



HEXBUG Nano V2 #THEYCANCLIMB Coloring Contest

Calling all artists! We're super excited to announce the HEXBUG Nano V2 **#theycanclimb** coloring contest!

In the interest of full disclosure, here's what happened: We hired an eccentric, internationally-renowned artist (and HEXBUG enthusiast) to create 8 colorful drawings crawling with our gravity-defying Nano V2 bugs. However, our artist received a last-minute, once in a lifetime opportunity, to climb Mount Everest's Khumbu Icefall that left him unable to color in his original black and white outlines. After several days of scratching our heads and playing with Nano V2s, we came up with a plan to complete the artwork – launch a coloring contest and let the super-talented HEXBUG fans flex their creative muscles!

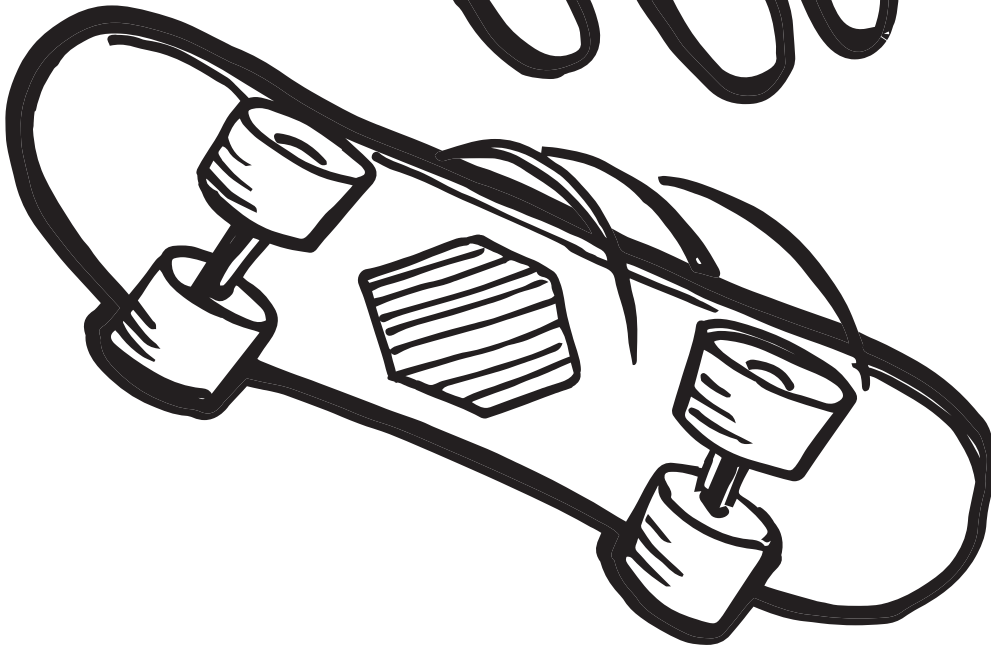
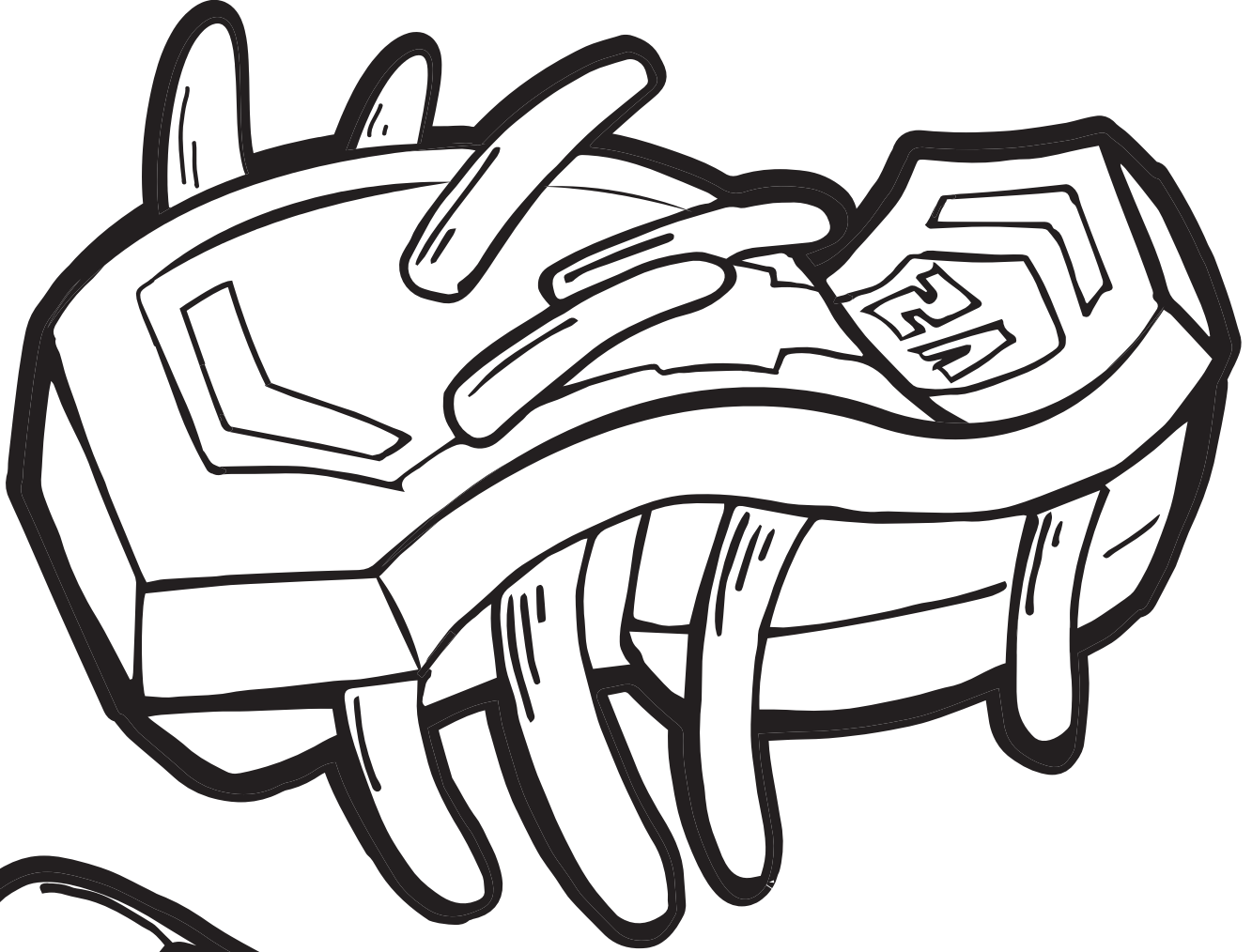
Participation in the Nano V2 contest is simple: select your favorite outline below, color it, and submit it to the HEXBUG review team. The coloring contest will run from 12:00 A.M. CST on August 19 through 11:59:59 P.M. CST on September 22, 2013. Entries can be submitted via email or regular mail.

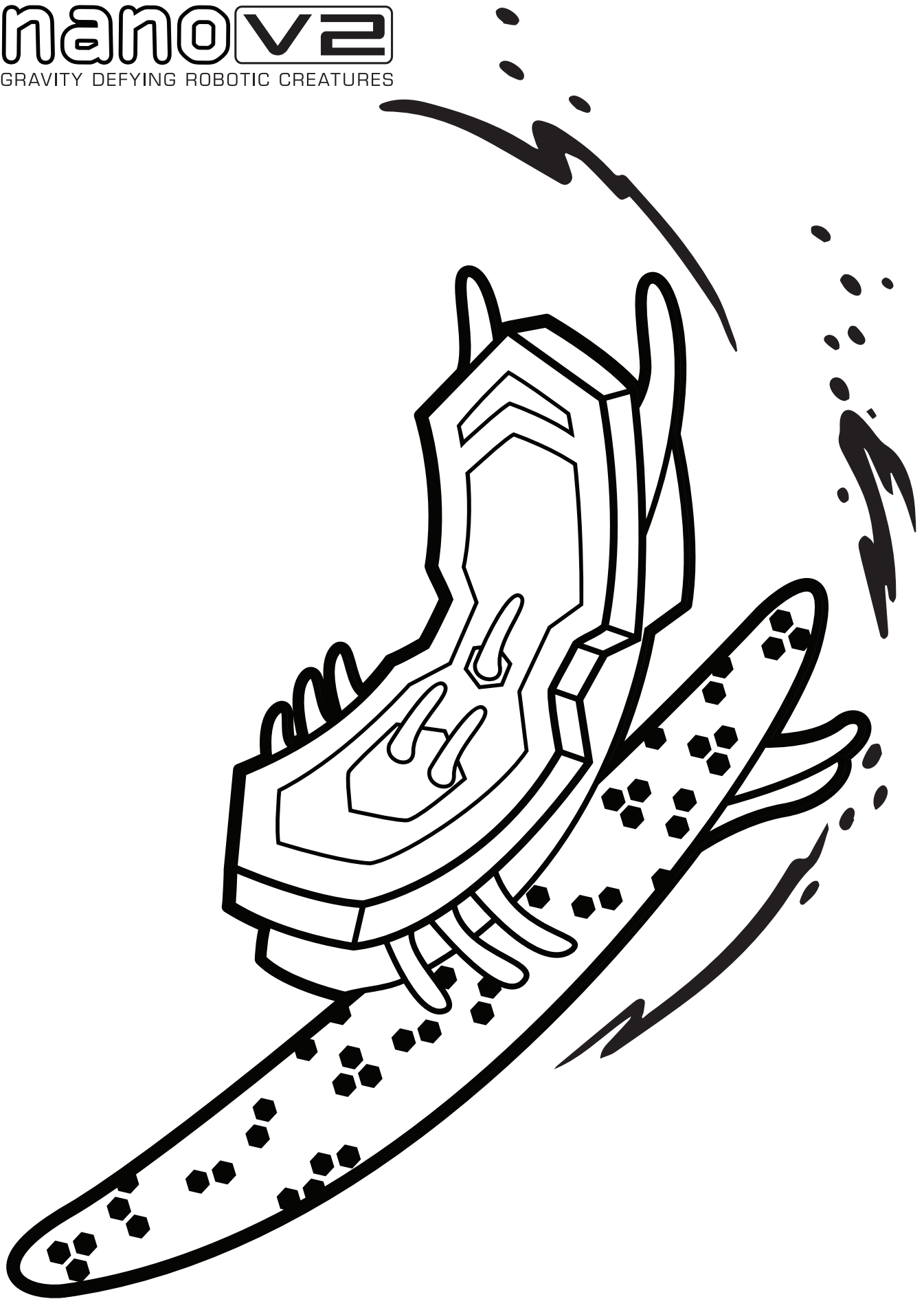
Similar to the Nano V2 **#theycanclimb video contest**, every entrant will receive a \$5 promo code off their next purchase on www.HEXBUG.com for submitting a completed coloring page. Limit to one entry per week. To receive your \$5 promotional code, simply send us an email, with your drawing attached, to theycanclimb@HEXBUG.com, and we will reply to your email with your code. Or, you can send us your drawing via mail to Innovation First International, Attn: They Can Climb Coloring Contest, 1519 Interstate 30 West, Greenville, Texas 75402. Be sure to include child's name, age, plus a parent or guardian's street address, phone number and e-mail address so that winners may be notified.

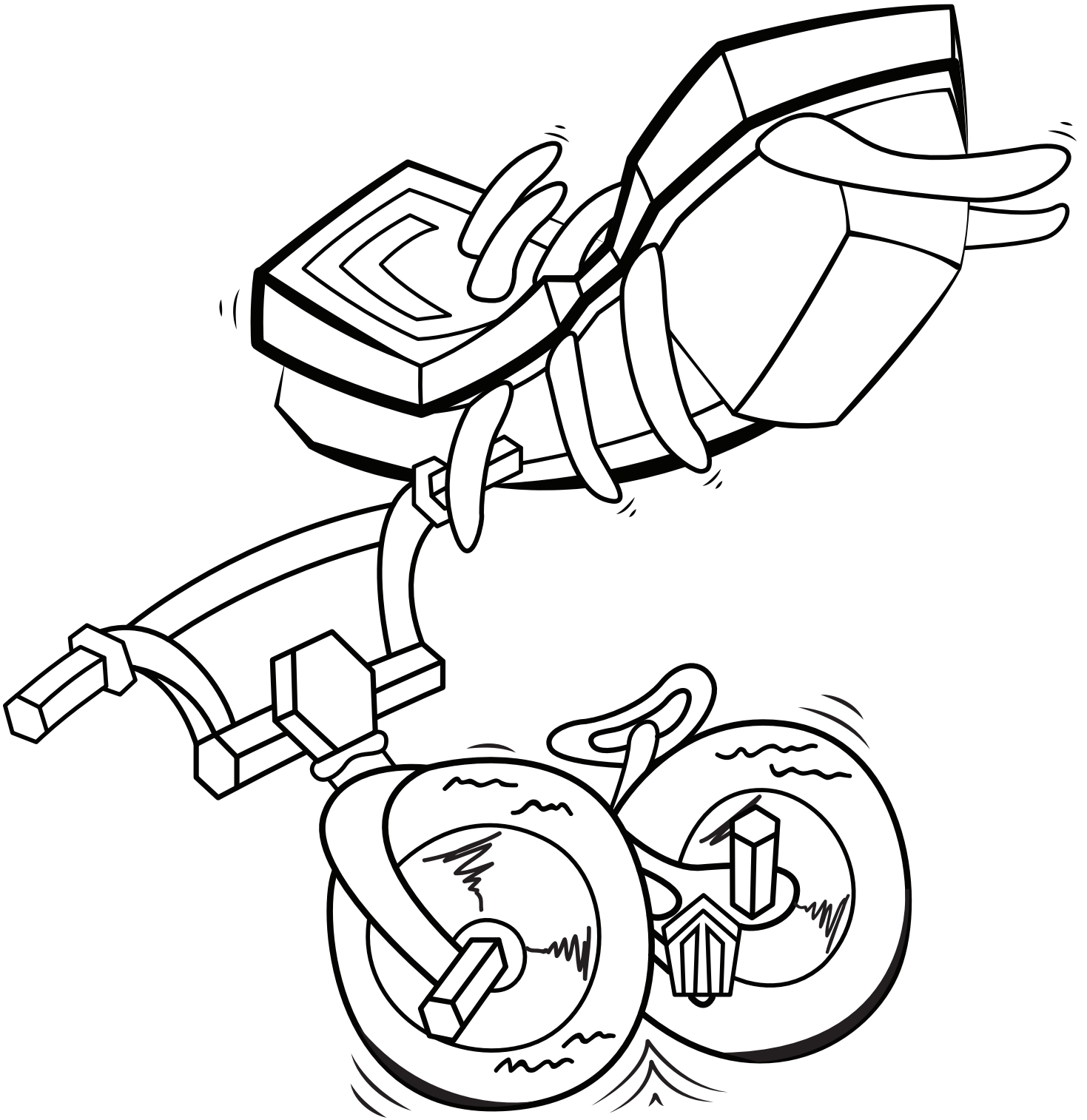
Every week we will spotlight some of the best submissions on our website www.nanov2.com, which we may also share on our social media channels. There will be two categories of winners – an “under 6 years of age” and a “7-12 years of age” category. At the end of the contest we will announce 1st, 2nd and 3rd place winners in each category, who will win the following prizes:

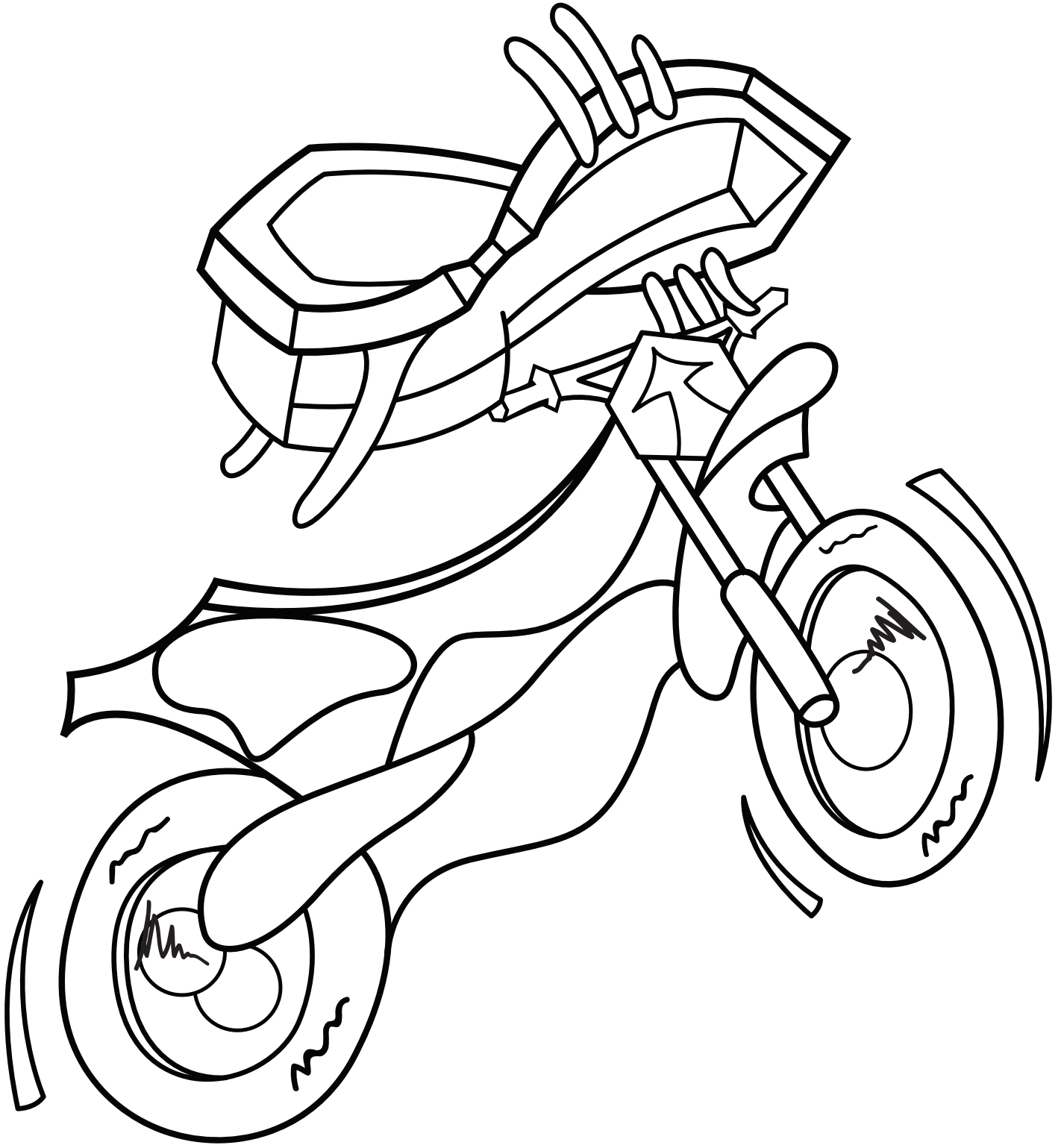
- First Place – A Nano V2 Master Collection (one of every set)
- Second Place – A \$50 promo code to HEXBUG.com
- Third Place – A \$30 promo code to HEXBUG.com

This contest is open to anyone living in the 50 US states as well as Canada. For more information and official rules on the Nano V2 **#theycanclimb** coloring contest, visit <http://www.nanov2.com/coloringcontestrules>.



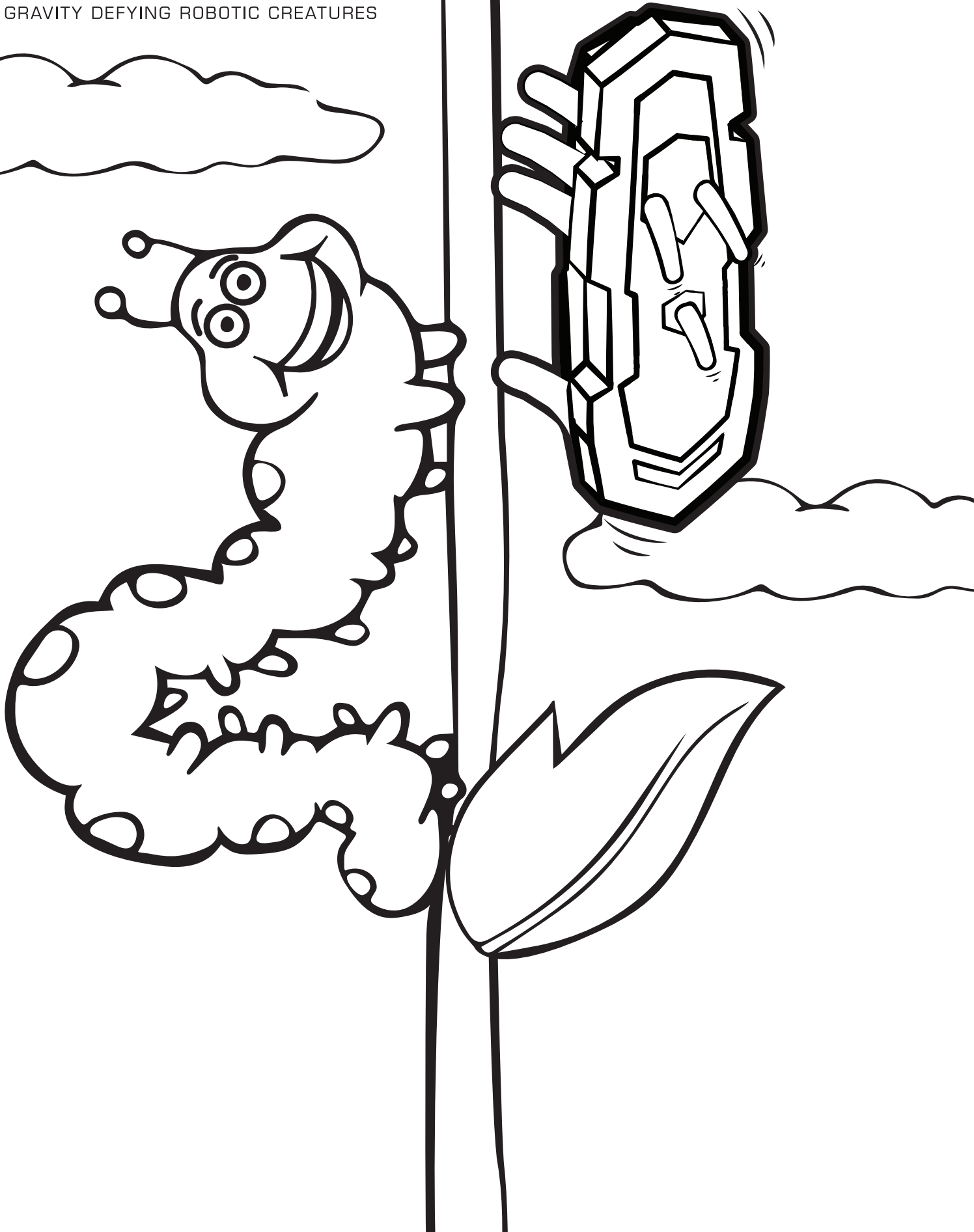


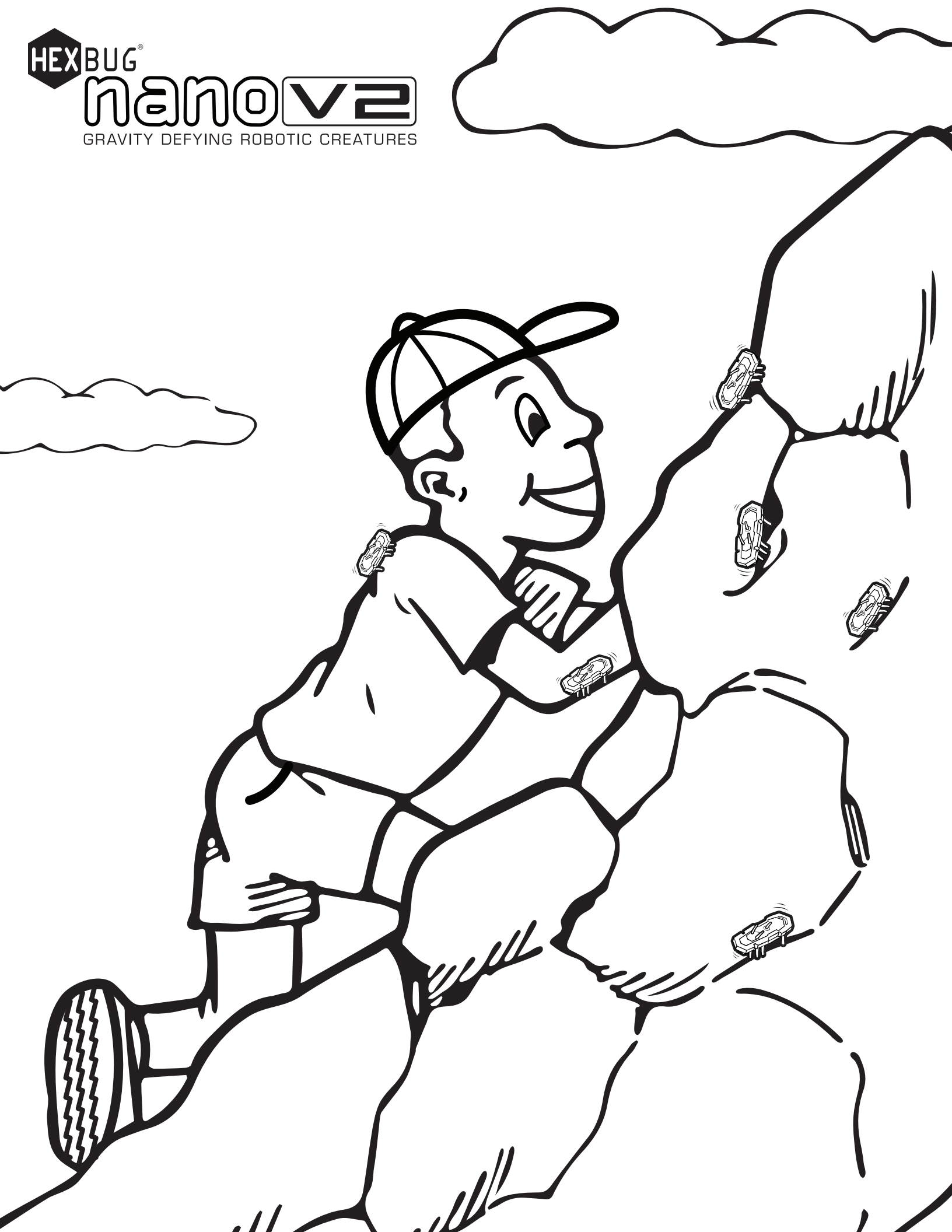




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**NANO V2 #theycanclimb Coloring Contest
Official Rules 2013**

1. Eligibility: The NANO V2 #theycanclimb Coloring Contest (the “Contest”) is open only to legal residents of the fifty (50) United States or the District of Columbia and Canada. Employees, directors and officers of Innovation First Labs, Inc. (“Sponsor”), and any of their respective affiliates, parent or subsidiary companies, and advertising and promotion agencies, and members of the immediate families (spouses, parents, children, and siblings and their respective spouses, regardless of where they reside), and/or those living in the same household, of any of the foregoing are not eligible. Void where prohibited, or otherwise restricted by law. Contest is subject to all applicable federal, state and local laws. By participating in the Contest, you agree that: (1) you have read and understand the Official Rules; (2) you meet the eligibility requirements as explained in these Official Rules; (3) you accept and agree to be bound by these Official Rules, to Sponsor's Conditions of Use, Legal Notices and Privacy Policy as published at www.hexbug.com (4) you unconditionally accept and agree to comply with and abide by the decisions of Sponsor and Administrator, whose decisions shall be final and binding in all respects.

2. Contest Submission Period: The Contest will be held for five (5) weeks, commencing on Monday, August 19, 2013 and ending on Sunday, September 22, 2013. Each week (Monday through Sunday) during the Contest a variety of submissions will be featured on the sponsor's website and social media channels. The Sponsor's computer will be the official time-keeping device of this Contest. After the submission deadline has ended, there will be a Contest judging period (the “Judging Period”), in order to determine one (1) First Prize Winner, one (1) Second Prize Winner, and one (1) Third Prize Winner for the following two (2) categories: Ages 6 and Under and Ages 7-12.

3. How to Enter: In order to enter, entrants must be ages 12 and under; void where prohibited; one (1) entry per person, per week. To enter, please follow these steps:

- 1. Download the coloring page you like most**
- 2. Print out the page**
- 3. Color it in however you like**
- 4. Return your entry to HEXBUG Coloring Contest Review Team.**
- 5. Entries can be scanned and sent via email (theycanclimb@hexbug.com)**
- 6. Or entries can be sent via U.S. Mail to:**

**Innovation First International
Attn: They Can Climb Coloring Contest
1519 Interstate 30 West
Greenville, Texas 75402**

7. Be sure to include child's name, age, plus a parent or guardian's street address, phone number and e-mail address so that winners may be notified.

By properly completing the forgoing during the Submission Period, your submission will be entered into the Contest ("Entry"). There is a limit of one (1) Entry per person, per week, throughout the Entry Period.

Sponsor's decisions are final and binding with respect to all matters relating to this Contest. All Entries become the exclusive property of Sponsor, and none will be acknowledged or returned. Sponsor shall have the right to publish any or all of the Entries and may use them in any and all media, now known or hereafter devised, throughout the world, in perpetuity, without attribution or compensation to the Entrant, his or her successors or assigns, or any other entity.

4. Categories:

- Ages 6 and under
- Ages 7-12

5. Judging:

- Entries will be judged at contest end and prizes will be awarded then.
- Entries will be judged on the basis of creativity.
- The judging period will conclude not later than fourteen (14) business days after the conclusion of the contest submission period.
- Decisions are at the discretion of HEXBUG Coloring Contest Review Team and are subject to change at any time. We reserve the right to award multiple winners and prizes, or no winners and prizes.

6. Entry Credit: Each Entry evaluated by the Judges will be awarded a \$5.00 promotional credit toward the purchase of HEXBUG products on the Sponsor's website: <http://www.hexbug.com>. The credit will be granted in the form of a promotional code that can be used on the website. The promotional code will be provided to the entrant via email or phone. Entrants who submit entries in different weeks will receive a different code for each week. Promotional codes may not be used in combination with one another. Promotional codes will be valid until and cannot be used after 12:00 a.m. on March 31, 2014.

7. Prize Winner Notification/Verification:

- Winners will be notified by email, phone, or postal mail.
- The winners of each age group will receive the following:
 - First Place – A Nano V2 Master Collection (one of every set)
 - Second Place – A \$50 promo code to HEXBUG.com
 - Third Place – A \$30 promo code to HEXBUG.com
- Contest ends 9/22/2013, or as otherwise posted on Contest webpage.
- Be sure to include child's name and age, plus a parent or guardian's street address, phone number, and e-mail address so that winners may be notified.

8. Administrator and Sponsor: Innovation First Labs, Inc. 1519 Interstate 30 West, Greenville, TX 75402.

9. Request for the Name of Winners and/or Official Rules: For a list of the names of the winners and/or these Official Rules, send a self-addressed stamped envelope, to be received by October 15, 2013, to: HEXBUG NANO V2 #theycanclimb Coloring Contest, 1519 Interstate 30 West, Greenville, TX 75402. Please note on the bottom, left-hand corner of your envelope if you are requesting the Names of Winners or Official Rules. Vermont residents may omit return postage if requesting a set of Official Rules.