Official Rules of Play

1) NO PURCHASE NECESSARY TO ENTER OR WIN: A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING: Find an official Curious George™ Instant WIN Game ("Game") game piece ("game piece") inside specially marked packages of Carvel® Ice Cream Cakes on sale at participating retailers between January 15, 2006 and June 30, 2006. Also receive an official Curious George™ Instant WIN Game game piece from the cashier at participating Carvel stores with purchase of any Carvel® Ice Cream Cake product or any specially marked Curious George ™ treat between January 15, 2006 and June 30, 2006. Limit one game piece per participating product purchased, while supplies last. For a free game piece (while supplies last) and official rules without making a purchase, send a self-addressed stamped envelope to: Curious George™ Game Piece Request, PO Box 220, Valley Park, MO 63088. Limit one free game piece mail request per person per day. Game piece mail requests must be postmarked by July 1, 2006 and received by July 8, 2006. Residents of Vermont and Nebraska need not affix return postage. There are approximately 1,200,000 game pieces available. Game ends June 30, 2006 or while supplies of game pieces last, whichever occurs first. This game is subject to federal and state law and is void where prohibited by law.

2) HOW TO PLAY THE INSTANT WIN GAME: Open your folded game piece to reveal a winning or non-winning prize message inside. If your game piece reveals a winning prize message, you win the prize indicated, subject to verification. Non-winning game pieces will reveal the message "Sorry, Not an Instant Winner" and will include instructions for entering the Second Chance sweepstakes.

3) THE SECOND CHANCE SWEEPSTAKES: After the end of the prize claim period for the Instant Win Game (as specified below), all unclaimed prizes will be awarded in the Second Chance sweepstakes ("sweepstakes"). The Second Chance sweepstakes begins on January 15, 2006. To enter the Second Chance sweepstakes, hand print your complete name, complete address and phone number on a non-winning game piece or on a 3" x 5" card, and mail your entry to: Curious George™ Instant Win Game Second Chance, PO Box 9, Valley Park, MO 63088. No mechanically produced entries please (hand write your information). Entries must be postmarked by July 19, 2006 and received by July 26, 2006. Each entry must be mailed in a separate envelope with sufficient postage affixed. Limit one entry per person per day. Second Chance sweepstakes winners will be selected in a random drawing to be held on or about July 28, 2006. Winners of the Second Chance sweepstakes will be notified by phone or mail within (5) business days of the drawing. Second Chance sweepstakes ends July 19, 2006. Odds of winning a prize in the Second Chance sweepstakes depend on the number of unclaimed Instant Win Game prizes available and the number of eligible entries received. The sweepstakes is subject to federal and state law and is void where prohibited by law.

4) INSTANT WIN GAME PRIZES AVAILABLE: (1) Grand Prize: Trip for four to a Universal© Pictures World Premiere in Hollywood, California. Approximate Retail Value (ARV) $4,000, odds 1:1,200,000 (ARV may vary depending on timing of trip and location of winner's residence). Trip includes roundtrip coach airfare for four from the major U.S. airport nearest the winner's residence in the United States, hotel accommodations for four consisting of one room for three nights at a hotel selected by Sponsor (as defined below), tickets for four to a Premiere and after party (winner will be provided the opportunity to choose one of at least two 2006 Premieres selected by Sponsor), and four one-day passes to Universal Studios Hollywood theme park on dates selected by Sponsor. Meals, ground transportation, taxes, tips, gratuities and other expenses not identified above, are the sole responsibility of the winner. Winner must accept one Premiere and travel must occur before December 31, 2006. (75) First Prizes: Curious George™ video game for PlayStation®2 computer entertainment system, ARV $29.99, odds 1:16,000. (25) Second Prizes: Curious George™ Gift Pack, ARV $25, odds 1:48,000. (4,000) Third Prizes: Curious George™ Bean Bag Toy, ARV $4, odds 1:300. There are a total of 4,101 prizes with overall odds of receiving a winning game piece of 1:293. Approximate retail value (ARV) of all prizes in the Game is $22,874. Applicable federal, state and local taxes on all prizes are the responsibility of the winners.

5) TO VERIFY/CLAIM A PRIZE: If your game piece indicates that you have won a prize, print your complete name, complete shipping address and phone number in the area indicated on your game piece. Make a photocopy of your game piece for your records, and then mail your completed game piece to: Curious George™ Instant Win Game, PO Box 160, Valley Park, MO 63088. Prize claims must be postmarked by July 19, 2006 and received by July 26, 2006. If your game piece indicates that you are the Grand Prize Winner, you must call the toll-free phone number printed on your game piece and provide the Game Administrator with the "Prize Verification Code" printed on your game piece. You will be provided instructions for submitting your game piece for verification and prize claim. All winning game pieces must be verified; you are not an official winner until your game piece has been verified. All game pieces and entries become the property of the Sponsor and will not be returned.

6) ELIGIBILITY: Promotion is open to all legal U.S. residents (except residents of Puerto Rico and all U.S. territories and possessions). Employees, officers and representatives of The Carvel Corporation (Sponsor), Universal City Studios LLLP, their respective subsidiaries, affiliated companies, distributors, advertising and promotion agencies, and any company involved in the design, execution or production of this promotion (collectively the "Releasees") and members of their immediate families defined as parents, children, siblings and spouse, wherever they reside, and those living in the same household of each, are not eligible.

7) GENERAL: By participating, entrants acknowledge and agree to these Official Rules. Releasees are not responsible for late, lost, stolen, incomplete, illegible, misdirected, postage due or mutilated mail requests, prize claims or entries. All prize claims are subject to verification by, and the Second Chance sweepstakes will be conducted under the supervision of an independent judging organization, whose decisions shall be final. In all other matters relating to this Game and sweepstakes, the decision of Sponsor shall be final. Any fraudulent prize claims will be prosecuted to the fullest extent of the law. The verified winner of the Trip prize will be required to sign, notarize and return an Affidavit of Eligibility & Liability/Publicity Release to receive the prize, and must provide any necessary information required so that Sponsor may complete required tax forms. These materials must be returned within (10) business days of the date they are mailed to the winner. Failure to comply may result in disqualification. All traveling companions will be required to sign and return a notarized Liability/Publicity Release. A minor, taking the prize Trip as the winner or as a traveling companion, must be accompanied by an adult, 21 years of age or older, and have an Affidavit of Eligibility & Liability/Publicity Release executed by his/her parent or legal guardian. In the event the winner of the Trip prize is unable to take the Trip for any reason, after the prize has been awarded, then the winner forfeits the prize and the Sponsor has no obligation for reimbursement or replacement of prize. Sponsor is not responsible if the Premiere or after party is cancelled. By accepting a prize, winner consents to the posting of his/her name and address as required by law and to the use of his/her name and or likeness for advertising/trade/publicity purposes without limitation or further compensation, except where prohibited by law. As a condition of entering, participant agrees that all disputes arising out of this promotion shall be resolved individually, without resort to any form of class action, and exclusively by arbitration in Connecticut. This promotion is subject to all applicable federal, state, local and municipal laws. Prizes are not exchangeable or transferable and cannot be redeemed for cash. In the event of unavailability of stated prize, Sponsor reserves the right to substitute a prize of equal or greater value. Winners, by acceptance of prize, agree to release the Releasees, their respective affiliates, subsidiaries, parent and related companies and agencies from any and all liabilities for injuries, damages or losses of any kind to persons or properties that may be sustained in connection with participation in the Game or sweepstakes, use or misuse of the prize or parts thereof or any prize-related activity. Game pieces are void if altered, illegible, mutilated, reproduced, counterfeit, obtained illegitimately or where prohibited by law, contain printing or other errors, or fail any of Sponsor's confidential verification tests. Liability for game pieces containing printing or production errors is limited to replacement with another game piece. In the event that an error occurs and more than the designated number of prizes are claimed, the designated number of prizes as stated in these Official Rules will be awarded in a random drawing from among eligible claimants. In no event will Sponsor be obligated to award more than the stated number of prizes.

8) WINNERS LISTS: To obtain a list of the prize winners, available after July 28, 2006, send a self-addressed, stamped envelope to: Curious George™ Instant Win Game Winners List, PO Box 136, Valley Park, MO 63088 by July 31, 2006.

Promotion Sponsor: The Carvel Corporation, 175 Capital Blvd., Suite 400, Rocky Hill, CT 06067

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Curious George