

## **The LinkShare Build the Best Widget Contest – win a trip to NYC!**

### **Official Rules**

**1. How to Enter.** Beginning at 12:01am on September 18, 2008, send an email to [buildthebestwidget@linkshare.com](mailto:buildthebestwidget@linkshare.com) with the following information: your full name, school name, your address and telephone number at school, email address, and information on the “widget” or “application” (as defined below) that you are submitting, including the source code and the website where the widget can be found, and a description of how an advertiser in the LinkShare Network can use the widget to drive sales or leads through the LinkShare Network. As used in these rules, a “widget” or “application” is software that dynamically presents an advertisement from the LinkShare network as part of a website, mobile website or other online medium. No mechanically reproduced or computer generated entries allowed. One entry per person. LinkShare assumes no responsibility for late, lost, damaged, incomplete or misdirected entries. All entries are subject to verification prior to awarding a prize. All entries must be received by 11:59pm on October 31, 2008. The Sponsor’s computer is the official timekeeper.

By entering, each entrant warrants and represents that the “widget” or “application” submitted is entrant’s own creation, is 100% original and will not infringe on any rights of any third parties. Entrant further grants LinkShare a non-exclusive, perpetual license (a) to use the widget or application for its internal business purposes, (b) to use, reproduce and modify the widget to provide services to customers worldwide, and (c) to make improvements, enhancements and modifications to the widget.

**2. Judging.** Judging will be done by LinkShare personnel using the following criteria in equal measure: 1) the innovative use of the LinkShare Network; 2) other innovative aspects of the application; and 3) the effectiveness of the application. In the event there is an insufficient number or quality of entries to judge the Contest, or any Contest category, LinkShare reserves the right, in its sole discretion, to cancel the Contest, or to not choose any winners. The winner will be determined on or about November 10, 2008. All decisions of judges and Sponsor are final.

**3. Eligibility.** Participation is open only to university students that are either legal U.S. residents or legal Canadian residents (other than those resident in the province of Quebec), 18 or older, and who are registered as “Publishers” in good standing in the LinkShare Network. (To register as a Publisher, visit [www.LinkShare.com](http://www.LinkShare.com)). Employees of LinkShare and its respective divisions, affiliates, subsidiaries and advertising, promotion and production agencies, as well as their immediate family members living in the same household, are not eligible to enter. Void where prohibited, taxed or restricted by law. This Contest is governed exclusively by the laws of the United States. Contest may only be entered in or from the United States and Canada (excluding Quebec) and entries originating from any other jurisdiction are not eligible for entry.

**4. Prizes.** The judges will select one winner. The winner will win a roundtrip plane ticket for one, three nights hotel stay, lunch and meetings with LinkShare employees and up to \$300 for additional expenses (to be paid by reimbursement following proper submission of receipts after the trip in accordance with procedures to be provided by LinkShare). Trip includes round-trip coach-class air transportation for the winner from a major continental US or Canadian gateway airport nearest to winner's residence to New York and three nights hotel accommodations (single room). Approximate retail value of each prize is \$2,000. Actual retail value will depend on winner's place of residence. In the event winner lives within close proximity to New York City (as determined by Sponsor), such winner will receive ground transportation and not air transportation. In such case, winner will not receive any replacement prize for the non-awarded air travel. Prizes do not include transfers, ground transportation, gratuities, travel upgrades, personal incidentals or any other expenses not specifically listed herein. Travel and accommodations subject to availability; certain restrictions and blackout dates may apply. Any traveler under 18 must be accompanied by a parent or legal guardian as their companion at their own expense.

Prizes are non-transferable. No substitutions or cash redemptions. In the case of unavailability of any prize, LinkShare reserves the right to substitute a prize of equal or greater value.

**5. Notification.** The winner will be notified by email on or before November 17, 2008, and will be required to sign and return, where legal, an Affidavit of Eligibility and Liability/Publicity Release within five (5) days of prize notification. If the winner is considered a minor in his/her jurisdiction of residence, Liability/Publicity Release must be signed by his/her parent or legal guardian and such prize will be delivered to minor's parent/legal guardian and awarded in the name of parent/legal guardian. Upon prize forfeiture, no compensation will be given.

**6. Conditions.** Entry in this Contest constitutes your consent to be bound by these rules, the decisions of the judges, and for use of your information for the purposes of the administration of this sweepstakes. All federal, state and local taxes are the sole responsibility of the winner. Participation in this Contest and acceptance of prize constitutes winner's permission for LinkShare to use his/her name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information and/or any statements made by winner regarding the Contest or LinkShare for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. By participating, entrants, winner and any travel companions agree to release and hold harmless LinkShare, its advertising and promotion agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Contest, or possession, acceptance and/or use or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. You

further agree that, although you will own the rights to your entry, by participating in this Contest you have granted to LinkShare a worldwide, nonexclusive, unlimited, irrevocable, fully paid, royalty-free license to use your entry and to develop enhancements and derivative products based on your entry. LinkShare is not responsible if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism. Entrants who do not comply with these Official Rules or attempt to interfere with this Contest in any way shall be disqualified. There is no purchase or sales presentation required to participate.

**7. Winner's Name.** To obtain the name of the winner, send a self-addressed, stamped envelope after November 10, 2008 to: Attn: Build the Best Widget Contest, LinkShare Corporation, 215 Park Avenue South, 9th Floor, New York, New York 10003.

**8. Contact.** LinkShare Corporation, 215 Park Avenue South, 9<sup>th</sup> Floor, New York, New York 10003.