



"15 SECONDS TO FAME" CONTEST

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

CONTEST PERIOD/ENTRY DEADLINE: The "15 Seconds To Fame" Contest ("**Contest**") begins at 12:01 a.m. Eastern Time ("**ET**") on July 1, 2009 and ends at 11:59 p.m. ET on September 8, 2009 ("**Contest Period**"). You are responsible for determining the corresponding time zone in your respective locations.

ELIGIBILITY: The Contest is open to individuals worldwide who are eighteen years of age or older at the time of entry and have agreed to these Rules (each a "**Participant**", and collectively the "**Participants**"). Standard internet rates apply. The Contest is not open to residents of Cuba, Iran, Syria, North Korea, Sudan, Myanmar (Burma), or to other individuals restricted by U.S. export controls and sanctions, and is void in any other nation, state, or province where prohibited or restricted by U.S. or local law. Employees of MTV Networks, (collectively "**Sponsors**") and all of its respective affiliated, parent, and subsidiary companies, and the advertising and promotion agencies, and each of their respective officers, directors, employees, representatives and agents (collectively the "**Released Parties**") and members of their immediate families (parents, children, siblings, spouses, regardless of where they reside) and members of their households (whether related or not) are ineligible to participate in this Contest. Eligibility will be determined by Sponsors in their sole discretion.

TWO WAYS TO ENTER: Submit your animated short (not to exceed fifteen (15) seconds in duration) during the Contest Period by either (1) visiting www.nick.com/naf and completing an Official Entry Form and Festival Agreement and following the submission guidelines on "How To Enter" online OR (2) visit www.nick.com/naf and print out and complete an Official Entry Form and Festival Agreement and mail (regular mail only) them along with your animated short in a postage paid envelope to:

"15 Seconds To Fame"
1515 Broadway 38th floor
New York, NY 10036

Your animated short, Official Entry Form and Festival Agreement shall be referred to herein as the "**Entry**". Entries submitted whether they win the Contest are not guaranteed to be used on air or in any way. Each Entry must include Participant's name, complete address (street address, city, state and ZIP code), day and evening phone numbers and date of birth. Entries

that are lewd, obscene, pornographic or otherwise inappropriate to the Contest will be disqualified at Sponsors' sole discretion. Entries sent via regular mail must be postmarked by no later than September 8, 2009 and received at the above address no later than September 15, 2009. Entries that are postmarked after such date, or which are received in any manner other than described above, are not eligible and will be disqualified. Online Entries must be received no later than 11:59 p.m. on September 8, 2009.

NOT AN OFFER OR CONTRACT OF EMPLOYMENT: Under no circumstances shall the submission of an Entry into the Contest, the awarding of a prize, or anything in these Official Rules be construed as an offer or contract of employment with either Sponsors or any participating entity. Participant acknowledges that he/she has submitted the Entry voluntarily and not in confidence or in trust. Participant acknowledges that no confidential, fiduciary, agency or other relationship or implied-in-fact contract now exists between Participant and Sponsors or any other participating entity and that no such relationship is established by Participant's submission of an Entry under these Rules.

GENERAL REQUIREMENTS FOR ENTRIES:

- A. Entries must be in keeping with Sponsors' positive image, as determined by Sponsors in their sole discretion. Any character and/or story containing obscenity, crude language, or descriptions of a violent or sexual nature (as defined solely by the Sponsors) will not be accepted and the associated Entry will be disqualified.
- B. Entries must not include reference to promoting products, copyrighted language or trademarks.
- C. Enter as often as you wish, but each entry must be a different design and submitted separately. Only complete Entries will be accepted. If an Entry is incomplete or does not comply with the specifications and rules described herein, or if the Entry submitted does not comply with the required specifications, then the submission may be disqualified at Sponsors' sole discretion. Sponsors will not verify or acknowledge receipt of Entries. Participant should retain a copy of all materials submitted for the Contest.

SELECTION OF THE POTENTIAL WINNER: Entries will be judged by a Nickelodeon Television Development Team and a potential winner ("Potential Winner") will be selected to receive the "15 Seconds To Fame" prize. All eligible Entries will be viewed and judged on or about September 25, 2009. Eligible Entries will be scored from 1 to 5 (5 being the highest) based on the following criteria: 1) originality of the Entry; 2) Character design; and 3) humor. The Entry with the highest score from the pool of eligible Entries received in accordance with the provisions of these Official Rules will be deemed the Potential Winner. Provided that such Potential Winner is otherwise in compliance with these Official Rules and has fulfilled the conditions set out in these Official Rules, such Potential Winner will then receive the Prize as described below subject to verification and qualification. In the event of a tie in any category, a "tie-breaking" judge selected by Sponsors will determine the Winner based on the aforementioned judging criteria. Sponsors reserve the right to not award the Prize if, in their sole discretion, they do not receive a sufficient number of eligible and qualified Entries.

By submitting an Entry, Participant hereby grants permission for the Entry to be displayed in any way Sponsors so desire in any and all media, worldwide. Participant agrees that Released Parties are not responsible for any unauthorized use of Entries by third parties.

NOTIFICATION: The Potential Prize winner will be notified by telephone on or about September 28, 2009. No messages will be left on answering machines or voicemail. If a Potential Prize winner cannot be reached within two (2) days from the first notification attempt, such Entry and Participant may be disqualified at Sponsors' discretion.

PRIZES: Prize (1): Prize Winner will receive \$5,000.00 dollars (US) to be applied to the creation of a new original animated short created in conjunction with and commissioned by Nickelodeon Television Development Team. The Nickelodeon Television Development team will provide additional funding and production support needed to complete the fully animated short.

All prizes are non transferable and can not be returned or redeemed for cash. Prize will be considered taxable as income. Substitution of prizes by Winner is prohibited. Sponsors reserve the right in their sole discretion to substitute any prize with a prize of comparable value.

If the Official Winner resides in the State of California, such Official Winner agrees to waive any and all right that they or any party claiming by, through or for them have, have had, may now have or hereafter will have under the provision of Section 1542 of the civil Code of the State of California and any similar provision in any other jurisdiction. Section 1542 provides as follows:

“A general release does not extend to claims which the creditor does not know or suspect to exist in his or her favor at the time of executing a release, which if known by him or her must have materially affected his or her settlement with the debtor.”

RELEASES / TAXES: Before a Potential Winner will be deemed an Official Winner, he/ she will be required to execute an Affidavit of Eligibility, Assignment of Rights and a Publicity/ Liability Release (except where prohibited) (“Affidavit/Release”) and any other legal documents that Sponsors may require including but not limited to an “Assignment Of Rights/Work For Hire Agreement” and W9 form. The Affidavit/Release and other documents must be returned by the date noted on the form. If such documents are not returned within that time, or if a Potential Winner is found to be ineligible, or if a Potential Winner does not comply with the Official Rules, such Potential Winner will be disqualified. If the prize or prize notification is returned as undeliverable, such Potential Winner will be subject to disqualification. In the event the Potential Winner is disqualified for any reason under the provisions of these Official Rules, the Participant with the next highest score will be awarded the Prize subject to the same qualification process. All federal, state or other tax liabilities (including income taxes) arising from the Prize awarded in this Contest will be solely the responsibility of the Official Winner.

USE / OWNERSHIP: Sponsors and their designees may use, copy, publish, and publicly display all elements of such Entry (including but not limited to the Participant’s name, address [city and state], biographical information, statements, voice, photograph and other likeness) in whole or in part, in any and all media either now known or not currently known, in perpetuity throughout the universe for all purposes (including but not limited to promotional and marketing purposes, and for advertising, publicizing and promoting the Sponsors’ products), without notification and without compensation of any kind to the Participant or any third party. The Sponsors reserve all rights, including without limitation, the right to reproduce, alter, amend, edit, publish, modify, crop and use each Entry in connection with commercials, advertisements and promotions related to the Sponsors, the sales of Sponsors’ products, the Contest and any other contests sponsored by Sponsors, in any and all media, now or hereafter known, including but not limited to, all forms of television distribution, theatrical advertisements, radio, the Internet, newspapers, magazines and billboards. Participants recognize that other persons, including but not limited to Sponsors’ employees may have submitted to us or to others or made public, or may hereafter originate and submit or make public, similar or identical material which we shall have the right to use, and Participant understand that he/she will not be entitled to any compensation because of Sponsors’ use of such other similar or identical material.

CONTEST CONDITIONS: This Contest is subject solely to the applicable federal, state and local laws of the United States. By participating, Participants agree that only the laws

of the United States shall be applicable to this Contest and participation in this Contest. By participating, each Participant agrees: (i) to be bound by these Official Rules and the decisions of the Sponsors, and to waive any right to claim ambiguity in this Contest or these Official Rules, and (ii) to release, discharge, indemnify and hold harmless the Released Parties, and their respective officers, directors, employees, shareholders, representatives and agents from and against any and all claims, damages or liabilities due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest, including any claims relating to use, misappropriation or disclosure of the Entry as described herein. All decisions of the judges and Sponsors are final in all matters relating to this Contest.

LIMITATIONS OF LIABILITY: Sponsors are not responsible for system errors or failures, or faulty transmissions or other telecommunications or other types of malfunctions or interferences and/or from any hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete or garbled computer or telephone transmissions, typographical or system errors and failures, or faulty transmissions, or as a result of any other problems or technical malfunctions. Sponsors may prohibit a Participant from participating in the Contest or winning the prize if, in their sole discretion, they determine that said Participant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices, or intending to annoy, abuse, threaten or harass any other Participant or Sponsors' representatives. If for any reason the Contest is not capable of running as planned, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of Sponsors which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, then Sponsors reserve the right at their sole discretion to (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; or (b) cancel the Contest and at Sponsors' sole discretion, judge the non-suspect, eligible entries received up to the time of the impairment and award Prizes thereto.. CAUTION: ANY ATTEMPT BY AN PARTICIPANT TO DELIBERATELY DAMAGE ANY CONTEST-RELATED WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

RULES / WINNER INFORMATION: To receive an additional copy of these Official Rules or the winner's information, send a self-addressed, stamped envelope by September 30, 2009, to: "15 Seconds To Fame" 1515 Broadway, 38th Floor, New York, NY 10036. Please specify "Rules" or "Winner Information." You may also view the Official Rules at www.nick.com/naf.

SPONSORS: MTV Networks, 1515 Broadway, New York, NY 10036