

**WANNA WIN A 100?
TEXT/EMAIL SWEEPSTAKES 2012**

OFFICIAL RULES

NO PURCHASE NECESSARY. PURCHASES DO NOT INCREASE YOUR CHANCES OF WINNING. ODDS OF WINNING DEPEND ON NUMBER OF ENTRIES RECEIVED. VOID WHERE PROHIBITED.

1. Promotion and Sponsor: Participation in **WANNA WIN A 100?** Promotion (the "Promotion") constitutes Entrant's full and unconditional agreement to these Official Rules. Sponsor is Specialty Retailers, Inc., 10201 Main Street Houston, TX 77025 ("Sponsor"). All decisions related to, as well as all interpretation of, these Official Rules by Sponsor shall be final and binding. The Promotion is subject to all applicable federal, state and local laws and regulations. Promotion begins between 12:01 A.M. (CST) on January 1, 2012 and 11:59 P.M. (CST) on July 28, 2012 (the "Promotion Period")

2. Eligibility: The Promotion is open only to legal U.S. residents who are at least 18 years of age at the time of entry. Employees of Sponsor (including Stage Stores, Inc., Bealls, Goody's, Palais Royal, Stage and Peebles), and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Eligibility is also contingent upon compliance with these Official Rules and fulfilling all requirements set forth herein including completing and signing an Affidavit of Eligibility, Liability and Publicity Release ("Release").

3. How to Enter: **NO PURCHASE NECESSARY, PURCHASES DO NOT INCREASE YOUR CHANCES OF WINNING.** There are two methods of entry, any eligible participant entering this Promotion through either method shall be an "Entrant." Neither entry method requires a purchase of any kind. **Entry Method Text Opt-In:** during the Promotion Period, text "Save", "Sunday", "Mobile", "Bealls", "Goody's", "Palais Royal", "PalaisRoyal", "Palais", "Peebles", "Stage", "Grand", or "Web" to 38228, and respond to the reply text per the instructions provided. **Entry Method Email Alert Opt-In:** visit beallstx.com, goodysonline.com, palaisroyal.com, peebles.com, or stagestores.com to opt-in to receive email alerts and to register online during the Promotion Period. Once you complete the registration, either via text entry or online, you will receive one (1) automatic entry into the Sweepstakes. Entrants may enter via each entry method. **Limit two entries per person.** Unintelligible entries and entries without valid or current contact information for the Entrant will be disqualified. To be eligible, entries through any method must be received by Sponsor during the Promotion Period. Entrants who enter the Sweepstakes by text-messaging will be charged according to their carriers' standard messaging and data rates and entrants should contact their carriers for pricing details. Check your owners' manual for specific text-messaging instructions. Text-messaging may not be available through all wireless carriers. If you choose to opt-in for future texts from Sponsor, up to three (3) texts will be received per month until Opt-out is received by Sponsor. You may opt-out of receiving such mobile messages at any time by texting STOP to 38228. Sponsor may send one additional text message to confirm that you have opted out after the Opt-out is received. To Opt-out for emails click "unsubscribe."

4. Winner Determination, Notification and Eligibility Verification: One potential winner will be selected weekly by random drawing for each week during the Promotion Period. The random drawing will be conducted after the end of the week in which the entries were received, beginning on or about January 9, 2012. Each potential winner will be selected from the pool of all eligible text and email entries received during the prior week within the Promotion Period. The potential winner is subject to verification by Sponsor. All potential winners are subject to eligibility verification by Sponsor. An Entrant is not a winner of any prize, even if notified of being a winner, unless and until the Entrant's eligibility has been verified. Sponsor may require any winner to return a completed and signed Release to be eligible to receive a prize, each potential winner must continue to comply with all terms and conditions, and fulfill all requirements of these Official Rules. Each potential winner will be notified by text, email or phone after being randomly selected as a potential winner. Potential winner must respond within **5** business days of contact by Sponsor by 5:00 p.m. CST on the 5th day to

claim prize. If a potential winner of any prize cannot be contacted, fails to respond by 5:00 p.m. CST on the 5th business day after notice was sent to the email or text address provided upon entry, or fails to sign and return the Release within the required time period (if required), or the prize is returned as undeliverable, potential winner is disqualified and forfeits the prize. In the event that a Prize winner is disqualified for any reason, the foregoing process will be repeated with a randomly selected potential winner from the pool of remaining eligible entries until the prize is awarded. Sponsor will identify a potential winner during the drawing and will attempt to verify the potential winner's eligibility, or select an alternative potential winner within a reasonable time thereafter. Once Sponsor determines that a potential winner is eligible, the prize will be awarded within fourteen days. A winner list may be obtained by printing the requestor's name, address, city, state, and ZIP code on a 3" x 5" postcard, along with a self-addressed, stamped envelope and mailing it to Sponsor at the address listed above to the attention of: "WANNA WIN A 100? Promotion Winner List" within ninety (90) days of the end of the Promotion Period.

5. Prizes: One (1) prize per random drawing will be awarded weekly during the Promotion, each a "Weekly Prize." There will be a total of 30 Weekly Prizes, each consisting of one (1) Bealls, Goody's, Palais Royal, Peebles, or Stage gift card in the amount of one hundred dollars (\$100.00). Total aggregate prize value = \$3,000.00. Federal, state and local taxes, if any, are the sole responsibility of the prize winners. The right to receive any prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will be allowed.

Odds of winning a Prize depends on number of entries received during each week of the Promotion Period.

6. Limitations of Liability: By entering this Promotion each Entrant agrees to release and hold harmless Sponsor and its respective parent, subsidiaries, affiliates, vendors, advertising or promotional agencies, distributors, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, infringement of any right of publicity or intellectual property, personal injury, death, or damage to or loss of property, arising out of such Entrant's participation in the Promotion or receipt or use or misuse of any prize. Entrants waive any right to claim ambiguity in these Official Rules. The Released Parties are not responsible for: (1) technical failures of any kind, (2) any incorrect or inaccurate information, whether caused by Entrants, printing or computing errors or by any of the equipment or programming associated with or utilized in the Promotion; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an Entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another entry in the Promotion, and Entrant is responsible for re-entering the Promotion. No more than the stated number of prizes (1) will be awarded. In the event that technical or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

7. Publicity: Except where prohibited, participation in the Promotion constitutes the winning Entrant's consent to Sponsor's use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional or advertising purposes in any media, worldwide, without further payment or consideration.

8. Suspension: Sponsor reserves the right to cancel, suspend and/or modify the Promotion Period, or any part of it, if any fraud, technical failure or other factor beyond Sponsor's reasonable control impairs Sponsor's ability to properly conduct the Promotion, as determined by Sponsor in its sole discretion subject to any law or regulation. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the cancellation of the Promotional Period. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be in violation of these Official Rules. Any attempt to undermine the operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the

fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

9. Disputes: Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal or Texas State Court located in Harris County, Texas; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules (whether of the State of Texas or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Texas.

10. Entrant's Personal Information: Information collected from Entrants is subject to Sponsor's privacy policy and any state or federal law. Sponsor's privacy policy can be found at <http://www.stagestoresinc.com/privacy-policy>.