

**HOLLYROD IN HOLLYWOOD CONTEST  
OFFICIAL RULES**

1. **NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.**
2. **SPONSOR:** The sponsor of the Contest is SocialVibe, a division of Archetype Media, Inc. ("Sponsor"), 9000 Sunset Blvd, Suite 1100, West Hollywood, CA 90069.
3. **PROMOTION PERIOD:** The Contest begins at 12:00:00 a.m. PST on June 12, 2008 and ends at 11:59:59 p.m. PST on June 27, 2008 ("End Date").
4. **ELIGIBILITY:** The Contest is open only to residents of the 50 United States of America or the District of Columbia who are twenty-one (21) years old or older and a registered member of the SocialVibe service at time of entry. Employees of Sponsor, its prize providers and licensors, and each of the foregoing entities' affiliates, authorized designees and other related entities, and any other individual or entity associated with the development, judging or administration of the Contest (collectively, the "Contest Entities"), as well as members of such employees' immediate families (spouses, children, siblings, parents), and persons living in the same household as such persons, whether or not related, are not eligible to participate in the Contest.
5. **HOW TO ENTER:** To enter, visit the Website located at <http://www.socialvibe.com> (the "Website"), follow the instructions on the Contest page to e-mail an active hyperlink to your original video on a public video sharing Website (e.g., YouTube) on how you use your influence for help and hope. Please e-mail the link to your video to the following e-mail address: [helpandhope@socialvibe.com](mailto:helpandhope@socialvibe.com). Each Submission that is entered into the Contest must meet the following "Submission Requirements" (any Submission that, in Sponsor's sole and absolute discretion, violates the following criteria will be disqualified): (a) the Submission must be the submitting entrant's original video and not contain any third party copyright, trademark or other proprietary content; and (b) the entrant should be able to provide on request all appropriate clearances, permissions and releases for the Submission, including, without limitation, publicity releases for any persons who may appear in the Submission (in the event an entrant cannot provide all required releases, Sponsor reserves the right, in Sponsor's sole discretion, to disqualify the applicable Submission, or seek to secure the releases and clearances for Sponsor's benefit, or allow the applicable Submission to remain in the Contest). Submissions must be received by the End Date. No substitutions of new versions of the Submission will be accepted under any circumstances once the original Submission is submitted for consideration. Any Submission that is considered by Sponsor in its sole and absolute discretion to be obscene, pornographic, libelous, hate speech or otherwise objectionable, in whole or in part, will be disqualified and will not be eligible for entry. All requested information on the Contest page must be completed to enter and to be eligible to win. Except as otherwise contemplated in these Official Rules, and to the extent entrants may otherwise elect at the time of entry, personal information collected in connection with the Contest will be used in accordance with the online privacy policy available at the

Website. Any communication or information transmitted to Sponsor or the Website by e-mail or otherwise is and will be treated as non-confidential and non-proprietary. Proof of submission is not considered proof of delivery to or receipt of such entry. Furthermore, Sponsor shall have no liability for any Submission that is lost, intercepted or not received by the Sponsor. Sponsor is the official time keeper for the Contest. All entry information and materials, including any copy of the Submission submitted to Sponsor, become the property of Sponsor and will not be acknowledged or returned. Limit one (1) entry per person.

6. REPRESENTATIONS AND WARRANTIES; INDEMNIFICATION: Each person who enters the Contest represents and warrants as follows: (a) the Submission is the entrant's own original work; (b) the Submission does not contain any harmful computer code and is not otherwise corrupted; (c) as of the date of submission, the Submission is not the subject of any actual or threatened litigation or claim; (d) the Submission does not and will not violate or infringe upon the intellectual property rights or other rights of any other person or entity; and (e) the Submission does not and will not violate any applicable laws, and is not and will not be defamatory or obscene. Each entrant hereby agrees to indemnify and hold the Contest Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the covenants, representations and warranties of entrant hereunder.
7. GRANT OF RIGHTS: By making a Submission in connection with the Contest, each entrant into the Contest hereby (a) irrevocably grants to Sponsor and its affiliates, and their respective successors and assigns, a non-exclusive, fully-paid, royalty-free, worldwide, perpetual, license, including the unlimited right to sublicense, to use, copy, transcode, publicly perform, publicly display, store, transmit and distribute the Submission by means of any and all media and devices whether now known or hereafter devised; and (b) agrees to execute all further documents requested by Sponsor, if the Submission is selected as the winning Submission, in order for Sponsor to use your Submission.
8. PRIZES: One (1) Grand Prize is available. The Grand Prize consists of one ticket to HollyRod's DesignCare benefit, roundtrip flight to LAX, one night hotel in Los Angeles, CA, spending money while in Los Angeles, roundtrip transportation to Malibu, and 10,000 SocialVibe Points. The approximate retail value ("ARV") of the Grand Prize is \$1,300.00. The Grand Prize winner must be twenty-one (21) years old or older in order to redeem the Grand Prize and participate in the Grand Prize activities. The Grand Prize winner must possess all required travel documents. Airline tickets are non-refundable and non-transferable and are not valid for upgrades or frequent flyer miles. All airline tickets are subject to the vagaries of flight variation, work stoppages, and schedule or route changes. Travel arrangements must be booked through Sponsor's agent and on a carrier of Sponsor's choice. Travel arrangements cannot be changed in any way once booked and confirmed. Travel is subject to availability and certain travel restrictions and blackout dates may apply. Blackout dates include but are not limited to: seven (7) days before and after all major U.S. holidays. The round trip air transportation element for any travel prize begins and ends at the point of departure. **TRAVEL PORTION OF PRIZE**

**IS VALID FOR THE SPECIFIED DATES OF DEPARTURE ON JULY 19, 2008 AND RETURN ON JULY 20, 2008.**

No extension will be given after the trip has expired and prize will be forfeited and Sponsor will have no further obligation to winner. Sponsor is not responsible for lost or stolen prize certificates or redemption letters and the prize is not redeemable without the original prize certificates or redemption letters. Winner is responsible for any and all local, state, or federal taxes, as well as any other costs and expenses not specified herein as being awarded, including, without limitation, ground transportation, meals and activities, spa services, tours, gift shop purchases, incidentals, telephone calls or other personal expenses or hotel charges incurred. Sponsor reserves the right to structure travel route and select hotels in its sole discretion. The ARV for travel prizes may vary depending upon points of departure and destination and fare fluctuations. The ARV for travel prizes is an estimate made before the Contest begins. The Grand Prize winner will not receive cash or any other form of compensation if actual travel costs are less than the estimate made in these Official Rules. Prizes will be delivered only to an address in the United States. No cash alternative or substitution of prizes will be allowed, except Sponsor reserves the right in its sole discretion to substitute prizes of comparable value if any prizes are unavailable, in whole or in part, for any reason. **THE WINNER IS RESPONSIBLE FOR REPORTING AND PAYING ANY AND ALL INCOME, SALES OR EXCISE TAXES THAT MAY APPLY TO ACCEPTING PRIZES; SPONSOR IS NOT RESPONSIBLE FOR AND WILL NOT PAY ANY SUCH TAXES.**

9. ODDS: Many will enter, only one (1) will win. The odds of winning depend upon the number of eligible entries received. Sponsor cannot accurately predict the number of entrants who will participate in the Contest.
10. WINNER SELECTION; JUDGING CRITERIA: Sponsor will select one (1) winner from among all eligible entries received based on the following criteria: originality (50%); overall production quality (25%); and fit with the SocialVibe style (25%). The judging criteria are to be applied in the sole discretion of Sponsor and the individual judges. By entering the Contest, entrants acknowledge that such evaluations may differ from person to person and agree to be bound by and not challenge the final decisions of Sponsor and the individual judges. In the event a winning entry is discovered to be invalid for any reason whatsoever or the person who submitted the winning entry fails to comply with these Official Rules prior to delivery of the prize, the prize may be forfeited and awarded to an alternate winner.
11. NOTICE TO WINNER: Attempts to notify potential winner will be made using the e-mail address provided at entry. Sponsor is not responsible for e-mail or other communication problems of any kind. If, despite reasonable efforts, a potential winner does not respond within two (2) days of the first notification attempt (or such shorter time if exigencies may require), or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected.
12. VERIFICATION OF WINNERS: Potential winner may be required to execute an Affidavit of Eligibility, a Liability Release, additional Submission license, and/or (where

imposing such condition is legal) a Publicity Release (collectively, "Prize Claim Documents"). If any potential winner fails or refuses to sign and return all Prize Claim Documents within two (2) days of prize notification (or such shorter time if exigencies may require), the winner may be disqualified and an alternate winner may be selected.

13. CONTEST ENTITIES SHALL NOT BE RESPONSIBLE OR LIABLE FOR ENTRIES THAT ARE ENTERED BY OTHER THAN HUMAN MEANS (SUCH AS BY AN AUTOMATED COMPUTER PROGRAM OR ANY NON-HUMAN MECHANISM, ENTITY, OR DEVICE), IN EXCESS OF THE STATED LIMIT, OR FOR ENTRIES THAT ARE LATE, FORGED, DESTROYED, LOST, MISPLACED, STOLEN, MISDIRECTED, TAMPERED WITH, INCOMPLETE, DELETED, DAMAGED, GARBLED, OR OTHERWISE NOT IN COMPLIANCE WITH THESE OFFICIAL RULES, AND ALL SUCH ENTRIES WILL BE DISQUALIFIED. BY ENTERING THE CONTEST, EACH ENTRANT AGREES: (A) TO BE BOUND BY THESE OFFICIAL RULES AND BY ALL APPLICABLE LAWS AND ALL DECISIONS OF SPONSOR AND THE INDIVIDUAL JUDGES WHICH SHALL BE BINDING AND FINAL; (B) TO WAIVE ANY RIGHTS TO CLAIM AMBIGUITY WITH RESPECT TO THE OFFICIAL RULES; (C) TO WAIVE ALL OF HIS OR HER RIGHTS TO BRING ANY CLAIM, ACTION, OR PROCEEDING AGAINST ANY OF THE CONTEST ENTITIES; AND (D) TO RELEASE, INDEMNIFY, AND HOLD HARMLESS EACH OF THE CONTEST ENTITIES AND EACH OF THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AGENTS AND REPRESENTATIVES, FROM ANY LIABILITY (INCLUDING, WITHOUT LIMITATION, LIABILITY FOR ANY PROPERTY LOSS, DAMAGE, PERSONAL INJURY, BODILY INJURY, DEATH, LOSS, EXPENSE, ACCIDENT, DELAY, INCONVENIENCE OR IRREGULARITY), COSTS AND EXPENSES (INCLUDING, WITHOUT LIMITATION, REASONABLE OUTSIDE ATTORNEY'S FEES) THAT MAY ARISE IN CONNECTION WITH: (I) THE ENTRANT'S PARTICIPATION OR INABILITY TO PARTICIPATE IN THE CONTEST, (II) TYPOGRAPHICAL ERRORS IN THE OFFICIAL RULES OR ANY CONTEST PROMOTIONAL MATERIALS, (III) ACCEPTANCE OR POSSESSION, DEFECTS IN, USE, MISUSE OR INABILITY TO USE ANY PRIZE (OR ANY COMPONENT THEREOF), (IV) ANY CHANGE BY ANY COMPANY OR ANY OTHER PERSON PROVIDING ANY OF THE COMPONENTS OF A PRIZE DUE TO REASONS BEYOND ANY OF THE CONTEST ENTITIES' CONTROL OR AS OTHERWISE PERMITTED HEREUNDER, (V) ANY INTERRUPTIONS IN OR POSTPONEMENT, CANCELLATION, OR MODIFICATION OF THE CONTEST, (VI) HUMAN ERROR, (VII) INCORRECT OR INACCURATE TRANSCRIPTION, RECEIPT OR TRANSMISSION OF ANY PART OF THE ENTRY (INCLUDING, WITHOUT LIMITATION, THE ENTRY INFORMATION OR ANY PARTS THEREOF), (VIII) ANY TECHNICAL MALFUNCTIONS OR UNAVAILABILITY OF THE WEBSITE OR ANY TELEPHONE NETWORK, COMPUTER ONLINE SYSTEM, COMPUTER DATING MECHANISM, COMPUTER EQUIPMENT, SOFTWARE, OR INTERNET SERVICE PROVIDER UTILIZED BY ANY OF THE CONTEST ENTITIES OR BY AN ENTRANT, (IX) INTERRUPTION OR INABILITY TO ACCESS THE CONTEST, ANY CONTEST-RELATED WEB PAGES, THE VIDEO SHARING WEBSITE ON WHICH THE SUBMISSION RESIDES, OR ANY ONLINE SERVICE VIA THE

INTERNET DUE TO HARDWARE OR SOFTWARE COMPATIBILITY PROBLEMS OR ANY OTHER REASON, (X) ANY DAMAGE TO ENTRANT'S (OR ANY THIRD PERSON'S) COMPUTER OR ITS CONTENTS RELATED TO OR RESULTING FROM ANY PART OF THE CONTEST, (XI) ANY LOST OR DELAYED DATA TRANSMISSIONS, OMISSIONS, INTERRUPTIONS, DEFECTS, OR ANY OTHER ERRORS OR MALFUNCTIONS, (XII) ANY WRONGFUL, NEGLIGENT, OR UNAUTHORIZED ACT OR OMISSIONS ON THE PART OF ANY OF THE CONTEST ENTITIES, OR ANY OF THEIR AGENTS OR EMPLOYEES, OR (XIII) ANY OTHER CAUSE, CONDITION OR EVENT WHATSOEVER BEYOND THE CONTROL OF ANY ONE OR MORE OF THE CONTEST ENTITIES. EACH WINNER HEREBY ACKNOWLEDGES THAT THE CONTEST ENTITIES HAVE NEITHER MADE NOR ARE IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO ANY PRIZE OR COMPONENT THEREOF, INCLUDING ANY EXPRESS OR IMPLIED WARRANTIES PROVIDED BY ANY OF THE PRIZE PROVIDERS ASSOCIATED WITH THIS CONTEST.

14. Acceptance of a prize constitutes winner's permission for Sponsor to use winner's name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising or publicity purposes, worldwide, and in all forms of media now known or hereafter developed, without further compensation.
15. Sponsor reserves the right to suspend or cancel the Contest or modify these Official Rules as necessary for any reason or as required by applicable law. Sponsor reserves the right, in its sole discretion, to disqualify from the Contest, and ban from any future promotions, any person it believes to have intentionally violated these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or to have tampered with any element of the Contest without notice to the disqualified or banned person.
16. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants and Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the State of California without giving effect to any choice of law or conflict of laws rules or provisions. Any legal claims arising out of or relating to the Contest or these Official Rules must be brought in the federal or state courts located in Los Angeles, California.
17. To obtain any legally-required winners list (after the conclusion of the Contest) or a copy of these Official Rules, send a self-addressed envelope with the proper postage affixed to: SocialVibe, 9000 Sunset Blvd, Suite 1100, West Hollywood, CA 90069. Please specify "winners list" or "Official Rules" and the name of the Contest in your request.