



i9 SPORTS "MY SPORTS EXPERIENCE" VIDEO CONTEST Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE ODDS OF WINNING. VOID WHERE PROHIBITED.

1. Eligibility. The i9 Sports My Sports Experience Contest ("Contest") is open to children who are legal residents of the fifty (50) United States or the District of Columbia who live in the United States or the District of Columbia and are age seventeen (17) or under as of December 31, 2009. Children of employees and their immediate family and household members (whether or not related) of Sponsor (as defined below), i9 Sports, and children of their Operators, employees, affiliates, subsidiaries, and all other entities or individuals associated with the development, administration, or fulfillment of the Contest (collectively, "i9 Sports") are not eligible to participate in the Contest.

2. How to Enter. Contest begins at 12:00:01 a.m. Eastern Time ("ET") on July 1, 2009 and ends at 11:59:59 p.m. ET on December 31, 2009 ("Contest Period"). All entries must be received in the manner described below during the Contest Period to be eligible for prizes. Sponsor will accept only the first 1,000 entries submitted.

With your parent or legal guardian's supervision and/or assistance, visit and follow the instructions to enter the Contest. Prior to entering the Contest, parents or legal guardians of potential entrants must acknowledge that they agree: (1) to their child's entry into the Contest, and (2) that their child's submitted video will become the exclusive property of Sponsor immediately upon submission.

You can participate by having your parents or legal guardians submit an original video of you talking about your sports experience – why you enjoy sports, showing you play sports and talking about your i9 Sports Experience. Your video does not have to include any other people, but if your video includes other people, your parents or legal guardians must have received each person's permission to submit the video for the Contest prior to submitting the video. By submitting a video that includes any people other than yourself, your parents or legal guardians represent and warrant to Sponsor that your parents or legal guardians have obtained express permission of such people to submit a video including their likeness or image to Sponsor in connection with this Contest, with the understanding that upon submission to Sponsor, the video will immediately become the exclusive property of Sponsor.

Each video that is mailed, shall be submitted along with the entrant's first name, age, parent or legal guardians full name, city, state, phone number and email address.

All entries and videos submitted in connection with the Contest become the property of Sponsor immediately upon submission. Videos must not infringe upon any rights of any third party including, without limitation, copyright, trademark, and rights of publicity and/or privacy. Videos cannot be offensive, illegal, pornographic, or obscene, or similarly inappropriate, as may be determined in Sponsor's sole discretion. Videos cannot include or reflect images or activities that are dangerous, unsafe, or present unreasonable risk of harm to person or property, and videos cannot suggest or imply to any person to undertake any such dangerous, unsafe, or unduly risky activity or activities, as may be determined in Sponsor's sole discretion. Videos also cannot be dangerous or unsafe to take or produce. Such inappropriate videos are not permitted, and any entry(s) associated with such videos will be deemed void. By submitting a video in this Contest, each entrant and his/her parents or legal guardians represent and warrant that these requirements have been met. Failure to satisfy these requirements, as determined in Sponsor's

sole discretion, shall result in ineligibility with respect to all videos submitted by or on behalf of that child.

Sponsor is not responsible for non-conforming, lost, late, incomplete, or illegible entries or for inaccurate entry information, whether caused by participant or by any technical or human error that may occur in the processing of entries. Incomplete, mechanically reproduced, automated, and/or duplicate entries are not permitted and will be deemed void. Limit one (1) video entry per child. Submission of multiple videos by or on behalf of the same child will result in ineligibility with respect to all videos submitted by or on behalf of that child.

3. SELECTION OF FINALISTS AND WINNERS. Each Submission will be judged individually based on creativity and content of the Submission. The entry judged to be most fitting for the judgment criteria, as determined in the sole discretion by the Contest judges, will be declared the winner. The Contest judges shall be comprised of i9 Sports Staff.

Five (5) videos will be selected as Finalists based on a number of factors including, but not necessarily limited to, overall content, creativity, appearance, and originality. Sponsor will select one (1) Finalist as the Grand Prize Winner ("Grand Prize Winner").

4. Prizes. Each Finalist will receive a prize package containing a t-shirt, water bottle, stickers, temporary tattoos, pencil, etc. The Grand Prize Winner will receive the same prize package as a "Finalist" plus \$250 and one (1) free registration to any i9 Sports program within one (1) year from date issued.

5. SELECTION OF WINNERS. The Finalists and the Grand Prize Winner will be selected on or about September 30, 2009, and these selections will be at the sole discretion of the Contest judges. Finalists and the Grand Prize Winner do not have to be present at winners' selection.

6. HOW TO CLAIM PRIZES. Sponsor will reasonably attempt to notify the parent or legal guardian of each Finalist and Grand Prize Winner of his/her child's winning status via the address, telephone number(s), and/or e-mail address provided with video submission. If the parent or legal guardian of a Finalist or Grand Prize Winner does not respond to the contact attempt within five (5) business days, or if the parent or legal guardian declines the prize, Sponsor will select another Finalist or Grand Prize Winner, at and in a manner to be determined in Sponsor's sole discretion. Each Finalist and Grand Prize Winner's parent or legal guardian must confirm his/her child's eligibility and accept the prize on his/her child's behalf. To accept a prize, a parent or legal guardian must complete, sign, and return an Affidavit of Eligibility ("Affidavit") and, where lawful, Liability/Publicity Release ("Release") (collectively, "Affidavit and Release") within five (5) days of receipt. If the indicated forms are not signed and returned by the time indicated on the documents, or if a Finalist or Grand Prize Winner does not meet the eligibility criteria, or is otherwise unwilling or unable to comply with these Official Rules, or cannot be contacted by October 15, 2009, an alternate Finalist or Grand Prize Winner may be selected at and in a manner to be determined in Sponsor's sole discretion.

7. PUBLICITY. Unless prohibited by law, participation in the Contest constitutes each entrant's and his/her parent or legal guardian's consent for Sponsor to use each parent or legal guardian's name and the entrant's first name, age, hometown, and state of residence for Contest or promotional purposes in any media now known or later developed, without payment or consideration to the entrant or his/her parent(s) or legal guardian(s). Each entrant and his/her parent or legal guardian, as a condition of participation in the Contest, grants Sponsor permission to reproduce, publish, distribute, and otherwise use all rights in his/her video, and

parents or legal guardians of each Finalist and Grand Prize Winner will be required to execute a publicity release granting Sponsor such rights, unless prohibited by law.

8. **PRIVACY.** Sponsor will collect personal data from entrants and parents or legal guardians when they enter this Contest, and this information will be used for the purposes of administering the Contest, publicizing the Contest, and other promotional purposes that benefit the Sponsor.

9. **GENERAL CONDITIONS.** By participating in this Contest, each entrant and his/her parents or legal guardians agree to be bound by these Official Rules and the decisions or interpretation of Sponsor regarding the Official Rules, which are final and legally binding in all respects. In the event that a prize cannot be awarded for any reason or a winner is not capable of redeeming a prize for any reason, Sponsor shall not be obligated to award any prize, and Sponsor reserves the right, in its sole discretion, whether or not to substitute prize (or portion of prize) with a prize of comparable or greater value or cash value. If, for any reason, more than the stated number of prizes are available and/or claimed, Sponsor reserves the right to award the prizes in such category by random drawing from among eligible prize claimants in such prize category or in a manner to be determined by Sponsor in its sole discretion. Non-compliance with these Official Rules may result in disqualification. An individual is not a winner until he/she and his/her parent or legal guardian have fully complied with these Official Rules. No transfer, assignment, cash redemption, or substitution of a prize is permitted. Prizes are not exchangeable for cash, merchandise, or services.

10. **GENERAL RELEASE AND WAIVER OF CLAIMS.** By entering this Contest and/or accepting a prize, each entrant and his/her parents or legal guardians (for himself or herself and his/her heirs) hereby release Sponsor, i9 Sports, subsidiaries, affiliates, and all of their respective directors, officers, governors, employees, shareholders, and agents (collectively, the "Releasees") from: (i) any and all liability, loss, harm, damage, cost, expense, or claims, including third party claims based on publicity and/or privacy rights, defamation, and intellectual property associated with the entrant or winner's participation in this Contest, redemption of any prize in connection with this Contest, and/or use or misuse of any prize in connection with this Contest, including, but not limited to, all reasonable counsel fees and court costs incurred, property damage, personal injury, and/or death; (ii) anything related to the production, promotion, or execution of this Contest (or participation therein), including preemption, cancellation, or rescheduling; and (iii) anything that may occur in connection with acceptance and/or use of the prizes or while participating in the Contest, even if caused or contributed to by the negligence of Releasees.

11. **LIMITATIONS OF LIABILITY.** Neither Sponsor nor any other Releasee is responsible for lost, late, incomplete, stolen, misdirected, illegible, or incomplete entries. Neither Sponsor nor any other Releasee is responsible for any incorrect or inaccurate information, whether caused by entrants, tampering, or by any of the equipment or programming associated with or utilized in the Contest, and neither Sponsor nor any Releasee assumes responsibility for any error, omission, defect, theft, destruction, or unauthorized access to the materials related to the Contest, or for any damage to any computer related to or resulting from participating in the Contest. Sponsor reserves the right, at its sole discretion, to disqualify any individual found to be tampering with the entry process, the voting process or the operation of the Contest; to be acting in violation of these Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person. If for any reason the Contest is not capable of running as planned by reason of, but not limited to, tampering, unauthorized intervention, actions by entrants, fraud, or any other causes which, Sponsor in its sole opinion, deems could corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, or the Contest is otherwise not capable of running as planned, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest. If such malfunction, error,

disruption, or damage occurs, and it impairs the administration, security, fairness, integrity, or proper play of the Contest, Sponsor may, in its sole discretion, suspend or terminate the Contest or any portion thereof by posting a notice on company website (www.i9sports.com). If the Contest or any portion of the Contest is terminated before the end of the Contest Period, Sponsor will select winners or the remaining winners from all eligible entries received as of the termination date of the Contest. IN NO EVENT WILL SPONSOR OR ANY RELEASEE BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, CLAIMS, ACTIONS, DAMAGES, LOSSES, OR LIABILITY OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES RESULTING FROM OR ARISING FROM PARTICIPATION IN, OR THE PRODUCTION, PROMOTION, OR ADMINISTRATION OF, THE CONTEST, OR ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF A PRIZE THAT MAY BE AWARDED. WITHOUT LIMITING THE FOREGOING, ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS. ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD ANY SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

12. MISCELLANEOUS. Each entry is subject to verification by Sponsor. Acceptance of a prize constitutes permission for Sponsor and its designees to use participant's name, video, videotape, likeness, and/or statement in any manner and in any medium for purposes of advertising and trade without additional compensation, authorization, or remuneration, except where prohibited by law. Entrants and their parents and legal guardians waive any right to claim ambiguity in these Official Rules.

13. VENUE AND APPLICABLE LAW. This Contest will be administered in Hillsborough County, Florida in accordance with the laws of the State of Florida, and by participating, all entrants and their parents and legal guardians agree that: (a) the laws of the State of Florida will apply exclusively to this Contest, and (b) any dispute with respect to this Contest will be resolved exclusively in either the federal or state courts located in the State of Florida.

14. Disclosure of Winners. For a disclosure of winners, send a self-addressed, stamped envelope for receipt by December 31, 2009 to:

i9 Sports
My Sports Experience Contest
1723 S. Kings Avenue
Brandon, FL 33511

15. Sponsors. i9 Sports ("Sponsors").