



Stepping Stones Entertainment
Life's Growing Moments Scholarship Fund

August 2010

Our Life's Growing Moments Scholarship Fund was created to support youth that want to learn about and take part in the motion picture industry. We believe that movies are powerful opportunities to share positive messages about life's lessons and our scholarship was created to invest in the future of our industry.

THIS YEAR, THE LIFE'S GROWING MOMENTS SCHOLARSHIP FUND WILL AWARD A \$10,000 SCHOLARSHIP TO THE KIDS FIRST! FILM CRITIC THAT SUBMITS THE BEST REVIEW OF OUR FILM, THE VELVETEEN RABBIT, IN THE KIDS FIRST! FILM CRITIC CAMPAIGN.

OFFICIAL RULES:

1. DESCRIPTION: Stepping Stones Entertainment is partnering with KIDS FIRST! to help sponsor two programs that support kids in learning to be better film critics: The Film Critics Search and The Film Critics Weekend ("The "Promotions"). Both programs call for submissions from participants in the form of a short written review of a film. (Please go to kidsfirst.org for specific program details and entry forms.). For those kids that take part in either the Search or the Weekend and choose to submit a written review on The Velveteen Rabbit, there will be an opportunity to win the \$10,000 scholarship from Stepping Stones Entertainment. One (1) written review of The Velveteen Rabbit will be recognized and the Reviewer will be awarded a \$10,000 scholarship.

The Promotions are hosted 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. The Sponsor and Stepping Stones Entertainment are sometimes jointly referred to as "Entities" or "Promotion Entities."

2. ELIGIBILITY: The Promotions are 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 December 31, 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 Stepping Stones Entertainment and its respective parent companies, affiliates, divisions, subsidiaries, together with the immediate family members (parent, child, sibling and spouse of each) and/or those living in the same household of such persons, are not eligible to participate in the Promotions. All applicable federal, state and local laws and regulations apply.

3. SUBMISSION PERIOD: The submission period for The Promotions begins on or about August 1, 2010. The deadline for the Search submissions is October 20, 2010. The deadline for the Weekend submissions is November 30, 2010. Written reviews of The Velveteen Rabbit will be evaluated by the Sponsor and Stepping Stones Entertainment representatives on an ongoing basis throughout the submissions period. One (1) winner will be selected by Stepping Stones Entertainment and announced on December 22, 2010.

4. HOW TO ENTER/SUBMISSION REQUIREMENTS:

- a) Write a review of The Velveteen Rabbit per the requirements below.
- b) The Reviewer must be between the ages 6 and 15 years old as of December 31, 2010.
- c) DVDs of The Velveteen Rabbit are available for purchase at steppingstones.com. Ninety percent of the DVD sales price is donated to KIDS FIRST!. You can also rent the movie online during the Film Critics' Weekend November 12 - 14, 2010 at steppingstones.com. Many local schools are hosting a free showing during November 2010 (ask your school about it) or find a copy at many local libraries.
- d) Take time to read KIDS FIRST! general guidelines for creating reviews and check The Velveteen Rabbit detail page to download the discussion guide and tips on creating reviews, all on kidsfirst.org.
- e) Submit a 1000 word (or less) written review in the template offered online at www.kidsfirst.org.
- f) You will receive a confirmation of receipt of your written review if submitted to kidsfirst.org by November 30, 2010.

- g) All entries must include a completed registration form by a parent or legal guardian.
- h) Entry is not complete until Reviewer has:
 - i) Followed the online prompts to complete ALL Submission requirements at kidsfirst.org.
 - ii) A parent or legal guardian has completed the registration form.
- i) Reviewers may submit more than one review, but each review must be submitted as a separate entry.

5. WINNER SELECTION & NOTIFICATION: On or about December 15, 2010 Stepping Stones Entertainment and/or their representatives will choose One (1) winner. The Winner will be contacted on or about December 17, 2010 to confirm eligibility and compliance with the Terms & Conditions. The 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. The 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, Stepping Stones Entertainment may declare an alternate Winner. The Winner will be announced publicly the second weekend of December 2010. The Winner may not reveal they have won until after the public announcement.

6. AWARD: One (1) winner between the ages of 6 and 15 years of age as of December 31, 2010, who is notified per paragraph 5 above, will be awarded a \$10, 000 scholarship from the Life's Growing Moments Scholarship Fund. The Winner will receive \$2,500 per quarter beginning after their acceptance into and 3 (Three) completed months of attendance in a state recognized higher education school of their choice. Each consecutive quarter this student is actively enrolled and attending school, he/she will receive \$2500.00 of the scholarship funds. The scholarship funds are nontransferable and will only be awarded to the Winner. The Winner will be solely responsible for personal income taxes associated with receipt of the scholarship funds, if any.

7. WINNER: One (1) winner between the ages of 6 and 15 years of age as of December 31, 2010, will be awarded the Life's Growing Moments Scholarship and will receive \$10,000 scholarship funds according to the stipulations per paragraph 6 above.

8. RIGHTS IN THE VIDEOS AND WRITTEN REVIEWS. Sponsor and Stepping Stones shall have a non-exclusive right to Reviewer videos, if submitted, (including all material embodied therein) and written reviews. Each Reviewer, as a condition of participation in the Promotions, 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) and written reviews 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 or Stepping Stones Entertainment 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 written reviews, and videos and written reviews may be used in any of the above ways prior to selection of winners. Nothing herein shall be construed to require Sponsor or Stepping Stones Entertainment to publish, distribute or in any way use the video (or any of the material embodied therein) or written reviews 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 these Promotions 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 these Promotions and from injuries or damages arising in connection with or relating to participation in these Promotions; and (c) waives any right to claim ambiguity in these Promotions 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 Promotions, to void suspect Submissions and/or cancel, terminate or suspend any portion of these Promotions 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 these Promotions.

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 PROMOTIONS, 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> and Stepping Stones Entertainment's privacy policy posted at <http://www.steppingstones.com/PrivacyPolicy.aspx>. Sponsor and Stepping Stones Entertainment 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 Promotions, publicizing the Promotions, and other promotional purposes that benefit the Sponsor or Stepping Stones Entertainment. Unless prohibited by law, participation in the Promotions constitutes each Reviewer's consent for Sponsor or Stepping Stones Entertainment to 1. Contact the reviewer and/or reviewer's parents via phone and/or email for future promotional purposes and 2. Use the Reviewer's name (or username), age, hometown, and state of residence for Promotions 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 Promotions and/or accepting a prize, each Reviewer (for himself/herself and his/her heirs) hereby releases Sponsor, Stepping Stones Entertainment, 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 Promotions, each Reviewer agrees to be bound by these Official Rules and the decisions or interpretation of Sponsor or Stepping Stones Entertainment 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