

KIDS FIRST! Film Critics' Search

OFFICIAL RULES:

1. DESCRIPTION: The "KIDS FIRST! Film Critics Search" ("Promotion") is a call for submissions for participants ("Reviewer(s)") to produce a short review of a film. Both a written and video taped review are required. Five winning Reviewers will be awarded the title of KIDS FIRST! Film Critic for the period of 12 months following the announcement of the winners. The Promotion is sponsored and administered by KIDS FIRST!, a program of the Coalition for Quality Children's Media ("KIDS FIRST" or "Sponsor"), 112 W San Francisco Street, Suite 305A, Santa Fe, NM 87501.

2. ELIGIBILITY: The Promotion is open to legal residents of the lower 48 states United States, and the District of Columbia who are ages six (6) to fifteen (15) as of October 20, 2010. Void in Puerto Rico, Alaska, Hawaii, and wherever else prohibited and/or restricted by law. A person who complies with all the eligibility rules shall be referred to as "Reviewer." Staff, officers and directors of KIDS FIRST and/or those living in the same household of such persons, are not eligible to participate in the Promotion. All applicable federal, state and local laws and regulations apply.

3. SUBMISSION PERIOD: The submission period begins on or about August 1, 2010. All online written reviews must be submitted to www.kidsfirst.org by midnight October 20, 2010. All video taped reviews must be uploaded to www.wonderworldtv.com by midnight, EDT, October 20, 2010. Submissions will be reviewed by the Sponsor and Sponsor representatives on an ongoing basis throughout the Submission Period. Twenty (20) finalists will be selected by voting on the WonderWorldTV site. Voting continues through midnight, EDT, October 31, 2010. Five (5) winners will be selected by a panel of judges and contacted on or about November 8, 2010.

4. HOW TO ENTER/SUBMISSION REQUIREMENTS:

- a) Write review of a KIDS FIRST! Search Title:
 - i) The Velveteen Rabbit (Stepping Stones Entertainment and Anchor Bay Home Entertainment) Ages: 6-10
 - ii) Furry Vengeance (Summit Entertainment) Ages: 5-12
 - iii) Diary of a Wimpy Kid (20th Century Fox Home Entertainment) Ages: 8-12
 - iv) Tom & Jerry Meet Sherlock Holmes (Warner Home Entertainment) Ages: 5-12
 - v) The Secret of Moonacre (E1 Entertainment) Ages: 8-12
 - vi) Jumping for Joy (Stepping Stones Entertainment) Ages: 8-12
 - vii) The Twilight Saga: New Moon (Summit Entertainment) Ages: 12-18
- b) DVDs of the Search Titles are available at Toys R Us stores, Amazon.com, and most local libraries.
- c) Submit a 1000 word (or less) written review online at www.kidsfirst.org.
- d) Check the detail page for each title to download the discussion guide and tips on creating reviews.
- e) Take time to read KIDS FIRST! general guidelines for creating reviews.

- f) You will receive a confirmation of receipt of your written review.
- g) Submissions instructions for your video taped review will be included in your confirmation of receipt.
- h) Create one (1) video, up to three (3) minutes in length that represents a review of a KIDS FIRST! Search Title.
- i) Upload the video to www.wonderworldtv.com. All videos must be uploaded by midnight, EST, October 20, 2010.
- j) All entries must include a completed registration form by a parent or legal guardian.
- k) Entry is not complete until Reviewer has:
 - i) Followed the online prompts to complete ALL Submission requirements.
 - ii) A parent or legal guardian has completed the registration form.
- l) Reviewers may submit more than one review, but each review must be submitted as a separate entry.
- m) The video must be the original work of the Reviewer.
- n) The video can be no longer than three (3) minutes in length.
- o) The video should not infringe upon the rights of any third-party, including, without limitation, copyright, trademark, and rights of publicity and/or privacy including music rights. The video should not contain any logo, trademark, service mark, storefront, trade dress, mascot, photograph, or other image of any business or company, unless filmmaker receives clearances in writing from such business or company, which must be provided to sponsor upon request.
- p) The video must be suitable for publication and must not be (or promoting activities which are) violent, immoral, offensive, illegal, pornographic, obscene, indecent, discriminatory (based on race, sex, religion, nationality, physical disability, sexual orientation or age), or similarly inappropriate as deemed solely by Sponsor.
- q) The video may not contain any content that is or may be perceived to be defamatory or that represents the Entities in a negative way or in any manner not consistent with Entities' brand and/or reputation as deemed solely by Sponsor.
- r) The video should not include the images, likenesses or voices of any identifiable persons other than the Reviewer, unless written permission is obtained by the Reviewer, which must be provided to sponsor upon request.
- s) The video cannot be dangerous or unsafe to make or produce, or include activities that are dangerous, unsafe, or present unreasonable risk of harm to person or property, or suggest or imply to any person to undertake any dangerous, unsafe or unduly risky activity as deemed solely by Sponsor.
- t) The video may not in any other way violate applicable laws and regulations. Any video in violation of any of the above requirements and restrictions will be deemed void. By submitting a video in the Promotion, each Reviewer represents and warrants that these requirements have been met. Failure to satisfy these requirements, as determined in Sponsor's sole and absolute discretion, may result in ineligibility with respect to all videos submitted by or on behalf of that Reviewer.

REVIEWER IS RESPONSIBLE FOR OBTAINING PERMISSION TO USE THE PICTURE, IMAGE, MUSIC, VOICE AND/OR LIKENESS OF ANY THIRD PARTIES SHOWN IN THE VIDEO.

5. FINALISTS. Twenty (20) finalists will be chosen by public voting on www.wonderworldtv.com. The finalists will be notified on or around November 2, 2010.

6. WINNER SELECTION & NOTIFICATION: On or about November 1, 2010 Sponsor's and/or sponsor's representatives will choose Five (5) winners. Each Winner will be contacted on or about November 2, 2010 to confirm eligibility and compliance with the Terms & Conditions. Each Winner will be required to complete a Confidentiality Agreement, Affidavit of Eligibility and Liability Release, Copyright Release, and, unless prohibited by law, a Publicity Release and other documents as specified by Promotion Entities. Each Winner will be required to respond as directed by the Promotion Entities to the notification. The failure to respond to the notification in a timely manner may result in forfeiture of the opportunity and, in such case, the Sponsor may declare an alternate Winner. Winners will be announced publicly the second weekend of November. Winners may not reveal they have won until after the public announcement.

7. WINNERS: Five (5) winners will be designated the KIDS FIRST! Film Critics and will serve for 12 months following the closing of the Promotion.

8. RIGHTS IN THE VIDEOS. Sponsor shall have a non-exclusive right to all videos (including all material embodied therein). Each Reviewer, as a condition of participation in the Promotion, hereby grants Sponsor a non-exclusive, perpetual, worldwide right to edit, adapt, modify, reproduce, publish, distribute, and otherwise use (unless prohibited by applicable law) the video (including all material embodied therein) in any way or in any media now or hereafter known for trade, advertising, promotional, online, social media (Facebook, Twitter, YouTube, etc.) or other purposes as Sponsor determines, in its sole and absolute discretion, without further notice or compensation to the Reviewer or any other third parties. This right begins upon submission of video, and videos may be used in any of the above ways prior to selection of winners. Nothing herein shall be construed to require Sponsor to publish, distribute or in any way use the video (or any of the material embodied therein) should Sponsor in its sole discretion decline to do so.

9. CONDITIONS OF PARTICIPATION: This Promotion is subject to all applicable federal, state, and local laws. Each Reviewer: (a) agrees that Promotion Entities shall have no liability whatsoever for, and shall be held harmless by participants against any liability for any injuries, losses or damages of any kind to person(s), including death, or property resulting in whole or in part, directly or indirectly, as a result of participating in this Promotion or any related activity; (b) releases Promotion Entities advertising and promotional partners, fulfillment and/or judging agencies, retailers, franchises, agents and their estate and/or family members from all liability, claims, action, or proceedings relating to this Promotion and from injuries or damages arising in connection with or relating to participation in this Promotion; and (c) waives any right to claim ambiguity in this Promotion or these Terms and Conditions. Promotion Entities reserve the right to modify these Terms and Conditions for clarification purposes without materially affecting the Terms and Conditions of the Promotion, to void suspect Submissions and/or cancel,

terminate or suspend any portion of this Promotion should a virus, bugs, non-authorized human intervention or other causes beyond the control of Promotion Entities that corrupt or impair the administration or security of this Promotion.

10. GOVERNING LAW: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE TERMS AND CONDITIONS, OR THE RIGHTS AND OBLIGATIONS OF SUBMITTERS IN CONNECTION WITH THE PROMOTION OR IN CONNECTION WITH ANY SUBMISSION OR OTHER MATERIAL SUBMITTED IN CONNECTION WITH THE PROMOTION, SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF NEW MEXICO WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS. THE INVALIDITY OR UNENFORCEABILITY OF ANY PROVISION OF THESE TERMS AND CONDITIONS SHALL NOT AFFECT THE VALIDITY OR ENFORCEABILITY OF ANY OTHER PROVISION. IN THE EVENT THAT ANY PROVISION IS DETERMINED TO BE INVALID OR OTHERWISE UNENFORCEABLE OR ILLEGAL, THESE TERMS AND CONDITIONS SHALL OTHERWISE REMAIN IN EFFECT AND SHALL BE CONSTRUED IN ACCORDANCE WITH THEIR TERMS AS IF THE INVALID OR ILLEGAL PROVISION WERE NOT CONTAINED HEREIN. IN NO EVENT WILL THE PROMOTION ENTITIES, THEIR PARENT, AFFILIATES, SUBSIDIARIES AND RELATED COMPANIES, THEIR ADVERTISING OR PROMOTION AGENCIES, WEBMASTERS/SUPPLIERS, VENDORS, CONTRACTORS OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR PARTICIPATION IN THE PROMOTION.

11. PRIVACY AND PUBLICITY. Any personal information supplied by Reviewer will be subject to Sponsor's privacy policy posted at <http://www.kidsfirst.org/about-us/privacy.html>. Sponsor will collect personal data from Reviewers, as approved by parent or legal guardian and this information may be used for the purposes of administering the Promotion, publicizing the Promotion, and other promotional purposes that benefit the Sponsor. Unless prohibited by law, participation in the Promotion constitutes each Reviewer's consent for Sponsor to use the Reviewer's name (or username), age, hometown, and state of residence for Promotion or promotional purposes in any media now known or later developed, without payment or consideration to the Reviewer.

12. GENERAL RELEASE AND WAIVER OF CLAIMS. By entering the Promotion and/or accepting a prize, each Reviewer (for himself/herself and his/her heirs) hereby releases Sponsor, the Promotion Entities, and all of their respective parents, subsidiaries, affiliates, advertising and promotion agencies, and all of their respective directors, officers, governors, employees, shareholders, and agents (collectively, the "Releases") from any and all liability, loss, harm, damage, cost, expense, or claims including, but not limited to, third party claims based on: (i) publicity and/or privacy rights, defamation, and intellectual property associated with the Reviewer or winner's

participation in the Promotion, redemption of any prize in connection with the Promotion, and/or use or misuse of any prize in connection with the Promotion, including, but not limited to, all reasonable counsel fees and court costs incurred, property damage, personal injury, and/or death; (ii) anything related to the production, promotion, or execution of the Promotion (or participation therein), including preemption, cancellation, or rescheduling; and (iii) anything that may occur in connection with acceptance and/or use of the prizes or while participating in the Promotion, even if caused or contributed to by the negligence of Releases. If, for any reason, this Promotion is not capable of running as planned, Promotion Entities reserve the right, at their sole discretion, to close the Submission acceptance period at any time, cancel, terminate, modify or suspend this Promotion or as otherwise deemed fair and equitable by Promotion Entities.

13. AGREEMENT TO OFFICIAL RULES. By participating in the Promotion, each Reviewer agrees to be bound by these Official Rules and the decisions or interpretation of Sponsor regarding the Official Rules, which are final and legally binding in all respects. Non-compliance with these Official Rules shall result in disqualification from the Promotion. An individual is not a winner until he/she has fully complied with these Official Rules. Reviewers hereby waive any right to claim ambiguity in these Official Rules