

BEAUTIFUL BABIES PHOTO CONTEST OFFICIAL RULES

The *Beautiful Babies Photo Contest* ("Contest") starts on or about May 31, 2010 at 5:00 AM (CT) and ends on or about July 30, 2010 at 11:59 PM (CT) sponsor of this Contest is Tribune Interactive, Inc., 435 N Michigan Avenue, Chicago, IL 60611 ("Sponsor"). The Contest shall be conducted on the websites of the following participating newspapers and television stations:

KSWB TV 69 (Fox affiliate) <http://www.fox5sandiego.com/>, KTLA TV 5 (CW affiliate) <http://www.ktla.com/>, KTXL TV 40 (Fox affiliate) <http://www.fox40.com/>, WTIC TV 61 (Fox affiliate) <http://www.fox61.com/>, WTXN TV 20 (CW affiliate) <http://www.wtxn.com/>, WSFL TV 39 (CW affiliate) <http://southflorida.sun-sentinel.com/>, WGN AM 720 <http://www.wgnradio.com/>, WGN TV 9 (CW affiliate) <http://www.wgntv.com/>, WTTV TV 4 (CW affiliate) <http://www.indianas4.com/>, WXIN TV 59 (Fox affiliate) <http://www.fox59.com/>, WGNO TV 26 (ABC affiliate) <http://www.abc26.com/>, WNOL TV 38 (CW affiliate) <http://www.nola38.com/>, WXMI TV 17 (Fox affiliate) <http://www.fox17online.com/>, WPIX TV 11 (CW affiliate) <http://www.wpix.com/>, KRCW TV 32 (CW affiliate) <http://www.nw32.com/>, WPHL TV 17 (MyTV affiliate) <http://www.myp17.com/>, WPMT TV 43 (Fox affiliate) <http://www.fox43.com/>, KDAF TV 33 (CW affiliate) <http://www.the33tv.com/>, KIAH TV 39 (CW affiliate) <http://www.39online.com/>, KCPQ TV 13 (Fox affiliate) <http://www.q13fox.com/>, KMYQ TV 22 (MyTV affiliate) <http://www.myq2.com/>, WDCW TV 50 (CW affiliate) <http://www.dc50tv.com/>, Baltimore Sun: <http://www.baltimoresun.com/>, Chicago Tribune: <http://www.chicagotribune.com/>, Daily Press: <http://www.dailypress.com/>, Hartford Courant: <http://www.courant.com/>, LA Times: <http://latimes.com/>, Morning Call: <http://www.mcall.com/>, Orlando Sentinel: <http://www.orlandosentinel.com/>, Sun Sentinel: <http://www.sun-sentinel.com/>.

("Participating Websites"). The Contest shall be subject to these Official Rules, and by entering, all participants agree to be bound by the terms and conditions herein.

1) NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

2) How to Enter: Send us a photograph (the "Photo") taken by you of your baby. All entries must be submitted and received within the Submission Period (as defined below). Go to a Participating Website and follow the instructions to complete the entry form and upload your Photo via online submission. Photos must be in .jpeg formats, and must be 4"x6"-8"x10" and no smaller than 300 dpi (1200x1200 pixels). Altered or electronically enhanced images will not be considered. There is a limit of one Photo entry per email address per person. All entries must include contestant's name, age, address, email address, and phone number as well as the name, date of birth of your baby and date Photo was taken. You must provide all information requested on the entry form, your contact information must be accurate, and you must have a valid e-mail account in order for your entry to be eligible. All entries must be received via online submission by June 25, 2010 at 11:59 PM EST. Sponsor's clock shall be the official clock of the Contest. Information submitted in conjunction with this Contest will be jointly owned by Sponsor, and, subject to the foregoing sentence, the Sponsor will treat the information in accordance with their respective privacy policies, which can be found on the Participating Websites. In the event of a dispute regarding the identity of an entrant, the holder of the e-mail account will be deemed the person who submitted the entry.

3) Eligibility: Contest limited to amateur photographers only. An amateur is defined as an

individual earning 10 percent or less of his/her income from photography. This Contest is open to legal residents of the 50 United States or DC (excluding Arizona) ages eighteen (18) years and older at the time of entry. You must be the parent or legal guardian of the child depicted in the Photo. The child must be between the ages of 3 months and 48 months at the time the Photo was taken. Photo must be taken between 1/1/10 and 6/25/2010. You are free to depict twins, triplets, etc. in the Photo, but no other people should appear in the Photo. Employees of Sponsor and of its parent companies, affiliates, subsidiaries, advertising agencies, prize providers, promotion and delivery contractors and/or public relations companies associated with this Contest, and members of the immediate family of any such persons are not eligible to participate. Employees of participating clients and their advertising agencies, or of other media companies including all radio or television stations, and members of the immediate family of any such persons are not eligible to participate and win. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.

4) A potential winner may be requested to provide the Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry and that all eligibility requirements are met. THIS CONTEST IS VOID WHERE PROHIBITED BY LAW AND IN THE STATE OF ARIZONA.

5) Selection of Winners and Notification: The Contest will take place in three phases: Submission Period: beginning on or about Monday, May 31, 2010 at 5:00 AM EST and ending on or about Friday, June 25 at 11:59 PM EST; Participating Website Gallery/Voting Phase 1: beginning on or about Monday, June 28 at 12:01 AM EST and ending on or about Wednesday, July 14 at 11:59 PM EST; and National Gallery/Voting Phase 2: beginning on or about Friday, July 16 at 12:01 AM EST and ending on or about Wednesday, July 28 at 11:59 PM EST.

6) Participating Website Gallery/Voting Phase 1:

- a) Participating Website Gallery/Voting Phase 1 – Photos will be entered into galleries for the Participating Website through which the entrant entered. (For example, a Photo uploaded to www.ChicagoTribune.com will be uploaded to the Chicago Tribune gallery.) Voting will begin on or about Monday, June 28 at 12:01 AM EST and end on or about Wednesday, July 14 at 11:59 PM EST. One winner will be announced for each Participating Website – there will be a total of 28 Participating Website winners. The Participating Website winner will be the Photo that receives the most eligible votes. In the event of a tie, a judge's panel will select winner.
- b) Sponsor will attempt to notify the potential Participating Website winners by telephone or by email on July 15, 2010 on or before 10:00 AM (CT) using the information provided in the entry form. Winners must respond by 2:00 PM (CT), if potential Participating Website winner cannot be contacted or does not respond by 2PM (CT) 7/15/2010, if winner does not fulfill the eligibility requirements, if winner does not adhere to the Official Rules, or if the prize notification is returned as undeliverable, that winner will be disqualified and Sponsor will select a new potential Participating Website winner by the same criteria set forth above. All Participating Website winners will be required to sign and return a Photo Release, Affidavit of Eligibility, Liability Release and (where legal) a Publicity Release on behalf of themselves and the baby or babies portrayed in the Photo. Failure to return all such documents set forth herein by 6:00 PM EST on July 15, 2010 will result in the winner being disqualified and another winner may be selected from remaining eligible entries, based on the criteria set forth above.

7) National Gallery/Voting Phase 2:

- a) The winners from each of the 28 Participating Websites will be uploaded to a national gallery for Phase 2 of the voting. The national gallery will be accessible through all Participating Websites. Voting will begin on or about Friday, July 16 at 12:01 AM EST and end on or about Wednesday, July 28 at 11:59 PM EST. One winner will be announced from this voting round. The National Prize winner will be the Photo that receives the most eligible votes. In the event of a tie, a judge's panel will select the winner.
- b) The National Prize winner will be announced on or about Friday, July 30. Sponsor will attempt to notify the potential National Prize winner by telephone or by email using the information provided in the entry form by end of business on or about August 2, 2010. If potential National Prize winner cannot be contacted or does not respond within 48 hours of the first attempt to contact the winner, if winner does not fulfill the eligibility requirements, if winner does not adhere to the Official Rules, or if the prize notification is returned as undeliverable, that winner will be disqualified and Sponsor will select a new potential National Prize winner by the same criteria set forth above.

Voting in both phases will be open to all registered users of the Participating Websites. If you are not already a registered user, registration is free. One vote per person and per valid email address, per day. You may not vote on more than one Participating Website on any given day. Votes in excess of this limit will not be counted. You must be located in the United States at the time you vote.

8) Prizes:

- a) Participating Website Prizes: See the Participating Website through which you entered for the description and approximate retail value of the prize for that Participating Website. One prize per Participating Website.
- b) One National Prize: \$5,000 cash.

Sponsor reserves the right to substitute a prize of equal or greater value in the event listed prize or portion thereof is unavailable for any reason. All winners are responsible for applicable federal, state and local taxes, where applicable, in connection with the prize.

Winner will be responsible for any and all additional prize-related expenses not mentioned in this Paragraph. All properly claimed prizes will be awarded, but in no event will Sponsor award more prizes than are provided for in these Official Rules. Limit one prize per person, although one participant will receive a Participating Website Prize and the National Prize.

9) Other Conditions of Entry: Entrants represent and warrant that no laws were broken in the creation of the Photos and that their Photos are their own original creations, have not been copied in whole from any other work, have not been previously published, do not violate the rights of any other person or entity (including but not limited to privacy rights and copyrights), do not defame, libel, or slander anyone or any entity, and do not contain offensive, vulgar, obscene or profane content. Babies may not be depicted in any way that could be harmful to the child, and the Photo must not contain any depiction of genitalia. Photos that do not comply with these Official Rules or that breach the foregoing representations and warranties shall be disqualified. Entrants agree to indemnify, defend and hold Sponsor harmless against any and all liabilities, losses, damages, claims, debts, investigations, fines, penalties, costs, expenses and settlements (including attorneys' fees

and costs of litigation, settlement, judgment, interest and penalties) arising out of or related to a breach of the foregoing representations and warranties. All entry information becomes the property of the Sponsor and will not be returned or acknowledged. Entrants grant to the Sponsor a world-wide, perpetual, royalty-free license to post Photos on Participating Websites. Please note that there will be a commenting function on the Participating Websites that will allow participants, viewers and voters to comment on Photos. Commenter's may not make any comment that is defamatory, obscene, invades the right of privacy or is otherwise deemed unacceptable in the sole discretion of Sponsor. Winners grant to Sponsor a world-wide, perpetual, royalty-free license to use their winning Photos in any manner related to the Contest, without prior notice, approval or compensation, including but not limited to the first right to publish the winning images in any medium. Winners otherwise will retain all rights to their Photos, and the Sponsor's publication of the Photos will not limit their use and ability to further market the Photos. Sponsor reserves the right to prohibit any entrant from participating in the Contest or any voter from voting in the Contest if, at their sole discretion, Sponsor finds such entrant or voter to be tampering with the entry or voting process or if such individual repeatedly shows a disregard for, or attempts to circumvent, these Official Rules, or acts: (a) in a manner the Sponsor determines to be not fair or equitable; (b) with an intent to annoy, threaten or harass any other entrant, voters or Sponsor; or (c) in any other disruptive manner.

10) **Responsibility Release:** By entering, contestants agree on behalf of themselves and the baby or babies portrayed in the Photo to release, waive, and hold harmless Sponsor and its affiliates, subsidiaries, parent companies, advertising and promotional agencies, and all of their officers, directors, shareholders, employees and agents from and against any and all claims, losses, damages, and liability arising from injuries, damages, costs, or expenses of any kind (including without limitation attorney's fees) incurred as a result of the contestants' participation in this Contest and/or their acceptance, use, or misuse of any prize or element thereof.

11) **Publicity:** By entering this Contest, contestants agree on behalf of themselves and the baby or babies portrayed in the Photo to allow use of their and their baby's name, voice, photograph, likeness, any information provided on entry form, and their Contest Photo submission in any medium of communication, including but not limited to print, Internet, radio and/or television and for any purpose, including advertising, promotional or other purposes, by Sponsor and its licensees and affiliates, without additional compensation.

12) **Internet:** Sponsor is not responsible for printing or typographical errors in any Contest related materials; for entries that are late, misdirected, deleted, incomplete, inaccurate, or garbled or entries that are processed, reported, or transmitted late or incorrectly or are lost for any reason, including computer, telephone, paper transfer, human or other error, or for electronic, computer or telephonic malfunction or error, including inability to access any website associated with this Contest, or process any transaction thereon. If for any reason this Contest is not capable of running as planned, or if this Contest or any website associated therewith (or any portion thereof) becomes corrupted or does not allow the proper playing of the Contest and processing of entries in accordance with these rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in the Sponsor's opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Contest, the Sponsor reserves the right, at their sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend this Contest or any portion thereof. In the

event this Contest is cancelled during Voting Phase 1, the winners for each Participating Website will be determined applying the criteria set forth above to all eligible, non-suspect entries received prior to the time of the action or event warranting such cancellation and the National Prize winner will be the leading vote recipient from among all Participating Websites. In the event this Contest is cancelled during Voting Phase 2, the winner of the National Prize will be determined applying the criteria set forth above to all eligible, non-suspect entries received prior to the time of the action or event warranting such cancellation. If such cancellation, termination, modification, or suspension occurs, notification will be posted at the Entry Site. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE (INCLUDING THE ENTRY SITE) OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST WILL RESULT IN DISQUALIFICATION.

13) **Winners List or Official Rules:** For an Official Winners List (available after July 30, 2010 or a copy of these Official Rules, send a self-addressed, stamped envelope to Tribune Company, 435 N Michigan Avenue, Chicago, IL 60611 or go to Participating Website. The winners list will be available after the winners have been verified and the prizes have been awarded. Requests must be made by August 2, 2010.

BEAUTIFUL BABIES PHOTO CONTEST**ABBREVIATED RULES FOR PRINT**

NO PURCHASE NECESSARY. Contest starts on or about 5/31/2010 at 5:00am EST and ends on or about 7/28/10 at 11:59 PM EST. Enter Photo of your baby on Participating Website by 11:59 PM EST 6/25/10. For Participating Websites see www.tribunepromotions.com/babies. Limit 1 entry per email address per person. No professional photographers. Contest open to legal residents of 50 US or DC (excluding AZ) 18 and older who are parent or legal guardian of baby in Photo. Child must be 3-48 months. Photo with the highest number of votes for each local market will receive a prize and be eligible for national contest for 1 \$5,000 prize. For Official Rules, go to Participating Website. Sponsor: Tribune Interactive, Inc., 435 N Michigan Ave., Chicago, IL 60611.

MATERIAL TERMS FOR BROADCAST:

NO PURCHASE NECESSARY. Must be a legal US resident 18 or older residing in 50 US or DC (excluding AZ). Contest starts at 5:00 AM EST on 5/31/10 and ends at 11:59 PM EST on 7/28/10. Photo with the highest number of votes for each local market will receive a prize and be eligible for National contest and 1 national prize of \$5,000. Baby must be 3-48 months. Entrant must be parent or legal guardian of baby. No professional photographers. Additional restrictions apply; see complete rules at participating websites for details. Visit www.tribunepromotions.com/babies for participating websites. Sponsor: Tribune Interactive, Inc.