

BRICKFISH.COM / KODAK
“PRICEY INK STINKS!” CONTEST
OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN.
A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.
VOID WHERE PROHIBITED.**

The Brickfish.com / Kodak “Pricey Ink Stinks!” Contest (the “Contest”) will commence at 12:00 AM (PST) on October 12, 2007 and end at 11:30 PM (PST) on November 23, 2007. Brickfish computer is the official time keeping device for the Contest.

ELIGIBILITY: The Contest is open to anyone who has access to the Internet, who is 18 years of age or older at the time of entry, is a legal resident of the United States and residing in the 50 United States, and is a member of Brickfish.com website. Employees, officers and directors (including individuals who have previously been employed by Highedge, Inc./Brickfish.com within the past 12 months and immediate family members and/or those living in the same household of each) of Highedge, Inc./Brickfish.com and Eastman Kodak Company, their agents; affiliates; subsidiaries; advertising and promotion agencies; and those involved in the production, development, implementation or handling of this Contest are not eligible to enter this Contest. By entering into the Contest, participants agree to release, discharge and hold harmless the Sponsor, their respective parents, affiliates, subsidiaries, agents, representatives, retailers, agencies and their respective officers, directors, employees and agents (collectively, the “Releasees”), from any and all liability, claims, losses, injuries, demands, damages, actions, and/or causes of actions whether direct or indirect, which may be due to or arise out of participation in the Contest or any portion thereof, or the acceptance, use/misuse or possession of prizes. By entering into the Contest, the participant shall be deemed to have read and agreed to be bound by these terms and conditions, the Brickfish Terms of Use, and by the decisions of Sponsor and its affiliated entities, which shall be final and binding in all respects. The decisions of the judges are final and binding in all respects. Void where prohibited by law, rule or regulation. All federal, state and local laws and regulations apply.

SPONSOR: The sponsor of this Contest ("Sponsor") is Eastman Kodak Company, 343 State Street, Rochester, NY 14650.

ADMINISTRATOR: The administrator of this Contest ("Administrator") is Highedge, Inc./Brickfish.com, 6165 Greenwich Drive, Suite 320, San Diego, CA 92122.

HOW TO ENTER: Visit Brickfish.com. If you do not already have one, sign up for an account and create your profile. Navigate to the “Pricey Ink Stinks!” KODAK EASYSHARE All-in-One Printer Contest page. Find another use for your old, ink-hungry printer and make something else with it. Then, create a blog, a photo, a diagram or videotape about or of your old printer. Then, click on the “Submit entry” tab, complete the information on the entry submission page, upload your blog, photo, drawing, or video and click submit. You must use or mention a printer in your entry. You cannot display a competitor’s logo in your entry. The entry must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or

intellectual property rights, or that constitutes copyright infringement. The entry must not contain brand names or trademarks. The entry must not contain images or artwork not created by entrant. The entry must not contain material that is inappropriate, indecent, obscene hateful, tortuous, defamatory, slanderous or libelous. The entry must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age. The entry must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where entry is created. A photo or drawing entry must be in .jpg format. A photo or drawing entry must have a file size no greater than 5 MB. The photo or drawing entry cannot have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means previously. You may enter as many unique entries as desired during the Contest. All entries must be submitted by November 23, 2007. To claim a prize, you must provide your correct name, mailing address, telephone number, social security number, and email address. Sponsor nor any affiliated entity are not responsible for late, lost, misdirected, or invalid entries.

PRIZES: Three ways to win. Best Blog: One (1) winner, chosen by Kodak from the top 20 blogs that receive the highest scores, wins a KODAK EASYSHARE 5300 All-in-One Printer! Best Image: One (1) winner, chosen by Kodak from the top 20 drawing or photo that receive the highest scores, wins a KODAK EASYSHARE 5300 All-in-One Printer! Best Video: One (1) winner, chosen by Kodak from the top 20 video that receive the highest scores, wins a KODAK EASYSHARE 5300 All-in-One Printer!

PRIZE AWARDING: Members of Brickfish.com can vote for their favorite entry, once every day, during the duration of the Contest by going to the Contest entries page, clicking on the tile view of the entry and then clicking the vote button. Entrants can vote for their entry once during the duration of the Contest by going to the Contest entries page, clicking on the tile view of the entry and then clicking on the vote button. Final Judging will occur on or about December 7, 2007. Final Judging will declare the winners, upon verification of eligibility and compliance with these Official Rules. ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF THE PRIZE ARE THE SOLE RESPONSIBILITY OF THE WINNER. All costs and expenses not specified herein are the sole responsibility of the winner. No prize substitution, cash equivalent of prizes, transfer or assignment of prize permitted, except by Sponsor, in its sole discretion, due to prize unavailability for any reason, and only then for a prize of equal or greater value. If winner of any prize is a minor, prize will be awarded to the parent or legal guardian. Prize is not transferable, except at discretion of Sponsor. Limit one (1) vote per person every day per entry. Limit one (1) prize per household/family/person. Sponsor is not responsible in the event that the participant provides any incorrect, expired, or otherwise invalid information. Once you submit your entry, you will be officially entered into the Contest. Entries cannot be revised or altered once submitted. Once submitted, all submitted components become the property of the Sponsor. The Sponsor shall have the right to disqualify any entries that they deem to be obscene, vulgar, sexually explicit, lewd, derogatory, inappropriate, or otherwise not in good taste, as determined by the Brickfish Terms of Use and Sponsor in their sole discretion.

CONDITIONS OF PARTICIPATION; NOTIFICATION OF WINNER: As a condition of participation in the Contest, each participant acknowledges and agrees that, subject to applicable law, Sponsor reserves the right to use all submissions to the Contest (including, but not limited to,

all designs and images) for promotional purposes, including, without limitation, advertising and/or any other promotional purposes without additional compensation to the winner. Prize winners may be required to sign and return, without limitation and to the extent permitted under applicable law, an Affidavit of Eligibility, a Liability Release, a Publicity Release and any other documentation or instrument that Sponsor and/or its affiliated parties may require within five (5) days of receiving each such document. If the winner is under 18 years of age, they will need a parent or legal guardian to complete the above paperwork. In the event of noncompliance with these requirements, Prize Winners may be disqualified and an alternate winner may be selected, at Sponsor's sole discretion. Each winner will be notified by email within approximately two (2) weeks of the given Contest's judging results tally. If a potential winner is contacted by email for verification purposes, he/she will have three (3) business days within which to respond to the notification email, or he/she will be disqualified and his/her prize forfeited, and an alternate potential winner may be selected. If a participant changes his/her email address or other contact information after he/she registers, it is his/her sole responsibility to update his/her registration information by logging in and making changes in his/her Brickfish.com account. Failure to update such registration information may affect a potential winner's ability to receive a prize. If a potential winner cannot be reached after a reasonable effort has been exerted, he/she is found to be ineligible, he/she cannot or does not comply with these official rules, or if a prize or prize notification is returned as undeliverable, such potential winner will be disqualified, and an alternate potential winner may be selected at Sponsor's sole discretion. Prizing may be fulfilled by a third party; please allow 5-7 weeks for prize delivery.

Each participant agrees that upon submission of any content to the Contest hosted on Brickfish.com, including image, blog, audio, video, and/or any other content submission presently known or hereafter devised on Brickfish.com or by its affiliates, such content will remain on the site in perpetuity or for as long as Brickfish deems appropriate to archive. Specifically, once submitted to the Contest, participants release the right to remove entries from the Contest at any point during or after the Contest has concluded.

Subject to applicable law, participation in the Contest constitutes permission for Sponsor and affiliates to use all Winners' names, likenesses, and entries for advertising and promotional purposes without additional compensation, across all media now known or hereafter devised, in perpetuity. Winners further grant to Sponsor the right to use and publish their proper name and state or country of residence online, in print and any other media now known or hereafter devised in connection with this Contest in perpetuity.

Sponsor's decisions regarding this Contest, including how and to whom to award prizes, shall be determined in Sponsor's sole discretion and shall be final in all respects. Sponsor reserves the right to modify the terms and conditions at any time during the Contest. Participants are responsible for checking the Web site to see if any changes to the Contest have been made.

DISCLAIMERS: Sponsor and its affiliated entities are not responsible or liable for Contest entries that are entered by other than human means (such as by an automated computer program or any non-human mechanism, entity, or device), in excess of the stated limit, or for entries that are illegible, late, destroyed, lost, misplaced, stolen, misdirected, tampered with, incomplete, deleted, damaged, incomplete, or otherwise not in compliance with these Official Rules, and all such

entries will be disqualified. By participating in the Contest, each registrant/entrant agrees and acknowledges to be bound by these Official Rules, all Sponsor-related terms and conditions, as well as the decisions of Sponsor which are final and binding in all respects; to waive any rights to claim ambiguity with the Official Rules, and that Sponsor and its affiliated entities shall have no responsibility or liability (including, but not limited to, liability for any property loss, damage, personal injury or death) in connection with: participation in Contest; acceptance/possession (including, but not limited to, delays by shipping companies), defects, and/or use/misuse of a prize (including, but not limited to, cancellation/postponement of screening date); discontinued prizes; human error; incorrect or inaccurate transcription of registration and/or account information; any technical malfunctions of the telephone network, computer online system, computer dating mechanism, computer equipment, software, or internet service provider utilized by Sponsor; interruption or inability to access Sponsor, its affiliated entities and their respective websites, or any online service via the internet due to hardware or software compatibility problems; any damage to participant's (or any third person's) computer and/or its contents related to or resulting from any part of the Contest; any lost/delayed data transmissions, omissions, interruptions, defects; and/or any other errors or malfunctions, even if caused by the negligence of Sponsor or any one of its affiliated entities. Each participant further agrees to indemnify and hold harmless Sponsor and its affiliated entities from and against any and all liability resulting or arising from the Contest and to release all rights to bring any claim, action or proceeding against Sponsor or its affiliated entities, and hereby acknowledge that Sponsor and its affiliated entities have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to a prize, including express warranties provided exclusively by a prize supplier that may be sent along with a prize. Sponsor and/or its affiliated entities shall in no event be liable for any injury, damage, loss, expense, accident, delay, inconvenience or irregularity that may be caused or contributed to (1) by any wrongful, negligent or unauthorized act or omission on the part of any of the prize suppliers or any of their agents, servants, employees or independent contractors, (2) by any wrongful, negligent or unauthorized act or omission on the part of any other person or entity not an employee of Sponsor, or (3) by any other cause, condition or event whatsoever beyond the control of Sponsor or its parents, subsidiaries and affiliated companies. Title of this Contest may change during the Contest. **ANY ATTEMPT BY A PERSON TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSORS RESERVES THE RIGHT TO SEEK ALL LEGAL AND EQUITABLE REMEDIES FROM AND AGAINST ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.** Additionally, any attempt to cheat the Contest, as determined at the sole discretion of the Sponsor, may result in immediate disqualification of the entrant, as well as other possible consequences, including disqualification from any and all existing and future contests. Any attempt to cheat by creating fake profiles will be looked upon very seriously, and can result in immediate and permanent ban, and possible further action. Irrelevant entries, as deemed irrelevant at the sole discretion of Sponsor, and those using copyrighted content may be removed and disqualified from the Contest. In the event of a dispute, entries made by Internet will be declared made by the authorized account holder of the username submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to a username in the Brickfish.com system.

TAX INFORMATION: All federal, state, local, and other taxes on prizes are the sole responsibility of the applicable winner or, if the winner is a minor, his or her parent or legal guardian.

GENERAL INFORMATION: This Contest is conducted in English (which will be given its everyday ordinary meaning).

NO LIABILITY: By participating, entrants agree to release, discharge, indemnify and hold harmless the Contest Sponsor and each of their respective officers, directors, employees, representatives and agents from and against any claims made by winners, entrants, or other third parties, related in any way to the operation of this Contest as well as any other claims, damages, or liability 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.

APPLICABLE LAW: The Contest and these Official Rules shall be construed and governed in accordance with the laws of the State of California.

PRIVACY: Information collected from entrant is subject to [Kodak's Privacy Policy](#) and Brickfish.com's [Privacy Policy](#).

OFFICIAL RULES & WINNERS LIST: The Official Rules and winners' names will be posted at www.Brickfish.com.

Brickfish.com is a trademark of Highedge, Inc. All rights reserved.

KODAK and EASYSHARE are trademarks of Eastman Kodak Company.

Version: 1.3

Revised: October 19, 2007