

Official Rules

No purchase necessary to enter or to win. Void where prohibited. Only valid in the United States.

Participation constitutes your acceptance of these rules. Find Olly is a contest where skill is used to decipher clues in order to locate the object of the hunt "Olly". Prize(s) will be awarded to the first participant who successfully, correctly reveals the location using the form provided at findolly.com. See below for complete details.

1. **Binding Agreement;** You must agree to these Official Rules to participate. You are not eligible to receive the contest prize without first agreeing these rules. These rules form a binding legal agreement between you and RW Productions, LLC with respect to this contest.
2. **Eligibility;** To be eligible to enter the contest, you must be: (1) A legal resident of and physically located in the 50 United States or the District of Columbia; (2) 18 years of age or older and (3) Have access to the Internet as of June 1, 2010. Contest is void in Puerto Rico, U.S. territories and possessions outside of the U.S., and where prohibited by law. Employees and official office holders of RW Productions, LLC and their advertising and promotion agencies and members of the contest at findolly.com.
3. **Sponsor;** The contest is sponsored by RW Productions, LLC ("RW Productions" or "Sponsor"), a Florida corporation with principal place of business at 650 Golden Gate Point #602 Sarasota, FL 34236.
4. **Contest Period;** Each contest will last a maximum of 180 days. Beginning date for each contest and be found on the "clues" page of findolly.com.
5. **How to Enter;** No purchase necessary to enter or to win. To enter the contest, visit the contest website located at www.findolly.com. Follow the instructions for accessing the clues.

Limit 2 entries per person per day. Subsequent entries will be disqualified. Entries are void if they are in whole or part illegible, incomplete, damaged, altered, counterfeit, obtained through fraud, or late. All entries will be deemed made by the authorized account holder of the email address submitted at the time of entry, and the potential winner may be required to show proof of being the authorized account holder for that email address. The "authorized account holder" is the natural person assigned to an email address by an internet service provider, online service provider, or other organization responsible for assigning email addresses for the domain.

6. Winning; A form is provided on the "I found Olly" section of the findolly.com website that must be completed in its entirety and submitted in order for an entry to be considered the winner. Unless otherwise noted there can be only one winner of each contest. The winner is the first to find the "Olly" object in the designated location known by the contest provider and to submit the required form.

In the event a potential winner is disqualified for any reason, the entry that was received next will be chosen as the potential winner. If there are no additional entries the contest will be considered void.

Following successfully submitting the form with the correct location of the hind object (Olly) the potential winners will be notified by telephone and/or email, at Sponsor's discretion. If a potential winner does not respond to the notification attempt within 3 days from the first notification attempt, then such potential winner will be disqualified and the next received entry becomes the potential winner. With respect to notification by telephone, such notification will

be deemed given when the potential winner engages in a live conversation with Sponsor or when a message is left on the potential winner's voicemail service or answering machine by the Sponsor, whichever occurs first. Except where prohibited by law, each potential winner may be required to sign and return a Declaration of Eligibility and liability and Publicity Released and provide any additional information that may be required by Sponsor. If required, potential winners must return all such required documents within **10** days following attempted notification or such potential winner will be deemed to have forfeited the prize and another potential winner will be selected based on the judging criteria described herein. All notification requirements, as well as other requirements within these Rules, will be strictly enforced.

In the event that no entries are received, no prize will be awarded.

7. Prize; Each contest may have a different prize. Prize details including value, etc are available upon request.

Odds of winning any prize depend on the number of eligible participants during the Contest Period and the skill of the entrants. The prize will be awarded within approximately 2 weeks of receipt by Sponsor of final prize acceptance documents. No transfer, substitution or cash equivalent for prizes is allowed, except at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize, in whole or in part, of equal or greater monetary value if a prize cannot be awarded, in whole or in part, as described for any reason. Value is subject to market conditions, which can fluctuate and any difference between actual market value and ARV will not be awarded. The prizes may be subject to restrictions and/or licenses and may require additional hardware, software, service, or maintenance to use. The winner shall bear all responsibility for use of the prizes in compliance with any conditions imposed by such manufacturers, and any additional costs associated with its use, service, or maintenance. Contest Entities have not made and Contest Entities are not responsible in any manner for any warranties, representations, or guarantees, express or implied, in fact or law, relating to the prizes, regarding the use, value or enjoyment of the prizes, including, without limitation, its quality, mechanical condition, merchantability, or fitness for a particular purpose, with the exception of any standard manufacturer's warranty that may apply to the prize or any components thereto.

8. Taxes; Payments to potential winners are subject to the express requirement that they submit to RW Productions all documentation requested by RW Productions to permit it to comply with all applicable state, federal, and local tax reporting and withholding requirements. All prizes will be net of any taxes RW Productions is required by law to withhold. All taxes imposed on prizes are the sole responsibility of the winners. In order to receive a prize, potential winners must submit the tax documentation requested by RW Productions or otherwise required by applicable law, to RW Productions or the relevant tax authority, all as determined by applicable law, including, where relevant, the law of the potential winner's country of residence. The potential winner is responsible for ensuring that (s)he complies with all the applicable tax laws and filing requirements. If a potential winner fails to provide such documentation or comply with such laws, the prize may be forfeited and RW Productions may, in its sole discretion, select an alternative potential winner.

9. General Conditions; All federal, State and local laws and regulations apply. RW Productions reserves the right to disqualify any entrant from the Contest if, in RW Productions' sole discretion, it reasonably believes that the entrant has attempted to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices or annoyances, abuses, threatens or harasses any other entrants, RW Productions, or its affiliates and any potential locations of the hidden object (Olly).

10. **Privacy**; Participants agree that personal data including, but not limited to, name, mailing address, phone number, and email address may be collected, processed, stored and otherwise used for the purposes of conducting and administering the Contest. This data may also be used by RW Productions to verify an entrant's identity, postal address and telephone number in the event an entrant qualifies for any applicable prize as well as to deliver the applicable prizes. Entrants have the right to access, review, rectify or cancel any personal data held by RW Productions in connection with the Contest by writing to RW Productions (Attention: Find Olly) at the address listed below.

11. **Publicity**; By accepting a prize, entrant agrees to Sponsor and its agencies use of his or her name and/or likeness and Find Olly for advertising and promotional purposes without additional compensation, unless prohibited by law.

12. **Warranty and Indemnity**; Participants warrant that their entries are a result of their own original efforts and, as such, they are the sole exclusive owner and rights holder of the submitted entry and that they have the right to submit any entry that (1) infringes any third party proprietary rights, intellectual rights, industrial property rights, personal or moral rights or any other rights, including without limitation, copyright, trademark, patent, trade secret, privacy, publicity or confidentiality obligations; or (2) otherwise violates the applicable state or federal law.

To the maximum extent permitted by law, each entrant indemnifies and agrees to keep indemnified Contest Entities at all times from and against any liabilities, claims, demands, losses, damages, costs and expenses resulting from any act, default or omission of the entrant and/or a breach of any warranty set forth herein. To the maximum extent permitted by law, each entrant agrees to defend, indemnify and hold harmless the Contest Entities from and against any and all claims, actions, suits or proceedings, as well as any and all losses, liabilities, damages, costs and expenses (including reasonable attorneys fees) arising out of or accruing from (a) any Find Olly or other material uploaded or otherwise provided by the entrant that infringes and copyright, trademark, trade secret, trade dress, patent or other intellectual property right of any person or defames any person or violates their rights of publicity or privacy, (b) any misrepresentation made by the entrant in connection with the Contest; (c) any non-compliance by the entrant with these Rules; (d) claims brought by persons or entities other than the parties to these Rules arising from or related to the entrant's involvement with the Contest; (e) acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest; (f) any malfunction or other problem with the Contest site; (g) any error in the collection processing, or retention of entry information; or (h) any typographical or other error in the printing, offering or announcement of any prize or winners.

13. **Elimination**; Any false information provided within the context of the Contest by any entrant concerning identity, mailing address, telephone number, email address, ownership of rights or non-compliance with these Rules or the like may result in the immediate elimination of the entrant from the Contest.

14. **Internet**; Contest Entities are not responsible for any malfunction of the entire Contest Web Site or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable, or destroyed Scavenger Hunts due to system errors, failed, incomplete or garbled computer or other telecommunication transmission malfunctions, hardware or software failures of any kind, lost or unavailable network connections, typographical or system/human errors and failures, technical malfunction(s) of any telephone network or lines, cable connections, satellite transmissions, servers or providers, or computer equipment, traffic congestion on the Internet or at the Contest site, or any combination thereof, including other telecommunication, cable, digital or satellite malfunctions which may limit an entrant's ability to participate.

15. Right to Cancel, Modify or Disqualify; If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, RW Productions reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest. RW Productions further reserves the right to disqualify any entrant who tampers with the submission process or any other part of the Contest or Contest Site. Any attempt by an entrant to deliberately damage any web site, including the Contest Site, or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, RW Productions reserves the right to seek damages from any such entrant to the fullest extent of the applicable law.

16. Not an Offer or Contract of Employment; Under no circumstances shall the submission of a Find Olly entry into the Contest, the awarding of a prize, or anything in these Rules be constructed as an offer or contract of employment with either RW Productions, or the Contest Entities. You acknowledge that you have submitted your Find Olly entry voluntarily and not in confidence or in trust. You acknowledge that no confidential, fiduciary, agency or other relationship or implied-in-fact contract now exists between you and RW Productions or the Contest Entities and that no such relationship is established by your submission of a Find Olly entry under these Rules.

17. Forum and Recourse to Judicial Procedures; These Rules shall be governed by, subject to, and constructed in accordance with the laws of the State of Minnesota, United States of America, excluding all conflict of law rules. If any provision(s) of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect. To the extent permitted by law, the rights to litigate, seek injunctive relief or make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Contest are hereby excluded, and all Participants expressly waive any and all such rights.

18. Arbitration; By entering the Contest, you agree that exclusive jurisdiction for any dispute, claim, or demand related in any way to the Contest will be decided by binding arbitration. All disputes between you and RW Productions of whatsoever kind or nature arising out of these Rules, shall be submitted to Judicial Arbitration and Mediation Services, Inc. (“JAMS”) for binding arbitration under its rules then in effect in the Florida, USA area, before one arbitrator to be mutually agreed upon by both parties. The parties agree to share equally in the arbitration costs incurred.

19. Winners List; You may request a list of winners after each contest but before the completion of the next contest by sending a self addressed stamped envelope to: RW Productions, LLC 650 Golden Gate Point #602 Sarasota, FL 34236.