

**KINGS PLAZA SHOPPING CENTER
BACK TO SCHOOL 2010 GIFT WITH PURCHASE OFFICIAL RULES**

Gift-with-Purchase Program Dates

The Free Gift Card Back To School Gift-with-Purchase Program will begin on Wednesday, August 18, 2010 and will end on Wednesday, September 8, 2010, while supplies last.

Gift-with-Purchase Requirements

The Gift-with-Purchase Program is exclusively for Kings Plaza Shopping Center customers. Employees of Kings Plaza Shopping Center or its stores not eligible for Gift-With-Purchase. The Gift-with-Purchase Program is open to all qualified persons 18 years of age or older. One (1) Free Kings Plaza Shopping Center Gift Card will be awarded to each customer who presents the coupon and also presents a minimum of \$100 in Kings Plaza Shopping Center store receipts dated August 18, 2010 – September 8, 2010 at the Customer Service Center no later than September 8, 2010. Receipts presented after 9/8/10 not eligible for this promotion.

Value of free gift card will reflect total purchases, excluding any sales tax, gratuities, store gift cards or Kings Plaza Shopping Center gift cards. Customer must present receipts from any Kings Plaza Shopping Center stores, including department stores and restaurants at Customer Service Center dated 8/18/10 – 9/8/10. Receipts must total a minimum of \$100, resulting in a free gift card valued at \$10. Free gift card amount will be based on the dollar thresholds shown below. Offer not valid towards any purchases made prior to August 18, 2010. Gift card does not need to be spent during this time period; it can be utilized at any time, as per the regular rules of Kings Plaza Shopping Center gift card use. Kings Plaza Shopping Center will not be responsible for lost receipts or gift cards.

Thresholds:

Spend: \$100-\$199.99	Receive: Free \$10 Kings Plaza Shopping Center Gift Card
Spend: \$200-\$299.99	Receive: Free \$20 Kings Plaza Shopping Center Gift Card
Spend: \$300 or more	Receive: Free \$30 Kings Plaza Shopping Center Gift Card

Limits

Limit is one (1) Kings Plaza Shopping Center Gift Card per household during the promotional period. Limited to the first 500 customers on a first come, first serve basis, with qualified \$100+ Kings Plaza Shopping Center purchases and coupon. Maximum gift card reward per household, regardless of total receipts redeemed, is \$30. Employees of Kings Plaza Shopping Center or its stores not eligible for Gift-With-Purchase.

Kings Plaza Shopping Center Management reserves the right to make changes to these Official Rules and Regulations at its discretion.