

A.C. Moore Email Sign Up for Savings Gift Card Sweepstakes

OFFICIAL RULES

NO PURCHASE NECESSARY FOR CHANCE TO WIN PRIZE; PURCHASE WILL NOT IMPROVE CHANCES OF WINNING PRIZE.

INTERNET ACCESS AND VALID EMAIL ACCOUNT NECESSARY TO PARTICIPATE.
TELEVISION INTERNET ACCESS NOT VALID.

1. ELIGIBILITY:

The A.C. Moore Email Sign Up for Savings Gift Card Sweepstakes (the "Sweepstakes") is offered only to persons who are 18 years of age or older have completed email registration to receive our promotions during the contest period. Employees, officers and directors of A.C. Moore Arts & Crafts, Inc. ("A.C. Moore" or "Sponsor"), their respective parents, affiliated and subsidiary companies, advertising and Sweepstakes agencies, web masters and web suppliers and persons engaged in the development of Sweepstakes materials, and members of the immediate family (parents, siblings, children and spouse, wherever they reside) or same household members (whether or not related) of such employees, officers and directors are not eligible; Groups, clubs, organizations, commercial entities, and businesses cannot participate. By participating, you agree to these Official Rules and all decisions of Sponsor, which are final and binding in all respects. Void in Puerto Rico and where prohibited by law.

2. SWEEPSTAKES PERIOD:

The Sweepstakes begins on or about 11/14/2008 at 12:00:01 a.m. Pacific Standard Time [PT] and ends on 12/15/2008 at 11:59:59 p.m. PT. Sweepstakes consists of the awarding of **4 \$250.00 Gift Cards (1 Per Week)** in a random drawing.

3. HOW TO PARTICIPATE:

1. **A. Register at the Web Site.** During the Sweepstakes Period, you can access the Sweepstakes Website at www.acmoore.com.
2. Enter the required Email Sign Up Information on the homepage. You will be taken to a secondary page where you must complete the required signup information to be eligible. Your information will be used to contact you if you are a prize winner and for future A.C. Moore promotions, flyers, and coupons.

Only one email address may be used by any participant. Should any participant attempt to use more than one email address or create more than one Sweepstakes Account, that participant will be disqualified.

6. RANDOM DRAWING SWEEPSTAKES. Potential Sweepstakes winners will be selected in a random drawing for each of the four (4) weeks of the sweepstakes. Drawing will be conducted by A.C. Moore each week. Winners will be notified within (10) days of drawing. If you cannot be contacted by A.C. Moore for any reason, the Sweepstakes prize will be forfeited, with an alternate winner being selected from among all remaining eligible entries received for the drawing.

(4) Grand Prize Winners Each winner will receive (1) of (4) A.C. Moore Gift Cards for \$250 redeemable in store only. Gift Card Redemption NOT available On Line. Odds of winning Grand Prize depend on the number of eligible entries received.

8. CONDITIONS ON PARTICIPATION: Sweepstakes is not to be combined with any other offer. It is the sole responsibility of each participant to maintain his/her registration and contact information current; and Sponsor will have no responsibility or liability for a participant's failure to do so.

9. GENERAL CONDITIONS: Participants agree (a) that Sponsor, and their respective parents, subsidiaries and affiliated companies, advertising and promotion agencies, and each of their

respective officers, directors, employees, representatives and agents will have no liability whatsoever for, and shall be indemnified and held harmless by participants against any liability for any injuries, losses or damages of any kind to person(s), including death, or property resulting in whole or in part, directly or indirectly, from the acceptance, possession, misuse or use of any prize in this Sweepstakes or Sweepstakes-related activities; (b) and acknowledge that said parties have neither made nor are in any manner responsible for any warranty, representation or guarantee, express or implied, in law or in fact, relative to any, including but not limited to, its quality, merchantability or fitness for the intended purpose, with the sole exception of those warranties/representations/guarantees required by law of Sponsor or furnished by Sponsor in the normal course of business; and (c) that winners of prizes grant (and agree to confirm such grant in writing promptly upon request) to Sponsor and those acting under Sponsor's authority the right to the use of winner's name, photograph, likeness, voice, image, statements and biographical information for advertising, trade, publicity and Sweepstakes purposes in any media now known or hereafter discovered, worldwide, including the World Wide Web without review, notification or approval, or further compensation, unless prohibited by law

10. VERIFICATION. Sponsor reserves the right to request that any participant forward to Sponsor proof of eligibility in a form determined by Sponsor. Failure to comply with such request within the time stated in the request may result in disqualification from Sweepstakes and forfeiture of any prize won. Validation Procedure. If the proof of eligibility is not received within the time specified in the request, you may be disqualified from the Sweepstakes. All submitted proof of eligibility become the sole property of Sponsor, and will not be returned. By participating, you agree to cooperate fully in any investigation. If it is determined that there are any irregularities in any proof of eligibility form submitted and/or the participant is not eligible, disqualification from Sweepstakes and forfeiture of prize may result (and, if a prize has already been furnished to participant, participant must immediately return to Sponsor, immediately upon demand, such prize or the approximate retail value of same).

11. LIMITATIONS OF LIABILITY:

Sponsor assumes no responsibility for delays or technological or other errors.

Sponsor is not responsible for registrations, for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt or jumbled transmissions, service provider/Internet/website/use net accessibility, availability, or traffic congestion, or any technical error, or unauthorized human intervention, or the incorrect or inaccurate capture of registration, or the failure to capture, or loss of, any such information. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by Website users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes Website. Sponsor reserves the right, at their sole discretion, to disqualify any individual found, at their sole discretion, to be tampering with the registration/Sweepstakes Program process or the operation of the Sweepstakes or Website, or to be acting in violation of these Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, macro, programmed or like entry/play methods will void all such /entries/plays effected by such methods, and disqualify any participant using such methods. Sponsor is not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from a Website or use of a Website. If, for any reason, the Sweepstakes is not capable of running as planned by reason of, but not limited to, infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which Sponsor, in its sole opinion, deems could corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and proceed with the Sweepstakes and/or make prize available to be

won in a manner deemed by Sponsor, in its sole discretion, to be fair, appropriate and consistent with the spirit of these Official Rules. And, notification of such action by Sponsor will be posted at www.acmoore.com/forum

In case of dispute, entries will be declared submitted by the authorized account holder under whose email address submission/entry/play was affected. **"Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet Access provider, Online Service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.** Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the promotion or in the announcement of the prizes.

IN NO EVENT WILL SPONSOR, THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES AND RELATED COMPANIES, THEIR ADVERTISING OR PROMOTION AGENCIES, OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE WEBSITE OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID SITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THIS SITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

12. ARBITRATION/WAIVER OF JURY TRIAL/CHOICE OF LAW.

Except where prohibited, participants agree that (1) any and all disputes, claims, and causes of action arising out of or connected with this Promotion (or any prizes awarded or coupons redeemed), shall be resolved individually, without resort to any form of class action, and exclusively by arbitration, to take place in Berlin, NJ pursuant to the Rules of the American Arbitration Association, then effective, and (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in the Promotion but in no event attorney's fees; and (3) under no circumstances will a participant be permitted to obtain awards for and participants hereby waive all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. BY AGREEING TO RESOLVE ANY DISPUTE HEREUNDER BY MEANS OF ARBITRATION, YOU KNOWINGLY AGREE TO WAIVE ANY RIGHT TO TRIAL BY JURY. All issues and questions concerning the validity, construction, interpretation and enforceability of these Official Rules, or the rights and obligations of participant(s) and/or Sponsor in connection with the Promotion shall be governed by, and construed in accordance with, the laws of the State of Pennsylvania, without regard to conflict of laws or choice of laws doctrine of any jurisdiction. Should any term of this Section 12 be determined by court of competent jurisdiction to be void, unenforceable or contrary to law, such term or provision shall, but only to the extent necessary to bring this Rule within the requirements of law, be deemed to be severed from the other terms and provisions hereof, and the remainder of these Official Rules shall be given effect as if it had not included the severed term herein.

13. Winners' List: For the names of prize winners in Email Sign Up for Savings Gift Card Sweepstakes, mail a self-addressed stamped envelope to:

14. SPONSOR: A.C. MOORE ARTS & CRAFTS, INC. 130 A.C. Moore Drive, Berlin, NJ 08009.