



FRIGIDAIRE

CREATIVE KIDS IN THE KITCHEN CONTEST
Win a Frigidaire Dream Kitchen Suite for Parents,
Deluxe Step2 LifeStyle Kitchen for Kids

Fact Sheet

From top chefs to top-rated culinary shows, America's cooking and kids are getting into the act. Play kitchens are key for creative play, as kids role model their parents and enjoy hours of imagination. The Step2® Company is known for its expansive play kitchen line and is the largest toy company in the U.S, with 90% of Step2 Toys made in this country,

Now Step2 and luxury home appliance maker Frigidaire® are putting out a call to find how families promote creativity in the kitchen with the chance to win a dream kitchen for the home and the ultimate play kitchen for kids.

How to Enter: Tell us how you promote creativity in the kitchen with your kids with a brief essay, 250 words or less. Go to Step2.com and follow the links and instructions to complete the registration form; including a valid home address (P.O. Boxes are not permitted).

When to Enter: The Step2 Creative Kids in the Kitchen Contest begins on September 15, 2009 at 12:01 a.m. ET and ends on December 4, 2009 at 11:59 p.m. ET.

Judging Criteria: All eligible essay entries received will be judged by a panel of qualified judges based on overall creativity (40%), encouragement of creative play (40%), and originality (20%). The entry receiving the highest score, as determined by the judges, will be deemed the winner.

Grand Prize: One grand prize winner will receive a Frigidaire® kitchen suite including a refrigerator, over-the-range microwave, dishwasher and oven (either a free-standing oven range or wall oven with a cook top (pending grand prize winner's home). The grand prize winner will also receive a Step2 kitchen of their choice, based on availability.

One second prize winner will receive a Step2 kitchen of their choice, based on availability.

One third prize winner will receive a \$50 gift certificate redeemable at step2.com.

Contest Rules: Visit Step2.com for complete contest rules. No Purchase necessary.

Pick the Perfect Play Kitchen: Visit Step2.com to check out the "Ultimate Play Kitchen Guide" to help get you started pinpointing the perfect kitchen for your household.

Eligibility: The contest is open to legal residents of the 50 United States and the District of Columbia, who are at least 18 years old at the time of entry. Employees of The Step2® Company, LLC, Frigidaire®, Current, their respective parents, subsidiaries, affiliates, and promotion and advertising agencies, and members of their immediate family (spouse, and parent, sibling and child and their respective spouses, regardless of where they reside) and persons living in the same household of such employees, whether or not related, are not eligible to enter or win. Void where prohibited by law. Contest is subject to all applicable federal, state and local laws.