

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE CHANCES OF WINNING.

Eligibility: The sweepstakes is open to authorized attendees of the MAGIC apparel industry trade show (the "Event") taking place on August 17 – 19, 2010 at the Las Vegas Convention Center and the Mandalay Bay in Las Vegas, Nevada, and who are (i) Registered Retailers of apparel, apparel related articles and/or apparel accessories, (ii) at least 21 years of age, and (iii) legal residents of the continental United States, and who have a valid U.S. driver's license issued in their state or territory of residence. Exhibitors (and their employees) at the Event, and employees (and their immediate families (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and household members, whether or not related) of Men's Apparel Guild in California, Inc. d.b.a. MAGIC International ("MAGIC" or "Sponsor"), Advanstar Communications Inc., and their respective parents, affiliates, divisions, subsidiaries and advertising and promotion agencies (collectively, the "Sweepstakes Entities") are not eligible to enter or win. Void in Alaska, Hawaii and where prohibited by law. Sweepstakes is subject to all applicable federal, state and local laws.

To Enter: To enter, eligible individuals must fill in the required information on the official entry form available while supplies last, and submit at the designated drop-off area at the Mandalay Bay Convention Center within the Premium show area during the regular hours of the Event but prior to 2:00 pm Pacific Time ("PT") on August 19, 2010. Mechanical reproductions will not be accepted. Limit one (1) entry per person. All entries become the property of Sponsor and will not be acknowledged or returned.

Prize: 2011 Ford Mustang, customized by DUB (estimated retail value: \$26,000). Winner must have (and may be required to present) a valid U.S. driver's license and evidence of legally required insurance to take delivery. Vehicle will be delivered to winner's home on a date to be mutually agreed upon between winner and Sponsor at Sponsor's expense. Winner shall be solely responsible for all federal, state and local taxes (including state sales tax), title, licensing, insurance, ownership and operation costs, and dealer registration charges associated with the prize, and for any other costs and expenses associated with the acceptance and use of the prize not explicitly set forth herein as being awarded. All specifications of the prize shall be in Sponsor's sole discretion, including, without limitation, exact model, color, and customizations and options of the vehicle, which shall be subject to availability. Winner agrees that the prize is being provided "as is" and that the Sweepstakes Entities have neither made nor are in any manner responsible for any warranty, representation or guarantee, either express or implied, in fact or in law, related to the prize, including, without limitation, as to its quality, safety, mechanical condition or fitness. Any warranty or guarantee on a prize (if any) is subject to the manufacturer's terms and conditions therefore, and winner agrees to look solely to such manufacturer for any such warranty or guarantee. Prize is not transferable. The winner may not make substitutions for the prize, and the prize is not redeemable for cash value, but Sponsor reserves the right, in its sole discretion, to substitute a prize of equal or greater value.

Drawing: Potential winner will be chosen by random drawing on August 19, 2010 at or around approximately 2:00 p.m. PT at the Event's Men's Premium show located in the Mandalay Bay Convention Center. The random drawing will take place under the supervision of Advanstar Communications Inc. Winner need not be present at the

drawing. Odds of winning depend on the total number of eligible entries received. Potential winner will be notified immediately if present or by mail or overnight courier no later than September 3, 2010. Potential winner will be required to execute and return an affidavit of eligibility and liability and (where legal) a publicity release within fourteen (14) days of date of issuance or prize may be forfeited and, at Sponsor's discretion, awarded to an alternate winner. Failure to properly execute and return any requested document within fourteen (14) days of date of issuance, or the return of the prize notification as undeliverable, or failure to comply with any portion of these Official Rules, may result in forfeiture of prize and an alternate potential winner being selected at the sole discretion of Sponsor.

PRIVACY POLICY: Sponsor's privacy policy may be found at www.magiconline.com. That privacy policy discloses what information Sponsor collects and how it is used, which includes the entry information provided by Entrant hereunder. Such use includes without limitation a) sharing Entrant's name and contact information with Sponsor's affiliates and partners and third parties licensed to access that information by any of the foregoing and b) renting lists compiled from the entrant's entry information (including e-mail addresses) gathered from this sweepstake and/or the applicable Advanstar or its affiliates' website. By entering into this Sweepstakes, entrant signifies its acceptance of the terms of Sponsor's Privacy Policy.

General Conditions: By participating, entrants agree to (i) be bound by these rules and all decisions of the Sponsor, Advanstar Communications Inc. and judges, which shall be final and binding in all matters; and (ii) release and hold harmless the Sweepstakes Entities, and their respective employees, officers, directors, shareholders and agents (collectively, the "Released Parties"), from and against any and all claims, actions, and/or liability for any loss, damages, or injury whatsoever (including, without limitation, any death or disability) relating to or arising in connection with participation in this sweepstakes or acceptance, use or misuse of the prize awarded (including any injury or harm resulting from use of the vehicle). By submitting an entry, if the winner, each entrant grants MAGIC and its designees the right to photograph the him/her, and to use his/her name, picture and/or other likeness, and city and state of residence for advertising and promotional purposes in any and all media now or hereafter known throughout the world in perpetuity, without additional compensation, notification, or approval (unless prohibited by law). Released Parties shall not be responsible for lost, late, illegible, incomplete, inaccurate, misdirected, stolen, undelivered, delayed or damaged entries or mail, or for lost or stolen entry boxes, nor for mechanical, technical, printing, typographical, human, or other errors relating to or in connection with the sweepstakes, including, without limitation, errors which may occur in connection with the administration of the sweepstakes, the processing of entries, the announcement of the prize or in any sweepstakes-related materials. Sponsor reserves the right to cancel, terminate, modify or suspend the sweepstakes or any element thereof at any time and for any reason, including, but not limited to, if for any reason this sweepstakes is not capable of running as planned due to tampering, unauthorized intervention, fraud, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this sweepstakes. Should the sweepstakes be terminated prior to the stated expiration date, notice will be posted and Sponsor may, at its sole discretion, conduct a random drawing to award the prize using all eligible, non-suspect entries received as of the action requiring such termination. Persons who tamper with or abuse any aspect of the sweepstakes or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void.

Winner's Name: To learn the name of the winner, available after August 31, 2010, send a self-addressed postage-paid envelope, no later than September 30, 2010, to: MAGIC Sweepstakes Winner's Name Request, ATTN: Sponsorship Sales Department, A. Grabisch, 6200 Canoga Ave., 2nd Floor, Woodland Hills, CA, 91367

Sponsor: Men's Apparel Guild in California, Inc. d.b.a. MAGIC International, 6200 Canoga Avenue, 2nd Floor, Woodland Hills, CA 91367.