

Bideawee's 2010 For the Love of Pets Calendar Contest
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

1. How To Enter: To enter the Bideawee 2010 For the Love of Pets Calendar Contest (the "Contest"), between **12:00:01AM EST on June 23, 2009** and **11:59:00PM EST on August 24, 2009** visit www.bideawee.org/calendar2010, fully complete an entry form, including your name, physical address, phone number and email address and upload a photo, described more fully in Section 2 below ("Entry" or "Entries"). In order to enter the Contest, entrants must make a \$25 donation to Bideawee Inc. ("Sponsor") by inputting credit card information along with the Entry at www.bideawee.org/calendar2010. Entrants may enter more than once, provided that they make a \$25 donation to Bideawee Inc. for each entry. Each eligible entrant will receive one (1) 2010 Bideawee calendar. Incomplete Entries will be rejected. All Entries must be received no later than **11:59:00PM EST on August 24, 2009**. All Entries must include one (1) photo, as described more fully in Section 2 below, a completed entry form, and a \$25 donation to Sponsor. All Entries must be the fully original creations of the entrants. **By entering, all participants warrant and represent that their respective Entries are their own fully original creations, and their respective Entries (including but not limited to any materials integrated into their Entries) will not infringe or violate the rights of any third parties, including but not limited to copyrights, trademarks, rights of publicity/privacy.**

2. Photo Specifications: All Entries must include one (1) photo which meets the following specifications: color image, horizontal layout preferred, a JPEG or TIFF format digital photo of at least 300 dpi (dots per inch) and at least 2400 x 1920 pixels, and contain **only** an image of dog(s), cat(s), puppies, and/or kittens (hereinafter, "Photo(s)"). Entries which do not include a Photo, include a Photo that does not conform to these specifications or contain more than one Photo will be disqualified. Sponsor reserves the right to reject any Entries and/or Photos that it deems, in its sole discretion, to be inappropriate, for any reason whatsoever. All Photos must be the original, unpublished and sole work of the respective entrant.

3. Additional Entry Information: Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible, or misdirected entries, which will be disqualified. Only fully completed entries are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. All Entries become the sole property of Sponsor and will not be acknowledged or returned. By entering, entrants agree that Sponsor shall post all Photos on Sponsor's website and shall have the right to utilize entrant's Photo in Sponsor's promotional materials in any and all media in perpetuity. In the event that an insufficient number of entries are received, Sponsor reserves the right to cancel the Contest and shall be under no obligation to award the prizes. Entrants waive any claims against Sponsor, and its affiliates concerning any entrant's right in the photos submitted in this Contest. Entries not satisfying these Official Rules will be automatically disqualified. All entrants must have a valid email address. In case of dispute as to identity of entrant, Entry will be declared made by the authorized account holder of the email address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational, institution, etc.) responsible for assigning email addresses or the domain associated with the submitted email address. Any other attempted form of entry is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. Sponsor is not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost

or unavailable network connections, Web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Contest, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Contest or downloading any materials in this Contest.

4. Online Voting: Entries received will be judged by public vote on the website located at www.bideawee.org/vote2010 Judging of the entries will begin at **12:00:01AM EST** on August 26, 2009 and end at **11:59:00PM EST** September 2, 2009. Visitors to www.bideawee.org/vote2010 will have the opportunity to select their favorite entries by following the online instructions. Online voters will be allowed to vote for as many Photos, which they believe showcase originality and creativity, but may only vote once per photo per IP address. At the conclusion of the voting period, the twelve (12) entries with the most eligible votes will be deemed the "Winners," pending verification of eligibility and compliance with these Official Rules. The sixty (60) Entries with the next most eligible votes will be deemed the "Runners Up," pending verification of eligibility and compliance with these Official Rules. Vote tabulations will be accomplished by Sponsor and will be maintained on a confidential basis and will not be released. In the event of a tie, tied entries will be judged by Sponsor in accordance with the following criteria: (i) composition: 50% and (ii) quality: 25%; and originality: 25%. The decision of Sponsor will be final and binding in all respects. By participating, entrants agree to be bound by the Official Rules.

5. Eligibility: Participation open only to residents of the 50 United States and Washington, DC, except for residents of Arizona, Colorado, Connecticut, Maryland, North Dakota and Vermont, who have reached the age of majority in their home states. Void In Arizona, Colorado, Connecticut, Maryland, North Dakota and Vermont and where prohibited, taxed or restricted by law. Employees, officers & directors of Sponsor and its parent companies, subsidiaries, affiliates, partners, dealers, advertising and promotion agencies, manufacturers or distributors of contest materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter.

6. Prizes: Twelve (12) Winners will have their Photo included in the 2010 Bideawee Calendar as a full page image and will receive one (1) copy of the 2010 Bideawee Calendar. Approximate retail value: \$35.00 each. Sixty (60) Runners Up will have their Photo included in the 2010 Bideawee Calendar as a small image and will receive one (1) copy of the 2010 Bideawee Calendar. Approximate retail value: \$25.00 each. Total A.R.V.: 1920.00. The 2010 Bideawee Calendar will be available on or about October 2009.

7. Notification. Potential Winners and Runners Up will be notified by telephone or email on or about **September 3, 2009** and will be required to sign and return, where legal, an Affidavit of Eligibility and Liability/Publicity Release within seven (7) days of prize notification. If winner cannot be contacted, if any prize is returned as undeliverable, or in the event of noncompliance with these Contest rules and requirements, the prize will be forfeited and an alternate winner will be selected. Upon prize forfeiture, no compensation will be given. Limit one (1) prize per person or household.

8. General: As a condition to receiving any prize, winners will be required to execute an assignment transferring and assigning all of their respective rights, title and interest, including but not limited to any copyrights or trademarks, in the Photo to Sponsor, without further compensation or permission. By entering, entrants agree to transfer and assign all of their respective rights, title and interest, including but not limited to any copyrights or trademarks, in their Entries to Sponsor, without further compensation or permission. By entering, entrants agree to the use of their names, likenesses, biographical information and Entries (including but not limited to the Photo) for purposes of advertising, trade, or promotion

without further compensation, unless prohibited by law. Additionally, by participating in this Contest, or by accepting a prize, all participants agree to release Sponsor and their respective parents, subsidiaries, agencies, divisions, and affiliates 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 claims based on publicity rights, copyright/trademark infringement, intellectual property rights, defamation or invasion of privacy and merchandise delivery. Neither the Sponsor nor their respective parents, affiliates, subsidiaries, agencies, divisions nor related companies are responsible for any damages, taxes, or expenses that winners might incur as a result of this Contest or receipt of prize. All taxes are the sole responsibility of the winners.

9. Additional Terms. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend this Contest should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Contest. In such case, Sponsor will select the winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Contest or website.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

10. Use of Data. Sponsor will be collecting personal data about participants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at www.bideawee.com/privacy. By participating in the Contest, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

11. Winners List: For a list of winners, send a stamped, self-addressed envelope between **October 5, 2009** and **October 19, 2009** to: Bideawee Inc., 3300 Beltagh Avenue, Wantagh, NY 11793

12. Sponsor: Bideawee Inc., 410 East 38th Street, New York, New York 10016.