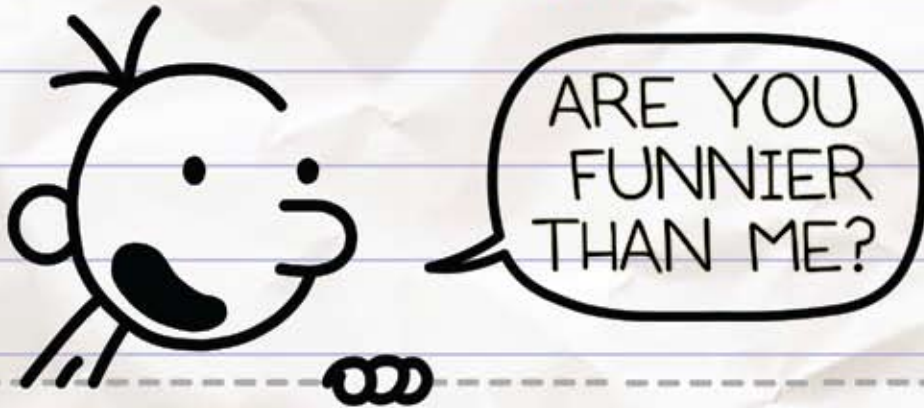


Diary of a Wimpy Kid

Do-It-Yourself Comics Contest



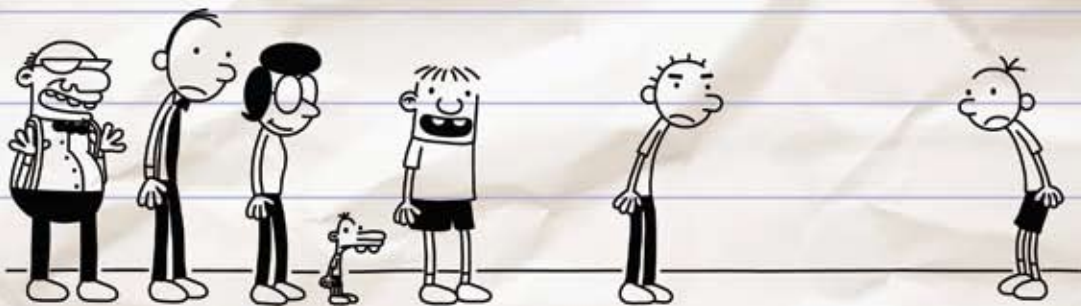
PROVE IT!

ENTER THE DIARY OF A WIMPY KID
DO-IT-YOURSELF COMICS CONTEST!

BEGINS SEPTEMBER 1, 2008, AND ENDS JANUARY 31, 2009

DO IT YOURSELF AND YOU COULD
BE THE WINNER!

WIN A VISIT TO YOUR SCHOOL FROM JEFF KINNEY,
A "WIMPIFY YOUR FAMILY" ORIGINAL COMIC, AND MORE!



WHAT TO DO:

Create an original comic made by YOU (and only you) on one side of an 8 ½ x 11" piece of white paper and include your name, phone number, and birth date.

WHO CAN ENTER?

Children ages 6-16

WHEN CAN ENTRIES BE SENT?

September 1, 2008, to January 31, 2009. Winners will be notified in advance of the public announcement on April 1, 2009.

HOW TO ENTER:

Via mail with proper postage to:

Diary of a Wimpy Kid Do-It-Yourself Comics Contest, c/o Amulet Books,
115 West 18th Street, New York, NY 10011.

PRIZES:

1 Grand Prize Winner Receives:

One (1) Visit by Jeff Kinney to winner's school.

One (1) Framed "Wimpify Your Family" original comic by Jeff Kinney.

One (1) signed copy of "Diary of a Wimpy Kid Do-It-Yourself Book" by Jeff Kinney.

30 Runners Up Receive:

A signed copy of "Diary of a Wimpy Kid Do-It-Yourself Book" by Jeff Kinney, to be mailed to the winners.

PARENTS, TEACHERS, and LIBRARIANS!

Encourage your children or students to enter. If you plan to have your whole class enter, mailing in your students' comics in one package is best. Collaborative works are not eligible.

For materials to help you in the classroom or at home, please visit www.wimpykid.com or contact Amulet Books at 212-229-8826 or marketing@hnabooks.com

READ ALL THE *DIARY OF A WIMPY KID* BOOKS AND WRITE AWAY!



COMING
SOON

OCTOBER ↑
2008

NO PURCHASE NECESSARY. Contest open to children ages 6 to 16 in all 50 states and Washington D.C. Contest ends on January 31, 2009. Visit www.wimpykid.com/contest for entry and for full contest rules. Void where prohibited. *Diary of a Wimpy Kid* copyright © 2008 Wimpy Kid, Inc.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE CHANCES OF WINNING.
MANY WILL ENTER, FEW WILL WIN.

Sponsor: Harry N. Abrams, Inc.

1. How to Enter. Contestants should create an original comic on one side of an 8 1/2 x 11 piece of white paper. All Entries will be judged based on the following equally weighted judging criteria: (a) originality, (b) creativity, (c) humor. Entries that are not contained to one side of one 8 1/2 x 11 sheet of white paper will immediately be disqualified. Entries can be submitted as follows: Hand write on the entry his or her name, home telephone number, mailing address, age, and Diary of a Wimpy Kid Do-It-Yourself Contest entry, and mail with proper postage to Diary of a Wimpy Kid Do-It-Yourself Comics Contest, Amulet Books, 115 West 18th Street, New York, NY 10011. All submissions (each, a "Diary of a Wimpy Kid: Do-It-Yourself Comics Contest" or collectively, "Comics") shall be collectively referred to as an "Entry" or "Entries." Comics must be written in the English language. Limit one (1) entry per person. Collaborative works will not be accepted.

By entering, all entrants, or their parents and/or legal guardians on their behalf as based on the age on the entrant, irrevocably assign and transfer any and all rights in and to their respective Entries, including the Comics, to Sponsor, including without limitation, all copyrights, trademark rights and/or other intellectual property rights. All Entries and Comics must be the original work of the entrants, must not have been previously published, and must not infringe upon any rights of any third parties, including without limitation, copyright, trademark, rights of privacy, or rights of publicity. All Entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, postage-due, misdirected, fraudulent, mutilated, stolen, tampered-with, or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human, or electronic. Only submissions that are fully completed and that are submitted with required information are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.

2. Start/End Dates. Contest begins at 12:00 AM ET on September 1, 2008. Mailed Entries must be postmarked by January 31, 2009, (the "Entry Period") and received by February 10, 2009. Winners will be notified once the judging ends and before the winners are announced to the public on April 1, 2009.

3. Eligibility. Participation open only to legal residents of the fifty United States who are ages 6—16 at time of entry. Employees, officers and directors of Amulet Books, an imprint of Harry N. Abrams, Inc., Hachette Book Group, Inc., and their respective parent companies, subsidiaries, affiliates, partners, dealers, advertising and promotion agencies, manufacturers or distributors of Contest materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter. All federal, state, and local laws and regulations apply. Void in Puerto Rico and where prohibited and restricted by law.

4. Judging/Judging Criteria. Judges reserve the right, in their sole and absolute discretion, to disqualify any Entries that are inappropriate for any reason, including without limitation for depicting or referencing sex, violence, or drugs/alcohol. Because of the expected volume of entries, they will be read continuously during the entry time, with judging concluding on or about March 15, 2009. A panel of judges from Amulet Books that have the required knowledge and experience to apply the judging criteria will work with Jeff Kinney to decide upon the winner. All Entries will be judged based on the following equally-weighted judging criteria: (a) originality, (b) creativity, (c) humor. By entering the Contest, entrants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Contest.

5. Prizes. One (1) Grand Prize consisting of: (a) one (1) visit by Jeff Kinney to the winner's school. Travel expenses to be paid for by the Sponsor. Date of visit to be determined through the Sponsor with Jeff Kinney, the winner's parent or legal guardian, and the winner's teacher or librarian. Sponsor is not responsible should the school not want Jeff Kinney to visit when the prize is awarded (and in such event, that part of the prize will be forfeited) (Approximate Retail Value ("ARV"): \$4,000); (b) one (1) "Wimpify Your Family" original cartoon (ARV: \$1,000), (c) one (1) signed copy of *Diary of a Wimpy Kid Do-It-Yourself Book* (ARV: \$100). ARV of Grand Prize: \$5,100.

Thirty (30) Runner-Up Prizes: A signed copy of *Diary of a Wimpy Kid Do-It-Yourself Book* by Jeff Kinney. (ARV: \$100).

ARV of all prizes combined: \$8,100. Winners' parent or legal guardian must sign a release before the prize can be awarded. All prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied (including without limitation any implied warranty of merchantability or fitness for a particular purpose). All prizes will be awarded in the name of winners' parents/legal guardians. Prizes are non-transferable. No substitutions or cash redemptions, except at Sponsor's sole discretion in the event a prize is unavailable. Sponsor is not responsible if any prize cannot be awarded due to delays, or interruptions due to acts of God, acts of war, natural disasters, weather, or acts of terrorism. In the event any portion of the Grand Prize cannot take place for any reason, Sponsor will be under no obligation to award any replacement prize.

6. Notification. Winners will be notified by phone before April 1, 2009, and will be required to sign, execute, and return, where legal, an Affidavit of Eligibility, Liability/Publicity Release, and/or rights transfer document within ten (10) days of prize notification. As each winner will be a minor in his/her jurisdiction of residence, Affidavit of Eligibility, Liability/Publicity and rights transfer document must be signed, executed, and returned by his/her parent or legal guardian. If (a) any winner fails to respond to notification within ten (10) days after its mailing; (b) any winner fails to execute and return the Affidavit of Eligibility or Liability/Publicity and rights transfer document within ten (10) days after its mailing; (c) any notification or prize is returned as undeliverable; (d) any potential winner fails to notify Sponsor and claim a prize within ten (10) days after notification that they have won is sent; or (e) any other non-compliance with these official rules, winner may be disqualified and an alternate winner may be selected. Upon prize forfeiture, no compensation will be given. All prizes will be awarded provided they are validly claimed by December 15, 2009, after which no alternate winners will be selected, nor unclaimed prizes awarded.

7. Conditions. Any and all federal, state, and local taxes are the sole responsibility of the winners. The winners will each receive an IRS Form 1099 reflecting the final actual value of the prizes. Participation in Contest and acceptance of prize constitutes each winner's (and their parent or legal guardian's) permission for Sponsor to use his/her name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information, Diary of a Wimpy Kid Do-It-Yourself Comics Contest entry, comic, and/or any statements made by each winner regarding the Contest or Sponsor for advertising and promotional purposes without notice or additional compensation, in any media now known or hereafter developed (including on the Internet) except where prohibited by law. By participating, entrants and winners agree to release and hold harmless Sponsor, its advertising and promotion agencies, and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers, and directors (collectively "Releases"), 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 Contest, or possession, acceptance, and/or use or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation, invasion of privacy, copyright infringement or any other intellectual property-related cause of action. Releases are not responsible for typographical or other errors in the offer or administration of this Contest, including but not limited to: errors in the advertising, official rules, selection, and announcement of the winners and distribution of the prizes. Entrants who do not comply with these Official Rules, or attempt to interfere with this Contest in any way, shall be disqualified. Releases are not responsible for technical, hardware, software, telephone, or other communications malfunctions, errors, or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, or for any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Contest or downloading any materials in connection with this Contest. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend, or suspend this Contest should, in its sole discretion, virus, bugs, non-authorized human intervention, fraud, or other causes beyond its control corrupt or affect the administration, security, fairness, or proper conduct of the Contest. In such case, Sponsor may select the winners from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsors. Sponsor may prohibit an entrant from participating in the Contest or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices or is attempting or intending to annoy, abuse, threaten, or harass any other entrants, Sponsor, or representatives of the Sponsor. The failure or delay by Sponsor in enforcing any particular clause, provision, or aspect of these Official Rules shall not impact the validity, enforceability, or effect of any other clause, provision, or aspect of these Official Rules.

8. List of Winners. To obtain a list of winners, send a self-addressed, stamped envelope (after April 1, 2009) to: Winners, Diary of a Wimpy Kid Do-It-Yourself Comics Contest, c/o Amulet Books, Harry N. Abrams, Inc., 115 West 18th Street, New York, NY 10011.

9. Sponsor. Harry N. Abrams, Inc., 115 West 18th Street, New York, NY 10011. www.hnabooks.com.

