of the contest. Click “Love it” or “Skip It” for each photo to log your votes. If you are looking for a special cutie, please visit the “Contest Home” tab to see the gallery of all images currently in the voting pool.

Limit of 5 submissions per user per week: We know that everyone loves their cuties. However, to keep the contest fun and fair, submissions are limited to a maximum of five per participant.

Contest profile: All contest participants who submit a photo must create an account. Once registered, click “My Account” to add a profile photo and other information. After you have signed in, you can leave comments, mark favorite photos and become a “fan” of

other participants and their entries. Profile information is not required, but is recommended.

Dates:

Weekly contests run Friday to Friday

Weekly winners will be announced each Friday afternoon.

Grand prize winners will be announced the last week of each month.

Prizes:

Weekly voting winners will receive a \$10 zulily shopping credit

Zulily will select one grand prize winner who will receive a \$20 shopping credit and their photo will be featured on the zulily website

**OFFICIAL RULES
NO PURCHASE NECESSARY**

HOW TO ENTER: Monthly contests begin at 12:01 P.M. PACIFIC on the first Friday of a given month, and end on the last Friday of the same month at 12:00 P.M. PACIFIC. zulily (HERETOFOORTH REFERRED TO AS 'THE COMPANY') reserves the right to cancel the contest at any time.

To enter go to <http://www.zulily.com/cutie> and follow instructions to submit your original "photo" (here forth referred to as an 'entry'). An email address and full, legal name will be required to submit the entry. Once the entry is submitted, an email will be sent with notification that the image has been submitted. The Company is not responsible for lost, late, ineligible, or incomplete entries or entries not received for any reason. Entries become sole property of The Company and none will be acknowledged or returned. Entries may be reproduced on merchandise by The Company for sale. By entering, entrant warrants that his or her entry (1) is original and does not infringe the intellectual property rights of any third party, (2) has not been published in any medium or (3) has not won an award.

2. JUDGING: All entries submitted will be viewed and monitored each week by The Company staff for appropriate content to qualify for entry into the contest. The Company staff will judge the qualified images based on originality and creativity to grant approval for entry. There is a limit of five entries per submitter. After approval, the entrant will be notified by email that their entry is approved and the entry will be placed into voting. The Company's staff reserves the right to select a winner based on judgment of most appropriate. Every month the votes from the prior month are reset to zero in the system and a fresh competition begins. This equalizes all images so that a new entry has the same chance as an entry submitted in prior weeks to win. Incomplete and/or inaccurate entries and entries not complying with all rules are subject to disqualification. Any use of a "spider", "robot", or any computer program imaged to modify voting data will result in the banning of the user and deletion of this data. We reserve the right to remove any user or entry deemed to benefit from non-human voting. Decisions of the judges are final and binding. Winning entries will be removed from voting once winning is approved. Entries that did not win the previous month can resubmit their entries for a chance to win the

current contest period. Winning entries may be featured in newsletters, promotional ads, on Facebook, Twitter, blogs, marketing materials and on the zulily website.

3. **ELIGIBILITY:** Open to legal residents of the 50 United States and the District of Columbia who are 13 years or older. Void where prohibited by law. Employees of The Company, or their promotional partners and their respective parents, affiliates and subsidiaries, participating advertising and promotion agencies (and members of their immediate family and/or those living in the same of household of each such employee) are not eligible. Winners are subject to validation by The Company.

4. **PRIZES AND APPROXIMATE RETAIL VALUE:** One winner each week will receive a \$10 zulily shopping credit. Approximate retail value up to \$10. Grand prize winner(s) will win a \$20 shopping credit and will be featured on zulily's website. **ALL TAXES ARE THE SOLE RESPONSIBILITY OF THE WINNER.** The prize is awarded without warranty, express or implied, of any kind. Limit one prize per person or household.

5. **CONDITIONS OF PARTICIPATION:** No transfer, assignment, or substitution of a prize permitted, except The Company reserves the right to substitute prize (or prize component) for an item of equal or greater value at The Company's discretion. Nothing in these official contest rules shall obligate The Company or Sponsor to publish or otherwise use any entry submitted in connection with this Contest. All federal, state and local laws and regulations apply. Entrants agree to be bound by the terms of these Official Rules and by the decisions of The Company which are final and binding on all matters pertaining to this contest. By entering, Entrant represents that any images and other materials submitted as part of Entrant's contest entry are original and will not constitute defamation or an invasion of privacy or otherwise infringe upon the rights of any third party, and that the Entrant owns or has the rights to convey any and all right and title in such images and other materials. In addition, by entering, Entrant grants to The Company an exclusive, worldwide, royalty-free license to edit, publish, promote, produce, sell, and republish at any time in the future and otherwise use entrant's sound clip or attached image, along with entrant's name, likeness, biographical information, and any other information provided by entrant, in any and all media for possible editorial, promotional or advertising purposes, without further permission, notice or compensation (except where prohibited by law).

Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner. Acceptance of the prize constitutes permission for The Company and its agencies to use Winner's name and/or likeness, biographical information, and image for advertising and promotional purposes without additional compensation, unless prohibited by law. By entering and/or accepting prize, entrants and winners agree to hold The Company, The sponsor, and their promotional partners, its directors, officers, employees and assignees harmless for liability, damages or claims for injury or loss to any person or property relating to, in whole or in part, directly or indirectly, participation in this Contest, the acceptance and/or subsequent use or misuse, or condition of any of the prizes awarded, or claims based on publicity rights,

defamation, or invasion of privacy. False or deceptive entries or acts will render the Entrant ineligible. The Company, in its sole discretion, reserves the immediate and unrestricted right to disqualify any entrant or prize winner, if either commits or has committed any act, or has been involved or becomes involved in any situation or occurrence which The Company deems likely to subject The Company, entrant or winner to ridicule, scandal or contempt or which reflects unfavorably upon The Company in any way. If such information is discovered by The Company after a winner has received notice of his prize and before the prize is awarded, the prize may be rescinded in its entirety. If a portion of his/her prize has already been awarded, the remainder of the prize that has been fulfilled may be withdrawn. Decisions of The Company are final and binding in all matters related to this paragraph. The Company is not responsible for any typographical or other error in the printing of the offer, administration of the contest, or in the announcement of the prize.

6. INTERNET: Neither The Company is responsible for lost or late entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by The Company, Sponsor, or presenter on account of technical problems or traffic congestion on the Internet or at any Web site or any combination thereof. If for any reason the Internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering (which shall be deemed to include automated voting), unauthorized intervention, fraud, technical failures, or any other causes that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this contest, The Company reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process or any entry that has been the subject of such tampering by third parties, and to cancel, terminate, modify or suspend the contest. The Company reserves the right to select winners from eligible entries received as of the termination date. CAUTION: Any attempt by a contestant to deliberately damage any Web site or undermine the legitimate operation of the game is a violation of criminal and civil laws and should such an attempt be made, The Company reserves the right to seek damages from any such contestant to the fullest extent of the law. If there is a dispute as to the identity of the Entrant, the prize will be awarded to the authorized account holder of the email address. The “authorized account holder” is defined as the natural person to whom the email address is assigned.

7. SEVERABILITY: If any provision of these Rules is found to be invalid or unenforceable by a court of competent jurisdiction or appointed arbitrator, such determination shall in no way affect the validity or enforceability of any other provision herein.