

Shirley's Sexy Model Search

OFFICIAL RULES

NO PURCHASE NECESSARY

How to Enter: Contest begins 12:01 AM, ET Jan. 1, 2007 and ends 11:59 PM, ET August 15, 2008. To enter, send your name, address, e-mail address, and daytime telephone number, measurements, sponsoring store details, along with up to 4 photos of yourself in sexy lingerie (photos containing nudity will not be considered) showing your sexy style to: Shirley's Sexy Model Search c/o, Shirley of Hollywood ("Sponsor") 3240 E. 26th St., Vernon CA 90023, or go to www.shirleyofhollywood.com/modelsearch and complete the online entry form including submitting up to 4 photos of yourself, one entry per person/e-mail address. For online entries digital files must be sent in jpeg or gif format and not exceed 1MB each, or 4MB total. By providing entrant's e-mail address, entrant grants Sponsor the right to send entrant commercial e-mail messages and share entrant's address with others, unless specified otherwise as indicated on the entry form. Entries that are lost, illegible, misdirected, for any reason, including by reason of hardware, software, browser or network failure, malfunction, congestion or incompatibility at Sponsor's servers or elsewhere will not be eligible. The submission of entries by mail or other courier service within the allotted time shall be the sole responsibility of the entrant. Sponsor is not responsible for postage due entries. If entry is via mail or other courier service, Sponsor will scan photos for posting on Sponsor or third party website for possible voting by general public. Sponsor shall not be responsible for quality of scans and does not guarantee that the scanned photos will be of the same or similar quality to the actual photos submitted. All entries and photographs become the sole and exclusive property of Sponsor and will not be acknowledged or returned.

All photographs must not infringe or violate any copyright, trademark or other intellectual property or contractual rights of any person or entity. Photographs featuring the intellectual property of others (for example, a sign containing a trademark) will not be accepted. By entering the Contest, entrants hereby agree to waive and release Sponsor and Sponsor Affiliates from and against any and all claims, actions, suits, demands and liabilities of any kind and nature whatsoever in connection with Sponsor's and Sponsor Affiliates' use of the photos, including, including without limitation, claims for libel, slander, violations of right of privacy and/or right of publicity. Sponsor shall have the right to edit, adapt, and publish any or all of the entries and photographs, and may authorize others to do so, and may use them in any and all forms of media, in perpetuity throughout the universe, whether print or electronic, including websites, known or unknown; and to edit or alter the same at their sole discretion and to use and to license others to use in any manner or media whatsoever, in perpetuity throughout the universe, including without limitation, unrestricted use for purposes of, but not limited to, publicity, editorial, promotional, and advertising, without attribution or compensation to the entrant, her successors or assigns, or any other person

or entity, and entrant waives any right to inspect or approve the finished version(s).

Selection of Contest Semi-Finalists, Finalists and Contest Winners: A total of not more than thirty (30) Semi-Finalists (fifteen (15) for Miss Intimate Attitudes and fifteen (15) for Miss Sexy Shirley) will be selected by Sponsor in its sole discretion on September 1st . The Semi-Finalist photos will be posted on www.shirleyofhollywood.com and www.thebachelorguy.com . **Voting** will take place on www.thebachelorguy.com. The first round of online voting by the general public to select the five (5) Finalist in each category will be held from September 1-14, 2008. A second round of on-line voting will be held September 15-30, 2008. The second round of voting will assist the Sponsor in making its final selection, but the two (2) Grand Prize Winners (one (1) Miss Intimate Attitudes and one (1) Miss Sexy Shirley) will be selected by Sponsor, in its sole discretion and announced on October 1, 2008. On-line voting in the second round will only be one of many factors considered by Sponsor in making its final decision.

Eligibility: **ELIGIBILITY:** The Contest is open to individuals who are female and at least **18** years of age on the date of entry and are legal residents of and are physically located in the fifty (50) United States or the District of Columbia (but excluding Puerto Rico, United States territories, possessions, and protectorates, and foreign-based United States military installations). Void where prohibited. **Those individuals who are chosen as Contest Winners must be able to travel to Los Angeles, California as early as October 5, 2008 and as late as October 31, 2008 and remain in Los Angeles for not less than five (5) days and four (4) nights to participate in a photo shoot (the "Shoot"). If you are unable to travel on any one or more of these dates, please do not enter this Contest.** Employees of National Corset Supply House and Shirley of Hollywood Lingerie Company, www.thebachelorguy.com (together defined as "Sponsor"), and all of their respective partners, parent companies, divisions, subsidiaries, affiliates, trustees, franchisees, licensees, distributors, advertising, promotion and public relations agencies and their respective officers, directors, employees, agents, independent contractors, representatives and agencies (collectively, the "Sponsor Affiliates") are NOT eligible to participate in the Contest and/or win the Prizes (as defined below). Additionally, relatives of such employees and persons living in the same household as such employees (whether related or not) are not eligible to win. For the purposes of this Contest, "relatives" is defined as spouse, domestic partner, parent, in-laws, grandparent, brother, sister, children and grandchildren.

Prizes/Odds: **Grand Prize (2):** Grand Prize Winners (one (1) Miss Intimate Attitude and one (1) Miss Sexy Shirley) will each receive (i) a modeling contract to be featured in the 2009 Shirley Collection Catalog (value \$1500), (ii) round trip coach airfare for one (1) from a major U.S. airport near Winner's home to Los Angeles, (iii) two (2) hotel nights on Los Angeles and (iv) ground transportation to and from hotel to shoot location. Airline and hotel accommodations selections shall be in the sole discretion of Sponsor. If Winner resides within 150-mile radius of Los Angeles, the air transportation will not be provided and that

Winner will receive ground transportation to Los Angeles rather than air transportation. The difference in value between air and ground transportation will not be awarded to Winner. Approximate retail value of travel portion of Grand Prize is \$ 1200. Actual value may vary depending on the location of each Winner's residence. Reservations and airline tickets are non-refundable for cash or credit, non-transferable and non-changeable once issued. Number, size and location of photos included in the Catalog shall be in the sole discretion of Sponsor. **Second Place Prize (2):** (one (1) for Miss Intimate Attitude and one (1) for Miss Sexy Shirley) will each receive a gift certificate for \$500 in Shirley merchandise to be redeemed at a sponsoring store. **Third Place Prize (2):** (one (1) for Miss Intimate Attitude and one (1) for Miss Sexy Shirley) will each receive a gift certificate for \$250 in Shirley merchandise to be redeemed at a sponsoring store.

All expenses not specifically referred to herein, including room charges, merchandise, pay-per-view television charges, phone charges, room service and any other incidental costs and expenses shall be the sole responsibility of each respective Winner. All federal, state and local laws and regulations apply. Taxes, if any, are solely the responsibility of the winners. If Winner is not available on the travel dates specified by Sponsor in its sole discretion, Sponsor shall have no further obligation (financial or otherwise) to Winner. No substitution, transfer, assignment or cash equivalent of prize permitted, except that Sponsor may substitute any prize of equal or greater value for any reason. Failure to return any required documentation, including a standard Shirley of Hollywood model photo release, so as to be received within three (3) days of prize notification will result in automatic prize forfeiture. If prize is forfeited for any reason, an alternate winner will be chosen in accordance with the above-mentioned guidelines. Odds of winning depend on the number of valid entries received.

Notification/Terms: The Grand prize Winners will be notified by electronic mail and/or regular mail on or about October 1, 2008. Winner's' names may also be posted at <http://www.shirleyofhollywood.com> , www.thebachelorguy.com. If Sponsor is unable to contact the Winner to notify the winner that he or she has been selected as the Winner, or if any notification is returned as undeliverable, for any reason beyond Sponsors' control, the prize will be forfeited and awarded to an alternate. Sponsor is not required to make more than one (1) attempt to contact Winners. Each Winner will be required to execute and return within three (3) days affidavits, releases and other documents in order to verify her eligibility. The return of all required documentation within the allotted time shall be the sole responsibility of the Winner; Sponsor, shall not be responsible for delays in delivery.

THE WINNERS, BY ACCEPTANCE OF A PRIZE, AGREES TO RELEASE SPONSOR AND THE SPONSOR AFFILIATES FROM AND AGAINST ANY AND ALL LIABILITIES, CLAIMS, DEMANDS, LOSSES, DAMAGES OR ACTIONS OF ANY KIND WHATSOEVER FOR INJURIES, DEATH, DISABILITY, ATTORNEYS' FEES, COSTS OF LITIGATION AND SETTLEMENT AS WELL AS DAMAGES OR LOSSES TO PERSONS AND PROPERTY THAT MAY BE SUSTAINED IN CONNECTION WITH OR WHICH ARISE OUT OF, DIRECTLY OR INDIRECTLY, THE RECEIPT, OWNERSHIP, REDEMPTION, USE OR MISUSE, LOSS OR MISDIRECTION OF A PRIZE OR WHILE TRAVELING TO AND/OR FROM A LOCATION TO OBTAIN OR USE A PRIZE OR ANY PORTION OF A PRIZE AND HEREBY WAIVES ALL RIGHTS TO CLAIM

PUNITIVE, INCIDENTAL AND CONSEQUENTIAL DAMAGES (UNLESS OTHERWISE PROHIBITED). NEITHER SPONSOR NOR THE SPONSOR AFFILIATES MAKE ANY WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE USE OF ANY PRIZE INCLUDING, WITHOUT LIMITATION, QUALITY, MERCHANTABILITY, OR FITNESS FOR A PARTICULAR PURPOSE. FURTHER, NO RESPONSIBILITIES ARE ACCEPTED FOR ANY ADDITIONAL EXPENSES, OMISSIONS, DELAYS, RE-ROUTING, OR ACTS OF ANY GOVERNMENT OR AUTHORITY. Sponsor and Sponsor Affiliates shall not be liable to any winner or any other person for failure to supply a Prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulations(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond Sponsor's sole control. Sponsor and Sponsor Affiliates shall not be responsible for any cancellations, delays, diversions or substitutions or any act or omissions whatsoever by the air carrier(s), hotel(s), or other transportation companies or any other persons providing any of these services and accommodations to passengers including any results thereof such as changes in services or accommodations necessitated by same. Sponsor and Sponsor Affiliates shall not be liable for any lost, misdirected or damaged baggage.

Winners List: A Winner's list can be viewed at www.shirleyofhollywood.com and/or www.thebachelorguy.com commencing October 10, 2008.

Sponsors: Shirley of Hollywood, 3240 E. 26th Street, Vernon, California 90023