

NEW ERA MIAMI FLAGSHIP STORE GRAND OPENING EVENT OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

By taking part in the New Era Miami Flagship Store Grand Opening Event you accept and agree to be bound by these Official Rules and agree that all decisions of Sponsor are final and binding. These Official Rules apply only to the Giveaway, Sweepstakes and Design Session Promotion (each as defined below and, collectively, the "Event") and not to any other promotions, contests, sweepstakes, or giveaways sponsored by New Era.

SPONSOR: This Event is sponsored by New Era Cap Co., Inc., 160 Delaware Ave., Buffalo, NY 14202 ("New Era" or "Sponsor").

NEW ERA MIAMI FLAGSHIP STORE GRAND OPENING EVENT GIVEAWAY

GIVEAWAY PERIOD: The NEW ERA MIAMI FLAGSHIP STORE GRAND OPENING GIVEAWAY (the "Giveaway") begins at 11:00am Eastern Time on May 19, 2012, and automatically ends when authorized New Era representatives have distributed all one hundred (100) Giveaway Prizes to the first one hundred (100) Eligible Individuals (as defined below) entering the Miami Store (as defined below) via the front door (the "Giveaway Period").

ELIGIBILITY, RESIDENCY, AND AGE FOR GIVEAWAY: The Giveaway is open only to legal residents of the United States (excluding U.S. Virgin Islands, Puerto Rico, and U.S. military bases outside the U.S.) who are eighteen (18) years of age or older or are accompanied by a parent or legal guardian who is eighteen (18) years of age or older (each, an "Eligible Individual"). Employees, officers, representatives or agents of the Sponsor, their affiliated entities, and their immediate family members (spouse, parents, siblings, children, in-laws, grandparents, grandchildren) and each of their respective parent companies, subsidiaries, affiliates, agents and their advertising agencies, sweepstakes agencies and production agencies are not eligible to enter. This Giveaway is subject to all federal, state and local laws and regulations. VOID WHERE PROHIBITED, TAXED OR RESTRICTED BY LAW.

HOW TO ENTER THE GIVEAWAY: To enter, arrive at the New Era Miami Flagship Store at 350 Lincoln Road, Miami Beach, Florida (the "Miami Store") during the Giveaway Period. Eligible Individuals must enter the Miami Store via the front door during the Giveaway Period and, at such time, each of the first one hundred (100) Eligible Individuals will be handed his/her Giveaway Prize, which will be distributed on a first-come basis. No unofficial sign up sheets or lists will be honored. No purchase necessary and **LIMIT OF ONE GIVEAWAY PRIZE PER PERSON.**

GIVEAWAY PRIZE: The first one hundred (100) Eligible Individuals (the "Giveaway Winners") will each receive a gift bag containing each of: (i) one (1) one-year New Era VIP card good for 30% off merchandise purchased at the Miami Store through May 19, 2013, subject to certain terms and conditions, (ii) one (1) New Era 9FIFTY Snapback hat, and (iii) one (1) New Era t-shirt (collectively, the "Giveaway Prize"). Each Giveaway Prize is valued at approximately \$50. In addition, two (2) randomly selected Giveaway Prizes will also include one (1) \$250 New Era Miami gift card (each collectively valued at approximately \$300), and one (1) randomly selected Giveaway Prize will also include one (1) \$500 New Era Miami gift card, and the opportunity to

attend a design session with a New Era designer during the Event conditioned upon the signing of New Era's form of Affidavit of Eligibility / Liability & Publicity Release / Design Assignment (collectively valued at approximately \$850).

The odds of winning depend on the number of Eligible Individuals entering the Miami Store during the Giveaway Period. All Giveaway Winners are responsible for any and all other expenses related to their acceptance of any prize. Giveaway Winners are also responsible for all federal, state and local taxes, including completion of W-9 taxation forms.

In the event a potential winner does not accept the prize or fails to comply with these rules and requirements, the prize will be forfeited. Upon prize forfeiture, no compensation will be given. The prize is non-transferable; the prize cannot be substituted for another prize; the prize cannot be sold; and the prize cannot be redeemed for cash from Sponsor. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize is unavailable. Limit one prize per person. Failure by any Giveaway Winner to comply with any terms in these Official Rules, may disqualify the Giveaway Winner in New Era's sole discretion and he or she may forfeit his or her interest in the Giveaway Prize.

NEW ERA MIAMI FLAGSHIP STORE GRAND OPENING EVENT SWEEPSTAKES

SWEEPSTAKES PERIOD: The NEW ERA MIAMI FLAGSHIP STORE GRAND OPENING EVENT SWEEPSTAKES (the "Sweepstakes") begins at 11:00am Eastern Time on May 19, 2012 and ends at 7:00pm Eastern Time on May 19, 2012 (the "Sweepstakes Period").

ELIGIBILITY, RESIDENCY AND AGE FOR SWEEPSTAKES: The Sweepstakes is open only to legal residents of the United States (excluding U.S. Virgin Islands, Puerto Rico, and U.S. military bases outside the U.S.) who are eighteen (18) years of age or older (each, a "Qualified Individual"). Employees, officers, representatives or agents of the Sponsor, their affiliated entities, and their immediate family members (spouse, parents, siblings, children, in-laws, grandparents, grandchildren) and each of their respective parent companies, subsidiaries, affiliates, agents and their advertising agencies, sweepstakes agencies and production agencies are not eligible to enter. This Sweepstakes is subject to all federal, state and local laws and regulations. VOID WHERE PROHIBITED, TAXED OR RESTRICTED BY LAW.

HOW TO ENTER THE SWEEPSTAKES: To enter, arrive at the Miami Store during the Sweepstakes Period and, at such time, fill out an entry form with your full name, phone number, and email address ("Entry Form") and hand it to an authorized New Era representative or place it in the designated location for such Entry Forms. Each Qualified Individual who fills out an Entry Form and properly submits it will be entered for a chance to win a Sweepstakes Prize (as defined below), regardless of whether such Qualified Individual is a Giveaway Winner. No purchase necessary and **LIMIT OF ONE ENTRY FORM PER PERSON.**

SWEEPSTAKES PRIZES: Each winner of the Sweepstakes (each, a "Sweepstakes Winner") will win (at Sponsor's discretion) one (1) of six (6) prizes, as follows: (i) four (4) tickets to a Miami Marlins home game, valued at approximately \$500, (ii) one (1) New Era backpack, valued at approximately \$150, (iii) one (1) New Era backpack, valued at approximately \$150, (iv) one (1) track bike by Freqnt Flyr, valued at approximately \$1,200, (v) a collection of thirty-two (32) New Era National Football League caps, valued at approximately \$1,120, and (vi) a collection of thirty (30) New Era Authentic Collection caps, valued at approximately \$1,050 (collectively, the "Sweepstakes Prizes").

The odds of winning depend on the number of Qualified Individuals returning completed Entry Forms during the Sweepstakes Period. All winners are responsible for any and all other expenses related to their acceptance of any prize. Winners are also responsible for all federal, state and local taxes, including completion of W-9 taxation forms.

SELECTION OF AND NOTIFICATION TO SWEEPSTAKES WINNERS: A total of six (6) drawings will take place at random times between the hours of 11:00 AM Eastern Time and 7:00 PM Eastern Time throughout the Event, at which time an authorized New Era representative will randomly choose the winners from all completed Entry Forms collected through the time of such random drawing. Each Sweepstakes Winner will be notified via an in-store announcement during the Event and, if the applicable Sweepstakes Prize is not claimed at that time, will be notified via phone or email of the applicable Sweepstakes Prize won by 10:00 PM Eastern Time on Friday, May 25, 2012.

HOW TO CLAIM THE SWEEPSTAKES PRIZE: All Sweepstakes Prizes must be picked up either during the Event or at the Miami Store during normal business hours before Friday, June 8, 2012 (or, if the applicable Sweepstakes Prize is not yet available, by a future date to be determined by an authorized New Era representative). To claim his/her prize, each winner must present valid photo identification to an authorized New Era representative located at the Miami Store cashier desk. In addition, each winner of any prize consisting of tickets, and the guest(s) of such winner who will be attending the applicable event, must sign an Affidavit of Eligibility/Liability & Publicity Release. In the event a potential winner does not accept the prize or fails to comply with these rules and requirements, the prize will be forfeited. Upon prize forfeiture, no compensation will be given and an alternate winner may be chosen. The prize is non-transferable; the prize cannot be substituted for another prize; the prize cannot be sold; and the prize cannot be redeemed for cash from Sponsor. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize is unavailable. Failure by any Sweepstakes Winner to sign any requested documents or failure by any Sweepstakes Winner to comply with any terms in these Official Rules, may disqualify the winner in New Era's sole discretion and winner may forfeit his or her interest in the applicable Sweepstakes Prize. Limit one prize per person.

NEW ERA MIAMI FLAGSHIP STORE GRAND OPENING EVENT
DESIGN SESSION PROMOTION

In addition to the Giveaway and Sweepstakes, an authorized New Era representative will randomly choose two (2) winners to attend a design session with a New Era designer during the Event, and each winner will have twelve (12) caps produced for such winner (valued at approximately \$350) conditioned upon the signing of New Era's form of Affidavit of Eligibility / Liability & Publicity Release / Design Assignment (the "Design Session Promotion"). The winners of the Design Session Promotion will be randomly chosen, one (1) at 2:00 PM Eastern Time and one (1) at 5:00 PM Eastern Time, and must be present at the Miami Store to win. The Design Session Promotion is open only to Qualified Individuals. This Design Session Promotion is subject to all federal, state and local laws and regulations. VOID WHERE PROHIBITED, TAXED OR RESTRICTED BY LAW. The odds of winning depend on the number of Qualified Individuals in the Miami Store at the times the winners are chosen. All winners are responsible for any and all other expenses related to their acceptance of any prize. Winners are also responsible for all federal, state and local taxes, including completion of W-9 taxation forms. Each winner of the Design Session Promotion must sign an Affidavit of Eligibility / Liability &

Publicity Release / Design Assignment. In the event a potential winner does not accept the prize or fails to comply with these rules and requirements, the prize will be forfeited. Upon prize forfeiture, no compensation will be given and an alternate winner may be chosen. The prize is non-transferable; the prize cannot be substituted for another prize; the prize cannot be sold; and the prize cannot be redeemed for cash from Sponsor. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize is unavailable. Failure by any Design Session Promotion winner to sign any requested documents or to comply with any terms in these Official Rules, may disqualify the winner in New Era's sole discretion and winner may forfeit his or her interest in the prize. Limit one prize per person.

GENERAL CONDITIONS APPLICABLE TO THE EVENT

This Event is intended for participation in the United States only and shall be construed only according to United States law. Entrants agree the Event is governed by Florida law.

By entering the Event, entrants agree to be bound by these Official Rules and agree: (1) the Sponsor and their respective parent companies, subsidiaries, affiliates, officers, directors, governors, owners, distributors, retailers, agents, assignees, and advertising and sweepstakes agencies may use (unless prohibited by law) the entrant's name, voice, city/state of residence, photograph, visual and/or audio likeness for advertising and/or trade purposes, and for any other purpose in any media or format now or hereafter known without further compensation, permission or notification; and (2) to release and hold harmless Sponsor and each of their respective advertising and sweepstakes agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in this Event, or possession, acceptance and/or use or misuse of any prize or participation in any Event-related activity and claims based on publicity rights, defamation or invasion of privacy and merchandise delivery.

Any other attempted form of entry not specified herein is prohibited.

Sponsor and each of their respective affiliates, partners and sweepstakes and advertising agencies are not responsible for errors or failures of any kind, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or other errors of any kind, whether human, mechanical or electronic, which may occur in the distribution of prizes in this Event.

Further, by attending the Event you grant permission to New Era, its affiliates and agents to record and use your name, voice and likeness for any lawful purpose, including but not limited to advertising, marketing, and promotional materials.

Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend this Event should it determine, in its sole discretion, non-authorized human intervention or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Event. In such case, Sponsor will select the winners from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor.

Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Event. Additionally, Sponsor reserves the right to prosecute any fraudulent activities to the full extent of the law.

For a set of Official Rules, send a self-addressed stamped envelope to: "NEW ERA MIAMI FLAGSHIP STORE GRAND OPENING EVENT" c/o Marketing Department, New Era Cap Co., Inc., 160 Delaware Ave., Buffalo, NY 14202. Requests for Official Rules must be received no later than 10:00 AM Eastern Time June 1, 2012.

A list of winners may be obtained by sending a self-addressed stamped envelope to "NEW ERA MIAMI FLAGSHIP STORE GRAND OPENING EVENT" c/o Marketing Department, New Era Cap Co., Inc., 160 Delaware Ave., Buffalo, NY 14202. Requests for a list of winners must be received by June 9, 2012.

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