

# uTest promotional competition official rules:

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Links: uTest official Facebook brand page: <http://www.facebook.com/uTest>

1. These rules apply to the promotional competition (“Promotional Competition”) Organized and operated by uTest, Inc. (“the Organizer”).
2. The Promotional Competition and the awarding of prizes are subject to the Lotteries Act, 1997 and the regulations governing promotional competitions.
3. Eligibility: The Promotional Competition is open to all Facebook users, on the condition of being a “liker” in the Organizer’s brand page in Facebook. Employees, officers and directors of the Organizer, Blonde 2.0 (“Blonde 2.0”) and each of their parents, subsidiaries and their immediate family members and individuals residing in their same household (whether legally related or not) are not eligible to participate in the Promotional Competition or win the specified prize.
4. Persons must be over the age of 18 to enter.
5. This promotional competition may be combined with any other promotional offers during the promotional period, at the Organizer’s sole discretion.
6. This promotional competition shall only be run on Facebook.

The competition will compose of four main events. Each event will run for one week, and have one winner to be decided by the organizer and Blonde 2.0.

1<sup>st</sup> event- Likers will have to guess what is magnified in a photo posted to the app. The first liker to answer correctly wins a prize.

2<sup>nd</sup> event- Likers have to submit what they want to see magnified. The answer that receives the most amount of ‘likes’ during that week will win the prize.

3<sup>rd</sup> event- Likers have to identify the celebrity who is under the magnifying glass. The first liker to guess correctly will win the prize.

4<sup>th</sup> event- Likers have to submit a photo of themselves magnified. The photo that receives the most amount of ‘likes’ during that week will win the prize.

7. The competition will begin on 13/6/2011 at 10am EST – and end on 11/07/2010 at 10am EST. Each event will run for one week as follows:

1<sup>st</sup> Event – 20 June 2011 until 26 June 2011

2<sup>nd</sup> Event – 27 June 2011 until 3 July 2011

3<sup>rd</sup> Event – 4 July 2011 until 10 July 2011

4<sup>th</sup> Event – 11 July 2011 until 18 July 2011

8. No late entries will be accepted.
9. Each entry constitutes acceptance of, and compliance with, these rules.
10. The Organizer may collect, store and use personal information of entrants for communication or statistical purposes but shall not share such information with third parties.
11. All Promotional Competition entrants and winners indemnify the Organizer against any claims of any nature whatsoever arising out of, and their participation in any way in the Promotional Competition (including, without limitation, as a result of any willful misconduct or negligent act or omission on the part of the Organizer).
12. Entry to the Promotional Competition shall be by the means advertised only. No other means of entry shall be accepted.
13. Entries must comply with these Official Rules and any Terms of Service on the page.
14. Entry cannot be sexually explicit, indecent, obscene or suggestion, or unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially-dangerous activity;
15. Entry cannot promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
16. Entry cannot be obscene or offensive, endorse any form of hate or hate group; Entry cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies;
17. Entry cannot contain trademarks, logos or trade dress owned by others or advertise or promote any brand or product of any kind (except for brands or products owned by Sponsor), without permission, or contain any personal identification, such as license plate numbers, email addresses or street addresses;
18. Entry cannot describe, and cannot itself, be in violation of any law.
19. Contest participants may post more than one entry.
20. Contest participants can only post each entry once.
21. All decisions regarding this Promotional Competition are final and binding in all respects. The winner will be determined on or about 7 days after the completion of the promotional competition, and will be notified e-mail and/or direct message, as appropriate.

22. If a winner cannot be contacted by the Organizer within 7 calendar days of winning a prize, the prize shall be forfeited to the Organizer, which may, in its sole and absolute discretion award the prize to another entrant chosen at random.

23. Prize winners will be required to supply their full identification details to the Organizer.

24. The winner of any prize in respect of which legal requirements must be met to own or use that prize must comply with such requirements at the date upon which the prize is awarded failing which the prize shall be forfeited to the Organizer, which may, in its sole and absolute discretion award the prize to another entrant.

25. Prizes are not transferable, nor can they be exchanged for any other goods or services.

26. The Organizer has the right to change the nature or value of the prizes at any time within its sole and absolute discretion without notice.

27. The Organizer may require prize winners (at no fee) to be identified, photographed and published in printed media, or to appear on radio and television when accepting, or after accepting, their prizes. The prize winner shall sign a letter of consent failing which the prizes shall be forfeited to the Organizer, which may, in its sole and absolute discretion award the prize to another entrant.

28. Should any winner be found not to have complied with these rules, he/she shall be automatically disqualified and their prize forfeited to the Organizer, which may, in its sole and absolute discretion award the prize to another entrant.

29. The user alone shall bear full and exclusive responsibility for the content of any entry he posted as part of the Promotional Competition and the consequences deriving from it. The Organizer shall not bear any responsibility for the content of the entries published. The user agrees to indemnify the Organizer or anyone on its behalf for any damage, loss, cost or expense caused to them due to violation of these regulations.

30. No warranty is given that any internet service or facilitating entries will be available continuously or that all posted entries will reach the Organizer within the time period for which the Promotional Competition is open.

31. The Organizer shall not be responsible for, or bear any liability in respect of, entries containing incomplete, inarticulate or incorrect details.

32. Blonde 2.0 and/or The Organizer reserve the right to edit, delete and/or disqualify any entry that are deemed to violate any of the terms and conditions of this competition.

33. The Promotional competition is managed by Blonde 2.0 on behalf of uTest.

34. The Organizer may announce the end or extend this Promotional Competition at any time. Users shall have no claim against the Organizer for termination