

Virgin Voting™ “DOING IT FOR THE VERY FIRST TIME” Video Contest Official Rules

No purchase necessary to enter or win.

Posted October 6, 2008

1. NO PURCHASE NECESSARY TO ENTER OR WIN. The "DOING IT FOR THE VERY FIRST TIME" Video Contest ("Contest") is a video submission contest offering the opportunity to compete for a chance to win one of three Apple Store Gift Cards as described in these Official Rules. By participating in this Contest, Entrants agree to be bound by these Official Rules, which are final and binding on all matters relating to the Contest. The Contest submission period begins at 12:00 a.m. E.S.T. on October 7, 2008, and ends at 11:59 p.m. E.D.T. on November 11, 2008 ("Submission Period"). The sole Sponsor of this Contest is Cat Eat Cat Productions, Inc., a Florida Corporation. The Apple Store is not a Sponsor of this Contest.

The Contest will operate as described below, on or about the stated dates:

- . Submission Period (October 7, 2008 – November 11, 2008): Videos are submitted according to the "How to Enter" description in Section 3 of the Official Rules.
 - o. Viewing Period (10/7/08 – 11/11/08): Videos are available for viewers to view. The ten (10) videos with the most views during the Viewing Period become "Finalists."
 - . Judging Period: (11/11/08- 11/14/08): Finalist videos will be viewed by a panel of judges selected in the sole discretion of Sponsor and will be judged according to the criteria described in Section 5 of the Official Rules. Three winners will be selected.
 - o. Notification Period: (11/15/08-11/17/08): Sponsor shall attempt to contact First Place Winner, Second Place Winner, and Third Place Winner.
 - o. Winners announced on or about 11/18/08 at 8:00pm E.S.T.
- 2. ELIGIBILITY:** Contest is open to entrants ("Entrant") who are legal residents of the 50 United States and Washington, D.C. Void outside of the 50

United States, Washington, D.C., and where prohibited. Each Entrant must be the rightful owner of the E-mail address registered with the YouTube account used to log in and upload the Video Submission through the Contest Homepage (as described in Section 3, below). In the event of a dispute as to the identity of a winner, the winner will be deemed to be the natural person in whose name the E-mail account is registered with YouTube. The "authorized account holder" is defined as the natural person to whom the E-mail address is assigned by an Internet service provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning E-mail addresses for the domain associated with the submitted E-mail address. Entry constitutes Entrant's certification that he/she meets the eligibility requirements set forth in these official rules. Sponsor reserves the right to verify eligibility of any potential winner. Winning a prize is contingent upon fulfilling all requirements set forth herein.

3. HOW TO ENTER: To enter, visit the Contest website during the Submission Period by logging on to www.youtube.com/virginvoting (the "Contest Homepage"), click the link to "post a video response," and follow the instructions for uploading your video, which shall constitute your Video Submission. You must completely and accurately submit all required information to enter. You will be required to sign in to YouTube to post a video response. If you do not already have a YouTube account, you will be required to create one. Entrants must submit a short video under two [2] minutes in length, based on the following theme: "DOING IT FOR THE VERY FIRST TIME," as it relates to voting. Entrant must comply with all Video submissions requirements, as detailed below. Entry is not complete until Entrant has followed the online prompts to upload the digital file containing their Video Submission.

If you do not complete this registration step, your Submission will not be entered into the Contest or eligible for a prize. Entrant must also email Sponsor by clicking on "Contact" on Sponsor's website www.virginvoting.com with true name, YouTube user name, and contact information to be officially entered in Contest and eligible for a prize.

Sponsor is not responsible for Entrant's failure to timely complete each step of the registration process. Registration must be completed by 11:59PM EST on 11/11/08 or your Submission will not be entered into the Contest.

Entrants may enter more than once, as long as all entries comply with these Official Rules, including without limitation the Video Submission Requirements. ELIGIBLE ENTRANTS MUST SUBMIT EACH ENTRY IN ACCORDANCE WITH THESE OFFICIAL RULES. NO OTHER METHOD OF SUBMISSION WILL BE ACCEPTED.

All Submissions must be received by 11:59 p.m. E.D.T. on Tuesday, November 11, 2008. Sponsor is not responsible for late or unsuccessful attempts to enter. Sponsor reserves the right to allow for minor fluctuations between the Entrant's timing device and the actual runtime of the Submission on the Contest Homepage, based on clear intent to comply with the Official Rules, as determined in the Sponsor's sole discretion. The Entrant should be able to provide on request all appropriate clearances, permissions and releases for the Video Submission, including releases from the submitting Entrant and any third parties appearing in the Submission. Incomplete, corrupted, untimely, or unintelligible entries will be disqualified. If for any reason an Entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another entry in the Contest, Sponsor reserves the right to determine in its sole discretion which entries have satisfied the entry requirements.

Video Submission Requirements

Videos must:

- Be a maximum of two (2) minutes in length;
- Be submitted in one of the following formats: asf, .wmv, .mov, .qt, .3g2, .3gp, .3gp2, .3gpp, .gsm, .mpg, .mpeg, .mp4, .m4v, .mp4v, .cmp, .divx, .xvid, .264, .rm, .rmvb, .flv. Any other formats submitted and/or exceeding the time limit will be disqualified.

- Be the Entrant's original idea (modification of an original work shall not be considered an original idea).
- Comply with YouTube terms of service and specifications for user submissions and/or video uploads, located at <http://www.youtube.com/t/terms> and as may otherwise be posted on the YouTube website.

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Videos must NOT:

- Exceed 100 MB in file size;
- Contain material which is (or promotes activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing;
- Include mention or performance of any copyrighted media production including but not limited to music, films, books, television programming, etc., or identifying descriptions of any media property.
- Contain material that violates or infringes another's rights, including but not limited to material that violates privacy, publicity or intellectual property rights, or that constitutes copyright infringement. Without limiting the foregoing, Video Submissions must not include third party trademarks, logos, insignia, location signage, photographs, artwork, or sculptures. **Entrants may, however, include the Virgin Voting™ logo, owned by Cat Eat Cat Productions, Inc., for this Contest only.**
- Feature music that is not originally written, performed and produced by Entrant only; all music featured in any video must be available to publicize and broadcast on a license-free, no compensation basis.
- Include third parties, including but not limited to minors, celebrities and friends who have not expressly authorized Entrants to display their image, likeness or voice in any submitted video or otherwise use such image, likeness or voice in accordance with these Official Rules.

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By entering, each Entrant represents and warrants that his or her entry (and Sponsor's and its designees' use thereof) does not and will not defame or otherwise violate the rights of any third party and does not and will not violate any federal, state, or local laws or ordinances. Entrant further represents and warrants that he or she has secured the requisite consent from any third party referenced or appearing in their entries. Sponsor reserves the right in its sole discretion to disqualify any entry that it believes violates any of the Video Submission Requirements, does not otherwise comply with these Official Rules, or that is not consistent with the spirit and theme of the Contest. Entrant agrees that Sponsor shall own the entries (and all ideas, forms, designs, patents, copyrights, trademarks and other intellectual property embodied therein), and that Sponsor and its designees shall have the perpetual, worldwide right to publish and use the entries in any way, and in any media for trade, advertising, promotional, and/or other purposes as Sponsor and/or its designees may determine without further consideration to Entrant or any third party.

4. VIEWING PERIOD: Videos shall be available for viewing once they are submitted. Video views generated by a script, macro or other automated means will be disqualified. You Tube records the number of views each video receives. The ten (10) videos with the most views during the Viewing Period (12:00 a.m. E.D.T. on 10/07/08 to 11:59 p.m. E.D.T. on 11/11/08) shall be deemed Winners. The number of views shall be measured by You Tube's customary method. In the event of a tie, the Sponsor will host a 24-hour voting-round from 12:00 a.m. E.D.T on November 11, 2008, to 12:00 a.m. E.D.T. on November 12, 2008, between tied entries to determine which video receives the most views. In the event of a subsequent tie, additional details regarding the tie-breaker will be made available on the Contest Homepage. All decisions of the Sponsor are final on all aspects of the Contest.

5. JUDGING PERIOD: The Judging Period begins on 11/12/08 and ends on 11/14/08. A panel of judges ("Judges") selected by Sponsor, in its sole discretion, will judge the ten (10) Finalists and select three (3) winners based on the following criteria:

- . 40% Originality in use of the "Doing It for the First Time" theme
- . 30% Creativity
- o. 30% Quality

6. WINNER NOTIFICATION AND ANNOUNCEMENT: The three Winners will be notified by E-mail (via the E-mail account used to sign in to YouTube) on or about November 15, 2008, and will be required to respond (as directed) to the notification attempt. The failure to respond timely to the notification may result in forfeiture of participation in the Contest and, in such case, Sponsor will select alternate winners according to the Judges' results.

7. PRIZES: Three prizes will be awarded. The First Place Winner (the video judged to be the Best according to the Judging Criteria) will be awarded a \$500* Apple Store Gift Card; the Second Place Winner (the video judged to be the Second Best according to the Judging Criteria) will be awarded a \$250* Apple Store Gift Card; and the Third Place Winner (the video judged to be the Third Best according to the Judging Criteria) will be awarded a \$100* Apple Store Gift Card.

**In the event that none of the three (3) winning contest videos does not receive more than 500 YouTube views, prizes will be adjusted to reflect a First Place prize of \$250, a Second Place prize of \$125, and a Third Place prize of \$75, each Gift Cards to the Apple Store.*

8. INDEMNITY: The Contest may also be promoted by a third party or parties (each a "Promotional Partner," collectively "Promotional Partners"). Entrant shall indemnify and hold harmless the Sponsor, any Promotional Partners, and each of their respective parents, affiliates, successors, assigns and licensees, and each of their respective employees, shareholders, officers, directors, agents and representatives from and against any and all liability, claims, loss, damage, injury or expense, including reasonable attorneys' fees, arising in connection with any third party action arising out of a breach or allegation which if true would constitute a breach, of any of Entrant's representations, warranties or obligations herein.

9. RELEASE AND LIMITATION OF LIABILITY: By participating, each Entrant agrees that the Sponsor and each of their respective agents, representatives, parent companies, affiliates, subsidiaries and legal advisers, and each of their respective employees, shareholders, officers, and directors ("Released Parties") are not responsible or liable for, and shall be released and held harmless from: (i) late, lost, delayed, damaged, incomplete, illegible, unintelligible, misdirected or otherwise undeliverable mail, postage-due notices, release forms, affidavits or other correspondence; (ii) telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind; (iii) any condition caused by events beyond the control of the Sponsor that may cause the Contest to be disrupted or corrupted; (iv) any printing, human, typographical or other errors or ambiguities in (or involving) any materials associated with the Contest; (v) any and all losses, damages, rights, claims and action of any kind in connection with or resulting from participation in the Contest; (vi) acceptance, possession, or use of any prize, including without limitation, personal injury, death and property damage arising there from; and (vii) claims based on publicity rights, defamation or invasion of privacy. Sponsor reserves the right, in its sole discretion, to suspend or cancel the Contest at any time for any reason, including, without limitation, if a computer virus, bug or other technical problem corrupts the administration, security, or proper conduct of the Contest, strikes, lock-outs, acts of God, technical difficulties, and other events not within the reasonable control of Sponsor.

BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT THE RELEASED PARTIES WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES, OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING PERSONAL INJURY OR DEATH, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE, OR USE OF THE PRIZE, ENTRY OR PARTICIPATION IN THIS CONTEST OR IN ANY CONTEST-RELATED ACTIVITY, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, OR INVASION OF PRIVACY, OR MERCHANDISE DELIVERY.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS PROMOTION, INCLUDING THE CONTEST HOMEPAGE AND 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 EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

10. GENERAL TERMS AND CONDITIONS: Florida law governs this Contest. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest, or the rights and obligations of Entrants and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Florida or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Florida. In the event of a claim or dispute, Entrants' sole remedy shall be limited to their remedy at law for damages, if any, and Entrants shall not have the right to in any way enjoin or restrain the distribution, advertising, publicizing or other exploitation (in any form of media) of the Contest Homepage, the Contest, and/or any intellectual property owned or licensed by the Sponsor or their respective parent companies, subsidiaries and affiliated entities. Sponsor reserves the right, at its sole discretion, to prohibit any Entrant from participating in the Contest or to disqualify any individual it finds, in its sole determination, to be tampering with the entry process or the operation of the Contest; to be attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or any other unfair playing practices; to be acting in violation of the Official Rules; or to be acting in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Sponsor may suspend or discontinue the Contest if, in its sole opinion, there is any actual or suspected tampering of the Contest, or any

other malfunction, event or activity that may affect the integrity of the Contest. SPONSOR SHALL NOT BE OBLIGATED TO AWARD ANY PRIZE THAT RELATES TO OR ARISES OUT OF IMPROPER OR MISTAKEN PRIZE NOTIFICATION, OPERATION OR FUNCTION OF THIS CONTEST.

11. PRIVACY POLICY: By entering the Contest, you grant Cat Eat Cat Productions, Inc./Virgin Voting permission to share your E-mail address and any other personally identifiable information with You Tube or with any co-sponsor solely for the purpose of administration and prize fulfillment. Cat Eat Cat Productions, Inc. will not sell, rent, transfer or otherwise disclose your personal data to any third party other than as described above herein or in the privacy policy.

13: SPONSOR: Cat Eat Cat Productions, Inc., Miami, Florida.

14. OFFICIAL RULES AND WINNERS LIST: For a copy of the Official Rules, visit www.virginvoting.com/video.html. For a list of winners, available after November 17, 2008, send an e-mail through the "Contact" page at www.virginvoting.com.