

PROMO MECHANICS

1. Babies ranging from 0 to 18 months old are qualified to join the contest.
2. Enclose in an envelope 2 latest 5R pictures of the baby (1 close-up and 1 whole body shot) together with 3 pieces Aionon Baby Products wrapper or printed box. At the back of each picture print the complete baby's name, mother/father's name and signature, address, telephone number, baby's birthdate and age.
3. All entries without the complete information and 3 pieces of Aionon Baby Products wrapper or printed box will be automatically disqualified.
4. Mail your entry to:

**Aionon Cutest Baby Contest
P.O. BOX 3136 MANILA
PHILIPPINES**

ONLY ENTRIES RECEIVED ON OR BEFORE JUNE 30, 2007 WILL BE INCLUDED.

5. Criteria for Judging is as follows:

Cuteness	50%
Photogenic	30%
Smartness	20%
	100%

Cuteness - Adorable, beautiful, charming
Photogenic - Attractiveness of the baby as a subject of Photography
Smartness - How the baby projects himself/herself in front of the camera

6. Entries will be divided into 3 categories:

- A. 0-5 Months (Both baby boy and girl)
- B. 6-18 Months Baby Boy
- C. 6-18 Months Baby Girl

7. Each Category will be judge separately.

8. Prizes will be as follows:

A. 0-5 Months:	
Cutest Baby	P3000.00 Cash + P1000.00 Aionon Gift Pack
1st Runner Up	P2000.00 Cash + P1000.00 Aionon Gift Pack
2nd Runner Up	P1000.00 Cash + P1000.00 Aionon Gift Pack
2 Consolation Prizes	Aionon Gift Pack Worth P1000.00

- B. 6-18 Months Boys Category:

Cutest Baby	P3000.00 Cash + P1000.00 Aionon Gift Pack
1st Runner Up	P2000.00 Cash + P1000.00 Aionon Gift Pack
2nd Runner Up	P1000.00 Cash + P1000.00 Aionon Gift Pack
2 Consolation Prizes	Aionon Gift Pack Worth P1000.00

- C. 6-18 Months Girls Category:

Cutest Baby	P3000.00 Cash + P1000.00 Aionon Gift Pack
1st Runner Up	P2000.00 Cash + P1000.00 Aionon Gift Pack
2nd Runner Up	P1000.00 Cash + P1000.00 Aionon Gift Pack
2 Consolation Prizes	Aionon Gift Pack Worth P1000.00

9. Judging of entries will be on July 12, 2007 at 1572 Yacal St., Sta. Cruz, Manila, Philippines at 2:00 P.M.

10. Winners will be notified thru registered mail and may claim their prizes upon presentation of the registered notice and valid identification such as office or school ID, passport or driver's licence at 1572 Yacal St., Sta. Cruz, Manila. Prizes not claimed within (60) days from notification will be forfeited with prior approval of DTI. Prizes of provincial winners will be sent through courier within two weeks from judging date.

11. Judges' decision is final with concurrence of DTI.

12. Promo Period is from April 1, 2007 to June 30, 2007.

13. Promo is valid nationwide.

14. Employees of Eastern Rising Sun Int'l Company Including their relatives up to second degree of consanguinity or affinity are disqualified from joining the promotion.

15. Participant can win only once, if a name wins more than once, he gets the biggest prize.

hurry!!!
send your entries now!!!

Per DTI - NCR Permit No. 1022 Series of 2007