



AN INVITATION TO JOIN OUR ONLINE ADVISORY PANEL

Dear Parent,

Would your daughter like to help us make *American Girl*® magazine the best it can be?

We are accepting applications for our online advisory panel of magazine subscribers. Panel members receive periodic e-mail requests to answer Web-based surveys that will help us to evaluate new ideas for the magazine. At a safe Web site, your daughter will get to weigh in on each issue of the magazine and other fun survey topics. Girls' opinions matter to us, and are a big help as we make decisions about future magazine issues.

To join the panel, simply print out and complete the application form, sign it, and send it to us via regular mail. Please keep this letter in your files for future reference. Thank you for your help. Your daughter's opinions will help us to make *American Girl* magazine even better.

Sincerely,
The editors of *American Girl* magazine

Some important things to note:

Computer settings:

To make sure that your daughter can access our online surveys:

- Add advisorygirl@americangirl.com to your and your daughter's e-mail address books.
- If parental controls or accepted Web sites are part of your computer set-up, please add the following two sites: www.americangirl.com www.agmagsurvey.com

Privacy policy:

American Girl magazine adheres to the guidelines created by the Children's Online Privacy Protection Act of 1998 (COPPA) and the guidelines of the Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc. While we make every effort to make your child's visit safe and enjoyable, we encourage you to monitor your child's online activities and to help us protect children's privacy by instructing your child never to provide personal information on this site or any other without permission.

Contact information:

American Girl Advisory Panel, P.O. Box 620996, 8400 Fairway Place, Middleton, WI 53562;
1-800-234-1278; e-mail: advisorygirl@americangirl.com

Use of information:

The information provided by panel members will be used only by American Girl Brands, LLC and its affiliated companies.

- Survey questions pertain to your daughter's opinions about and use of *American Girl* magazine, as well as doll and book products.
- No cookies will be used.
- E-mail addresses and phone numbers provided will be used **only** for advisory panel activities.
- You or your daughter may opt out of the panel at any time.
- American Girl Brands, LLC is not responsible for technical, hardware, or software malfunctions or for failed, incorrect, inaccurate, incomplete, garbled, or delayed electronic communications.
- All information, including any comments that your daughter submits through a survey to American Girl Brands, LLC and its affiliated companies, become the sole property of American Girl Brands, LLC and may be edited, quoted, and used, together with your daughter's first name, age, and state, in any format or media in any product publication, Web site, or advertisement with or without compensation or acknowledgement. I further understand that this grant of permission applies to all possible uses of our submissions and that I am unable to specify any specific use or limit.

★ KEEP THIS PAGE FOR YOUR FILES ★

AMERICAN GIRL MAGAZINE ONLINE ADVISORY PANEL APPLICATION

Parent's name: _____

Parent's e-mail address: _____

Home phone (with area code): _____

Mailing address: _____

City, State, ZIP code: _____

Girl's name: _____

Girl's birth date: (MM/DD/YYYY): _____ / _____ / _____

Grade in school: K 1st 2nd 3rd 4th 5th 6th 7th 8th 9th or higher

Girl's e-mail address: _____

Does your daughter currently have a subscription to *American Girl* magazine?

- Yes
- No

If yes, how long has your daughter had her subscription to *American Girl* magazine?

- One year or less
- Two years
- Three years
- Four or more years

IMPORTANT: Parental permission

I hereby consent to my child's participation in the *American Girl* magazine Online Advisory Panel. I understand and agree that any information shared by my child belongs solely to American Girl Brands, LLC in perpetuity. All information, including any comments that my daughter submits through a survey to American Girl Brands, LLC and its affiliated companies, become the sole property of American Girl Brands, LLC and may be edited, quoted, and used, together with my daughter's first name, age, and state, in any format or media in any product publication, Web site, or advertisement with or without compensation or acknowledgement. I further understand that this grant of permission applies to all possible uses of our submissions and that I am unable to specify any specific use or limit. I further understand that I may opt out or terminate my child's participation at any time by contacting American Girl Brands, LLC in writing at advisorygirl@americangirl.com.

PARENT/LEGAL GUARDIAN SIGNATURE

DATE

No child can participate without signature by a parent or legal guardian.

Please mail this completed form to:
AG Advisory Panel, P.O. Box 620996, Middleton, WI 53562.

★ *Please note: We're sorry, but we cannot accept e-mailed forms.* ★
Thanks for helping to make *American Girl* magazine even better!

★ MAIL THIS FORM TO AMERICAN GIRL ★