

**“GUIDELIVE LAMAR STREET FESTIVAL FILM COMPETITION” OFFICIAL RULES**  
**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.**  
**A PURCHASE OR PAYMENT WILL NOT INCREASE CHANCES OF WINNING.**

1. ENTRY PERIOD/ELIGIBILITY: The “GuideLive Lamar Street Festival Film Competition” (the “Contest”) begins at 12:01 Central Standard Time (“CST”) on 10/19/13, and ends at 11:59 P.M. CST on 10/27/13. Only persons who satisfy all of the following requirements are eligible to participate in the Contest: (i) are legal residents of the United States; (ii) who are at least 18 years of age as of the date of participation; and (iii) who meet all eligibility requirements to lease lofts at South Side on Lamar as set forth at <http://southsideonlamar.com/Find-Your-Space/Prospective-Residents.aspx>. Employees, officers and directors of Matthews Southwest, Lamar Street Plaza Management, GuideLive, The Dallas Morning News, and A. H. Belo Corporation (collectively, “Sponsor”), its parents, subsidiaries, franchisees, affiliates, advertising/promotion agencies, and promotional suppliers (aforementioned individuals and organizations are collectively referred to herein as the “Contest Parties”), and the immediate family members (spouse, siblings, and children, regardless of where they live) or members of the same households (whether related or not) of such employees, officers and directors of the Contest Parties are not eligible. The Contest is also void where prohibited by applicable law and no person may register for the Contest in these locations.

2. TO ENTER: To enter, visit [http://lamarstreetfestival.com/?page\\_id=203](http://lamarstreetfestival.com/?page_id=203), then follow the site instructions to provide requested information and upload your entry to the website by 11:59 P.M. CST on 10/27/13 (the “Deadline”). Participants may submit only one entry, which must meet the following requirements:

- Film must be no longer than 90 seconds.
- Film must be shot on a smart phone.
  - Film can be edited on any software.
- Film must include at least one shot of the GuideLive Lamar Street Festival on October 19<sup>th</sup>.
- Film must include a shot of downtown Dallas from The Cedars Southside Neighborhood.
- Film should have the theme: ‘Then and Now.’
- Film must be uploaded by October 27th, 11:59 P.M. CST.

ALL entries, all intellectual property related to such entries and ALL other related information shall become the exclusive property of Sponsor upon submission and WILL NOT be returned. Entries will be disqualified if they are late, incomplete, and/or in excess of the stated entry limits. Any entries attempted through the use of agencies or robotic, repetitive, automatic, programmed or similar methods will be void. The decision to void an entry pursuant to the above restrictions shall be made in the sole discretion of Sponsor.

3. WINNER SELECTION/WINNER NOTIFICATION/ODDS OF WINNING: On or about 11/04/13, a Contest Entry Submission Board consisting of qualified Guide Live and South Side Plaza Management staff (the “Board”) will review all of the submissions from all eligible entries received. Certain films will be selected by the Board and posted to a designated GuideLive URL which will be posted [www.LamarStreetFestival.com](http://www.LamarStreetFestival.com) on or about [11/11/13], and such films will then be voted on by the public for a period of time not to exceed 14 days (the “Voting Period”), with the film receiving the most votes from the public being named as the Contest Winner. The Sponsor reserves the right to NOT select

a Contest Winner if no eligible entries submitted meet the subjective approval of the Board, in its sole and absolute discretion. Should a Contest Winner be selected, the winner will be notified by email only at the email address provided with the entry on or about [10/27/13]. If a winner is unreachable within 48 hours (or 2 business days), an alternate winner may be selected by the Board. Odds of winning depend on the number of eligible entries received.

4. PRIZES: One (1) prize (the "Prize") will be awarded to the Contest winner, if one is selected, with the Prize consisting of the following: the base rent only for a twelve-month lease for a loft on the Artist Corridor on the South Side on Lamar, with the term of the lease commencing twenty-one days after such loft becomes available and winner is notified of such availability. Additionally, the winning film will be displayed on GuideLive, the Lamar Street Plaza Management web site as well as certain affiliated web sites. The winner will be notified as soon as an appropriate loft becomes available. The approximate total retail value ("ARV") of the Prize is \$12,000. See Section 5 below for additional details and Prize restrictions.

5. ADDITIONAL PRIZE DETAILS AND RESTRICTIONS: All taxes on Prizes (including without limitation federal, state and local taxes) and all expenses related to acceptance and use of Prizes and not expressly specified herein as included as a Prize are the sole responsibility of the Prize recipient, including, without limitation, utilities, parking, trash removal, pet deposit, etc. Travel and moving expenses are also not included and are the sole responsibility of the Prize recipient. Prizes are non-transferable. No Prize substitution, in whole or in part, will be made except as determined by Sponsor due to Prize unavailability, safety or security considerations, or any other reason as solely determined by Sponsor. In the event of any such substitution, a prize of comparable or greater value will be awarded. Any Prize details not specified above will be determined by the Sponsor in its sole discretion. Prize recipient may be required to complete the following in order for film to be displayed on GuideLive and the Lamar Street Plaza Management web site:

- an affidavit of eligibility;
- an affidavit of film/intellectual property ownership;
- a release of all ownership and assignment of any and all intellectual property rights (whole or in part) to the film work submitted in association with their entry in this Contest and used on GuideLive, the Lamar Street Plaza Management web site, or any affiliated web site;
- a full release and indemnification of Sponsor, its affiliates, agents and representatives;
- (where legal) a publicity release; and
- any other documents reasonably necessary to effectuate the intent of these elements.

In the event all of the above are not completed and returned by [11/7/13], an alternate Prize winner **may** be selected. Further, for tax reporting purposes, any potential winner of a Prize valued at a total of \$600 or more will be required to provide Sponsor or its designee with a completed IRS W-9 form before the prize will be awarded. Any participant in the Contest may be disqualified in Sponsor's sole discretion if: (a) any required documents are not completed and returned within the required time period; (b) he/she fails to comply with any of the terms of these Official Rules, or (c) if any Prize or Prize notification is returned as undeliverable. In the event of disqualification of a winner, assuming there is sufficient time available for winner notification and verification, at Sponsor's sole discretion the applicable Prize may be awarded to an alternate winner selected from among the remaining eligible entries, pending verification of eligibility. No responsibility is assumed by Sponsor for any incorrect postal address, email address or phone number associated with an

entry, or any change of address, email or phone number of entrant after entry/prize claim submission.

6. **GENERAL CONDITIONS:** Participation in the Contest constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding. If any potential winner is 18 or older, as is required for entry, but not of the age of majority in state of residence, potential winner's parent or legal guardian must ratify and sign any and all documents required of potential winner, at Sponsor's sole discretion. Sponsor is under no obligation to correspond about entries nor will entries be acknowledged or returned. Proof of delivery of an entry will not be deemed to be proof of actual receipt by Sponsor. The Contest Parties are not responsible for and shall not be liable for: (a) electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or for any human, typographical, printing or other error relating to or in connection with the Contest, including, without limitation, errors which may occur in the administration of the Contest, processing of entries; the announcement of the prizes or in any Contest-related materials, (b) failed, incomplete, garbled, or delayed computer transmissions; (c) late, lost, garbled, misdirected, incomplete, stolen, delayed, misdirected or postage-due entries or mail; (d) inaccessibility of any website in whole or in part for any reason; (e) damage to entrants' or any person's computer or other equipment or the contents thereof; or (f) any condition caused by events that may cause the Contest to be disrupted or corrupted. In the event of any conflict between any Contest details contained in these Official Rules and Contest details contained in any Contest advertising materials, the details of the Contest as set forth in these Official Rules shall prevail. In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules; (b) award the Prizes from among the applicable eligible entries and/or prize claims received up to the time of the impairment; or (c) proceed in such a manner as may be deemed fair and equitable by Sponsor in its sole discretion. Although Sponsor attempts to ensure the integrity of the Contest, Contest Parties are not responsible for the actions of participants or other individuals in connection with the Contest, including participants' or other individuals' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity, or proper conduct of the Contest. Sponsor reserves the right, at any time and at its sole discretion, to disqualify and/or deem ineligible to participate in this Contest or any future Sponsor promotion, any individual it suspects: (a) to be tampering with the entry process or the operation of the Contest; (b) to be acting in violation of these Official Rules; (c) to be acting in bad faith or in a disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; (d) to have failed to agree to these Official Rules; or (e) to be in violation of these Official Rules. **CAUTION: ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE CONTEST 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, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.** The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Screen shots or any other purported evidence of winning will not be accepted in place of Sponsor's own methods of winner verification. In the event of a dispute as to any online entry, the authorized account holder of the email address used to participate will be deemed to be the participant. The "authorized account holder" is the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address. Internet entry must be made by the entrant only at the authorized web site address(es)

listed in these Official Rules. Entries may not be made by any other individual or any entity, and/or originating at any other Internet website or email address, including but not limited to commercial Contest subscription notification and/or entering service sites.

7. **RELEASE AND LIMITATIONS OF LIABILITY:** By participating in the Contest, you agree to forever and irrevocably release, discharge and hold harmless the Contest Parties, together with the respective parents, officers, directors, employees, representatives, agents, shareholders, successors and assigns of each (aforementioned individuals and organizations collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Contest or receipt or use/misuse of any prize, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, software, or telephone or network lines; (c) printing errors or any errors made in the advertisement of the Contest; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Contest, the processing of entries or prize claims, or the announcement of prizes; (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt of any prize; (g) any condition caused by events beyond the control of the Sponsor that may cause the Contest to be disrupted or corrupted, or (h) any claims by third parties that the artwork submitted for participation in the Contest violates any intellectual property laws or rights or other ownership in the artwork or similar designs or drawings. You further agree that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest, and in no event shall the Released Parties be liable for attorney's fees. You hereby waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Released Parties expressly disclaim any responsibility or liability for injury or loss to any person or property resulting from the Contest or relating to the delivery and/or subsequent use or misuse of any prizes awarded. Without limiting the foregoing, the Contest, all prizes, and all materials are provided "as is" without warranty of any kind, either express or implied, including without limitation the implied warranties of merchantability, fitness for a particular purpose, and non-infringement.

8. **PUBLICITY:** By participating in the Contest, you grant to Sponsor and its affiliated companies the right, except where prohibited by law, to use your name, likeness, picture, address (city and state), voice, biographical information, entry and written or oral statements, for advertising and promotional purposes in promoting or publicizing the Contest, Sponsor, its affiliated companies, and the products or services of each, in any and all media without limitation as to time or territory, without compensation unless required by law. You shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of your name, picture, likeness, address (city and state), biographical information, or entry.

9. **PRIVACY:** By participating in the Contest, you agree that Sponsor may share your personal information with the Released Parties for the purpose of verification and prize fulfillment in the event that you are a potential winner.

10. **DISPUTES:** Except where prohibited by law, by participating in the Contest you agree that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Dallas County, Texas. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and

construed in accordance with, the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules (whether of the State of Texas or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Texas.

11. SEVERABILITY/HEADINGS: If any provision of these Official Rules is found to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from these Official Rules and shall not affect the validity and enforceability of any remaining provisions. Headings and captions are used in these Official Rules solely for convenience of reference, and shall not be deemed to affect in any manner the meaning or intent of these Official Rules or any provision hereof.

12. WINNER LIST: To obtain the name of the Prize winner, send a self-addressed stamped envelope to: [The Dallas Morning News, 508 Young Street, Dallas, TX 75202]. Indicate "GuideLive Lamar Street Film Festival Competition" on the outside of the envelope as applicable. Limit one (1) request per person. Requests for Prize winner notification must be received by 12/31/13. Winner's name will also be found on Guide Live's website and The Lamar Street Festival website.

13. TRADEMARKS: Any Contest Parties' trademarks or third party trademarks mentioned herein are the sole and exclusive property of their respective trademark owners and no Contest participant or Prize winner shall have any rights in and to such trademarks for any purpose. The use or mention of such third party trademarks in these Official Rules or in the Contest is solely for descriptive purposes and shall in no way imply an endorsement or sponsorship of the Contest.