

GET LOADED! CONTEST

OFFICIAL RULES

NO PAYMENT OR PURCHASE NECESSARY TO ENTER. PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID OUTSIDE THE 50 UNITED STATES AND WASHINGTON, D.C. AND WHERE RESTRICTED, TAXED OR PROHIBITED BY LAW.

1. **ELIGIBILITY:** Open only to legal residents of the 50 United States and Washington, D.C., who are 13 years of age or older as of date of entry. Void where prohibited, taxed or restricted by law. Employees, directors and officers of All Things Equal, Inc., its affiliates, subsidiaries, advertising and promotion agencies and the immediate family members and/or those living in the same household of each are not eligible.
2. **TWO WAYS TO ENTER:** Beginning 9:00 AM Eastern Standard Time ("EST") on 9/1/10 through 11:59 PM (EST) on 1/15/11 (the "Entry Period"), visit www.loadedquestions.com, go to the "Win, Watch, Join" tab, click on the \$10,000 'Get Loaded!' Contest page and follow the on-screen instructions. You will be given the opportunity to enter via two ways:

- **SUBMIT AN ORIGINAL HOLIDAY/CELEBRATION-THEMED LOADED QUESTION:** Submit original Loaded Questions-style questions themed around any annual holiday or celebration that occurs during the calendar year. Be creative. Some examples include (but not limited to): New Year's Day, Valentine's Day, Secretary's Day, Birthdays, Easter, Memorial Day, Halloween, Independence Day, Thanksgiving, Hanukah, Christmas, etc.) You may enter a maximum of 5 original questions per entry. Entry questions must not exceed 20 words each. Limit of 5 entries (25 questions) per household. Any entries that exceed the above limits will not be eligible for entry submission.

- **SUBMIT AN ORIGINAL VIDEO FEATURING ONE OR MORE LOADED QUESTIONS GAMES:** Create and upload a video. Video must be between :30 - :60 in length. Video can be shot as a commercial, music video, testimonial, animation, etc. and must feature one or more Loaded Questions games featured on www.loadedquestions.com.

Video Requirements: At the beginning of the video, record the title of your video submission in the form of a Loaded Question. For example, if you submit a video featuring how much you love Loaded Questions, then you could record the title, "*What inanimate object do I love?*"

Video file must be 200MB or smaller and in .WMV, QuickTime, .MPG, .MOV, .MPV, or uncompressed AVI file format. Video may be in color or black & white. Music, lyrics, sounds, props, or any other creative element used in the video must be entrant's own original creative work. Do not include any third party content such as songs, lyrics, writing, poetry, or visual content such as posters, photos, text, graphics, artwork or logos. Video may contain other people in addition to the entrant but entrant agrees to receive permission from other person(s) featured in the video (or from parent/legal guardian if other person(s) featured are considered minors in their state of residence) for Sponsor to use their likenesses for publicity including, but not limited to posting on website(s) (e.g. Google Ads, YouTube, etc.) and must make written copies of such permissions available to the Sponsor upon request. Additionally, if entrant is considered a minor in his/her state of residence, entrant must receive permission from minor's parent/legal guardian. Entrant must also receive prior written permission from the videographer of the video if the video entry was taped by someone other than the entrant him/herself. **Persons under the age of 13 may not appear in a video submission.** Participants may not submit a video/entry for another person. Limit of 3 video entries per household.

The possibility exists that two entrants may submit similar Question and/or Video submissions, in which case, only the entry received first will be considered. Submissions must be in English and may not contain profanities or obscenities and may not in any way disparage persons or organizations associated with Sponsor. Sponsor/judges reserve the right in their sole discretion to disqualify any entry that, in their sole opinion, refers, depicts or in any way reflects negatively upon the Sponsor, the Contest or any other person or entity, or does not comply with these requirements or these Official Rules. Submissions must be suitable for presentation in a public forum, in sole determination of Sponsor.

For examples of "Loaded Questions" currently in use, purchase a "Loaded Questions" game at your local games dealer or visit www.loadedquestions.com. Not responsible for lost, late, stolen, technically corrupted or misdirected entries. All entries become the sole and exclusive property of Sponsor and receipt of entries will not be acknowledged or returned. Proof of submitting an entry does not constitute proof of receipt of entry. By submitting your entry, you acknowledge that you have read and understood these Official Rules, and you accept and agree to abide by the Official Rules.

3. JUDGING:

- **QUESTIONS:** All eligible entries received will be judged by the Sponsor to determine (5) Grand Prize winners. Judging will be based on the following criteria: originality – 30%; appropriateness for inclusion in a "Loaded Questions" game – 30%; perceived likelihood of question generating humorous responses – 30%; clarity of expression – 10%.
- **VIDEOS:** All eligible entries received will be judged by the Sponsor to determine (2) Grand Prize winners. Judging will be based on the following criteria: video's humor appeal – 40%; video's overall entertainment value – 40%; positive image video portrayal of Loaded Questions brand – 15%; appropriateness and creativity of title used for video – 5%.

In the event that a tie needs to be broken in either category, tied entries will be rejudged in accordance with the above criteria. Decisions of Sponsor are final.

4. PRIZES & VALUES:

- **QUESTION PRIZES:** (5) Grand Prizes of \$1,000 each;
- **VIDEO PRIZES:** (2) Grand Prizes of \$2,500 each.

Should a submitted question or video be used in any future games or marketing plans for the "Loaded Questions" brand, no additional monetary compensation will be provided. Each prize consists of only the item specifically listed as the prize. Limit one prize per category per household.

5. **GENERAL RULES:** Participation constitutes full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to this contest. No transfer of prize by winner permitted. All federal, state and local income taxes are the sole responsibility of winner. All federal, state and local laws apply. Potential winners (or parent/legal guardian if potential winner is deemed a minor in his/her state of residence) must sign and return an Affidavit of Eligibility/Release of Liability/Publicity Release, within 5 days of notification. Noncompliance within this time period or return of any prize/prize notification as undeliverable will result in disqualification with no further notice and an alternate will be selected. Sponsor reserves the right in its sole discretion to disqualify any entry which does not comply with these Official Rules. Sponsor reserves the right to: (a) use entrant's name and likeness and publish all entries submitted, (b) alter, amend, edit or change entries prior to publication and (c) use, publish, reproduce, alter, amend and copyright for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, each winner (or parent/legal guardian if winner is a minor) agrees to hold Sponsor, their respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of the applicable prize. Entrants (or parent/legal guardian if entrant is a minor) agree to release, discharge and hold harmless Sponsor, its respective subsidiaries, affiliates, officers, directors, shareholders, employees, agents, attorneys, other representatives, advertising, promotion and fulfillment agencies, harmless from and against any and all liability and damages relating to this Contest and their participation thereto. Winners (or parent/legal guardian if winner is a minor) assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. Sponsor, affiliates, subsidiaries and agencies are not responsible for any typographical or other error in the printing, the offering or announcement of any prize or in the administration of the promotion. In the event there is a discrepancy between these Official Rules and any Contest materials, the Official Rules shall prevail, govern and control.

INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute, entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry.

Sponsor, affiliates, subsidiaries and agencies are not responsible for incorrect announcements of any kind, technical hardware or software failures of any kind including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the Contest, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit a user's ability to participate in the Contest. If for any reason the Contest is not capable of running as planned, including without limitation, due to fraud, misconduct or technical failures destroy the integrity of the program; or if a computer virus, bug, or other technical problem corrupts the administration or security of the program as determined by Sponsor/judging agency/administrator, in their sole discretion, Sponsor reserves the right to cancel or modify the Contest. In the event the Contest is terminated, a notice will be posted online and all eligible entries received prior to termination will be included in judging. Proof of submitting entries will not be deemed to be proof of receipt by Sponsor. Any use of robotic, automatic, programmed or the like methods of participation will void all such entries by such methods. Sponsor reserves the right to prohibit the participation of an individual if fraud, hacking, cheating or tampering is suspected or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

6. **PRIVACY:** Sponsor will be collecting personal data about entrants in accordance with its privacy policy. Please review Sponsor's privacy policy for this Contest at www.loadedquestions.com. By participating in the Contest, you hereby agree to Sponsor's collection and usage of your personal information, and acknowledge that you have read and agreed to the Contest's privacy policy.
7. **WINNERS LIST:** The names of winners will be posted on www.loadedquestions.com beginning at 9:00 AM (ET) on 2/14/11 for a minimum of 2 weeks.
8. **SPONSOR:** All Things Equal, Inc., 1680 Michigan Avenue, Suite 733, Miami Beach, FL 33139