

FULL RULES

THE NEW MAZDA5 FAMILY OFFICIAL CONTEST RULES

THE NEW MAZDA5 FAMILY OFFICIAL CONTEST RULES

1. NO PURCHASE NECESSARY TO ENTER.

2. ENTER BY MAIL, ONLINE, IN-STORE: (1) By mail, send one recent, non-professional family photo with parent/guardian's name, complete address, daytime phone number, age(s) and name(s) of child(ren) ("Entry Materials") to American Baby, 125 Park Ave., 18th Floor, Attn: MAZDA5 Contest, New York, NY 10017; (2) Online: visit www.americanbaby.com/mazda5contest and submit Entry Materials. (3) drop off Entry Materials at the following participating Babies "R" Us locations from 9:30 a.m. to 3:00 p.m.: Peabody, MA; Whitehall, PA; Commack, NY; Calabasas, CA; Evans, GA; Ft. Myers, FL; Eatontown, NJ; Indianapolis, IN. Photos may be color or b&w, print (at least 3"x4" and no larger than 8"x10") or digital (no larger than 500K) and should be a good depiction of the relationship of the family and the personalities of its members. NO SLIDES, TRANSPARENCIES OR PHOTOCOPIES PERMITTED One entry per family, regardless of method of entry. Entries and photos become the property of Meredith Corporation, 1716 Locust Street, Des Moines, Iowa; and MAZDA North American Operations, 7755 Irvine Center Drive, Irvine, CA ("Sponsors") and will not be acknowledged or returned. By entering, entrants grant Sponsors unlimited right to use the entries and photos for commercial or other purposes in any medium. Contest begins August 1, 2005, and ends November 5, 2005. Mail entries must be postmarked by November 5, 2005, and received by November 12, 2005. E-mail entries must be received by 11:59 p.m., ET, November 5, 2005. In-store entries must be received by close of business at the place, location and date specified above.

3. Contest is open to legal residents of the 50 United States, including the District of Columbia, 18 years of age or older, who are the parent or legal guardian of a child(ren) 6 years of age or younger, possess a valid drivers' license and have legally required automobile insurance covering the prize vehicle prior to taking possession of the vehicle. Employees of Sponsors, their respective parents, subsidiaries, affiliates, advertising and promotion agencies and their family members and/or those living in the same household are ineligible. Parent, legal guardian or child(ren) currently having any type of talent representation or contract of any kind are ineligible.

4. On or about November 11, 2005, eligible entries received will be judged by a qualified panel of judges equally on the basis of the photogenic quality and the ability of the photo to communicate the relationship of the family and the personalities of its members. In the event of a tie, tied entries will be re-judged. Decisions of judges are final. Potential winning family will be notified by phone and/or mail on or about November 15, 2005.

5. One (1) Grand Prize winning family will receive a new MAZDA5 vehicle (touring model with DVD-based navigation), approximate retail value ("ARV") \$22,410. Vehicle color and equipment will be determined by MAZDA North American Operations. Prize Vehicle delivery by MAZDA North American Operations designated dealership is subject to manufacturer/distributor and dealer production and delivery schedules. Winner must take delivery of the vehicle within 30 days of notice of availability from a MAZDA North American Operations -selected dealer. Winner is responsible for registration, license, title and insurance fees and cost of any available optional equipment not provided with the vehicle. Winner is also responsible for all taxes (federal, state, local and/or income) and all expenses not listed related to acceptance and use of vehicle. Wisconsin residents will not be responsible for sales tax on the vehicle. Sponsor may elect to photograph the winning family in their hometown, which may appear in a future issue of *American Baby*® magazine. Total grand prize ARV \$22,410. Prize may not be assigned, transferred or redeemed for cash, except at the discretion of Sponsors. Sponsors reserve the right to substitute a prize of equal or greater value if prize cannot be awarded as described. Meredith disclaims all and any liability for the actual provision, quality or nature of any third party goods provided to the winner. Prize is awarded "as is" with no warranty or guarantee, express or implied by Meredith.

Entrants agree to be bound by these Official Rules and agree that if potential winner fails to provide proof of identity, refuses to provide required affidavit, is found to have violated Official Rules or otherwise does not meet eligibility criteria, prize will be forfeited and awarded to the entry with the next highest score. Entrants understand that Sponsors are not liable for injuries, losses or damages of any kind arising from participation in this contest and acceptance, possession and use of prize.

6. Except where prohibited by law: (i) entry constitutes permission to use the winner's entry, name, hometown, voice, likeness, photography and any statements regarding this contest for editorial, public relations, promotional and advertising purposes on behalf of Sponsors without compensation; (ii) potential winner will be required to complete an Affidavit of Eligibility/Ownership/Liability Release, Copyright Assignment and Publicity Release within 10 days of notification or the entry with the next highest score will be the alternate winner. Travel companions (parent/guardian if a minor) must complete Liability/Publicity Release 30 days prior to travel. By participating and winning a prize, winner releases Sponsors and their parents, affiliates, subsidiaries and agencies and their respective directors, officers, employees and agents from any and all liability with respect to the prize won and participation in the contest.

7. Sponsors assume no responsibility for entries they are unable to process due to network, hardware or other technical failures; or any other reason, or incomplete, damaged, misdirected, illegible, stolen or lost entries. Sponsors reserve the right, in their sole discretion to disqualify any person tampering with the entry process, the operation of the web site or otherwise in violation of the rules. Sponsors further reserve the right, in their sole discretion, to cancel, terminate or modify this promotion if not capable of completion as planned, including infection by computer virus, technical corruption, non-authorized human intervention or force majeure. In the event of cancellation, Sponsors reserve the right to award the prize to an eligible, non-suspect, entry received prior to date of cancellation. The use of automated entry devices or any other conduct that impedes the integrity of the contest is prohibited. In the event of a dispute, entry will be deemed made by the holder of an established e-mail account associated with the entry.

8. Subject to all applicable U.S. federal, state and local laws and regulations. Void where prohibited. Taxes on prize are the sole responsibility of the winner. For winner's name, available after December 19, 2005, send a separate, self-addressed stamped envelope to above address. VT residents may omit return postage.