



AVA Commercial Contest Official Rules

Audio Visual Allstar
1045 Jefferson Ave
Memphis, TN 38104

Toll Free (877) ALL 4 AVA (877 255-4282)
Toll Free Fax (877) 266-3139

www.AVAsunglasses.com
Contest@AVAsunglasses.com

Official Rules of the Contest:

- 1: The contest will be for submissions of an original video commercial and/or images of a length of 30 seconds or less.
- 2: It must be original and of non-copyrighted material.
- 3: The deadline for all entries is no later than 5/4/07 to be considered eligible for any prizes.
- 4: All submitted material will become the exclusive property of AVAsunglasses.com (AVA), Audio Visual Allstar, and/or Dr. Lee Faulkner. Submitted material will not be returned and may/will be used at the discretion of AVA to promote the AVA line of products.
- 5: To be eligible the entry must promote the AVAsunglasses.com line of products in a positive manner as determined by the judges.

Your video will be judged upon the following criteria:

- 1) humor and entertainment value (50%);
- 2) originality (40%);
- 3) appearance of those depicted in video in relation to video's concept (10%).

If you or any other person featured in your video are 13 to 17 years of age (13 to 18 in AL, NE, and WY; 13 to 20 in MS), you will be asked for a parent's or legal guardian's e-mail address of each person from 13 to 17 years of age (13 to 18 in AL, NE, and WY; 13 to 20 in MS) so that we can let them know you and/or your friend(s) are entering this Contest. If an entrant or any other person featured in your video is 13 to 17 years of age (13 to 18 in AL, NE, and WY; 13 to 20 in MS), parental/guardian consent is required for participation. Administrator will be contacting parent/legal guardian(s) at the email addresses provided. Parent/legal guardian(s)

will have 48 hours to respond to email notification with approval for participation. Entrant's video will be removed from participation at the request of a parent/legal guardian. If you or any other person(s) featured in your video is eighteen (18) years of age or over (or 19 years of age or over in NE, AL, and WY; 21 years of age or over in MS), to enter into the Contest, you and such other person(s) must attest that you and such person(s) have read, understood and agreed to these Official Contest Rules. Final judgment will be made regarding the winner of the contest by 5/11/07. Winning entry, if deemed appropriate, will be featured on the AVAsunglasses.com website.

Entry Material or portion thereof that is, in the Sponsor's sole discretion, shall not contain, include or involve any of the following:

- Obscene, profane, lewd, defamatory content, data or images unsuitable for broadcast
- Crude, vulgar or offensive pictures, depictions, images, language gang signs and/or symbols
- Gratuitous violence, gun or other imagery or gestures of weapons
- Nudity
- Explicit, graphic or sexual activity
- Commercial products such as clothing, toys, food and/or their trademarks, brands, logo or endorsements
- Hard liquor use or product images
- License plates, phone numbers, personal addresses (physical or email) or otherwise
- Website or web page links
- Illegal drug or alcohol use or abuse
- Derogatory characterizations of any ethnic, racial, sexual or religious groups, humiliate other people (publicly or otherwise), any assault or threatening of others
- Trespass or the violation of other people's rights or property
- Illegal (discriminatory, harassing) or inappropriate activity, behavior or conduct (i.e, inflicting emotional distress)
- Conduct or activities in violation of these Official Contest Rules
- Any other content, display, materials and/or images that is or could be considered inappropriate, unsuitable or offensive, as determined by Sponsor in its sole discretion

- Any third party materials (including but not limited to music) that may otherwise violate or infringe (or may infringe) any of the following:
 - Copyright, trademark, logo, mark that identifies a brand or other proprietary right of any person living or deceased (including but not limited to rights of privacy or publicity or portrayal in a false light) or entity, or is otherwise objectionable, will not be considered and may disqualify the Entrant.
 - Clothing worn in the video should not contain any visible logos, drawings, cartoons, phrases, trademarks or other third-party materials.
 - All Entry Material must be suitable for broadcast as determined in the sole discretion of Sponsor.
 - Entrants may not copy or otherwise plagiarize the Entry Material from any source.
- No Entry Material shall contain any content or performance that has been broadcast or streamed, published or televised on television or as part of a recording of a motion picture film or television program.
- Any digital video that is not of satisfactory quality (i.e. brightness, focus, volume) to be streamed online will likely be rejected, at Sponsor's sole discretion.
- Sponsor has the sole discretion to determine whether a video qualifies as an Entry. Any Entry not in compliance with the above and does not meet the Contest Website requirements will be disqualified.
- Videos must be in keeping with Sponsor's image and may not be offensive, as determined by Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy rights of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights. In such an event, the video will not be posted online and will be disqualified from the Contest.

6: If no entry is deemed appropriate for posting on the AVAsunglasses.com website, a winner will still be chosen, if at least seven (7) appropriate entries are received. (What is appropriate? You must make a genuine effort to promote the product, not just submit 30 seconds of nothing and call it a commercial.)

7: The contest is not limited to who may enter, but is limited to a maximum of 3 entries per contestant.

8: The entrants have the sole responsibility to obtain the necessary written permission from

any recognizable participants in the submission. (Meaning you can't put someone in the commercial without their permission, if that person can be recognized in the commercial.)

9: Prizes will be awarded as follows:

A **Road Warrior** will be awarded to the winner if 7-10 appropriate entries are received by the deadline.

A **TailGater** will be awarded to the winner if 11-14 appropriate entries are received by the deadline.

A **Go-Getter** will be awarded to the winner if 15 or more appropriate entries are received by the deadline.

All entrants will be assigned a unique discount code, if they chose to participate, good for \$20 off of the purchase of any AVA MP3 sunglasses product. The discount code will be placed in the AVA system for a period of one year from the contest deadline, and can be used an unlimited number of times. Each time the unique code is used, the purchaser that uses the unique code will receive \$20 off their AVA MP3 sunglasses product at checkout. The person, whose unique code is used, will receive a \$20 commission for each time the code is used. Each person that wishes to participate must submit their name, address, and email information in order to be contacted with their code, and where payment made will be sent if the code is used.

The winner's code will be worth \$25 discount & commission, instead of \$20.

To receive commission, the entrant must place a link to AVAsunglasses.com on their website/webpage (such as their Myspace.com® site, etc.) The link may or may not display the unique discount code for that entrant, at the entrant's discretion.

Thanks,

Dr. Lee Faulkner, O.D.