

**BRICKFISH.COM**  
**I DESERVE \$1,000 BECAUSE VIDEO ESSAY CONTEST**  
**OFFICIAL SWEEPSTAKES RULES**

**VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**  
**NO PURCHASE NECESSARY TO ENTER OR WIN.**  
**A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**  
**ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ENTRIES RECEIVED.**  
**WINNERS ARE RESPONSIBLE FOR TAXES ON PRIZES.**  
**SPONSOR OBTAINS A LICENSE TO USE SUBMISSIONS IN ACCORDANCE WITH THE**  
**BRICKFISH SUBMISSION AGREEMENT**

These Official Rules apply for the "I Deserve \$1,000 Because" Video Essay Contest campaign (the Campaign) Sweepstakes ("Sweepstakes"). The Sweepstakes will commence at 12:00 PM (PST) on January 8, 2008 and end at 11:30 PM (PST) on March 31, 2008. By entering this Sweepstakes, you agree to the Terms in these Official Rules.

**1. \* TO BE ELIGIBLE SWEEPSTAKES ENTRANTS MUST BE LEGAL RESIDENTS OF THE CONTINENTAL UNITED STATES, AGED 14 YEARS OR OLDER AT THE TIME OF ENTRY. VOID WHERE PROHIBITED BY LAW. SWEEPSTAKES SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS.** Employees of Sponsor (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); each or any of their respective parent companies, subsidiaries, affiliates, divisions, advertising and promotion, fulfillment and/or judging agencies, and related entities (collectively "Sweepstakes Entities"); and their immediate families are not eligible.

**2. TO ENTER: Via the Internet ("Online Entries"):** Submit your online entries to <http://www.brickfish.com/Lifestyles/VideoEssay> as directed by 11:30 PM (PST) on March 31, 2008. Entrants will be required to be registered members of Brickfish.com and logged in at the time of entering. Any single vote or review while logged in to the "I Deserve \$1,000 Because" Video Essay Contest Campaign will be counted as a valid online entry in the Sweepstakes. Members of Brickfish.com can vote for their favorite entry, once every day, during the duration of the Campaign. Entrants can vote for their entry once during the duration of the Campaign. There is no limit on the number of reviews. Entries are the property of the Sponsor and will not be acknowledged or returned. Sponsor is not responsible for lost, late, incomplete, or otherwise misdirected entries that are processed late or incorrectly or are lost due to computer or electronic malfunction or other error. Entrants must access the website and be 14 years or older at the time they enter.

**3. WINNER SELECTION:** One (1) winner, who participates in the Campaign by writing a review or voting, will be selected at random. The random drawing will be conducted within 2 weeks after the Campaign ends, and the potential winner will be notified within two weeks after the winner selection. The random drawing will be conducted by Brickfish whose decisions on all matters relating to this Sweepstakes are final and binding in all respects pertaining to this Sweepstakes. Odds of winning depend on the number of eligible entries received.

**4. PRIZE:** One (1) winner, who participates in the campaign by writing a review or voting, will be selected at random to win a \$250 scholarship or cash. Prize winner will be solely responsible for all federal, state and local taxes on prize. No cash substitution, assignment, or transfer of prize permitted. In the event the prize is unavailable, Sponsor reserves the right to substitute a prize of equal or greater value. If prize winner notification is returned as undeliverable, prize winner is

ineligible, or Prize Winner declines the prize, an alternate prize winner will be selected by random drawing.

**5. CLAIMING PRIZE/RELEASE:** Potential prize winner will be notified by Brickmail and/or email within thirty (30) days of selection and may be required to sign and return a Prize Verification Form to Brickfish Headquarters within fourteen (14) days of notification. If selected potential prize winner fails to comply with the Official Rules and/or to submit required documentation within the designated period, the potential prize winner will be disqualified and the prize will be awarded to an alternate Prize Winner. Sponsor is not responsible for fraudulent calls or e-mails made to entrants not by the Sponsor.

**6. INTERNET:** If for any reason this Sweepstakes is not capable of running as planned due to an infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes, at which time, Sponsor will conduct a random drawing from among all eligible entries received at the time of the Sweepstakes termination. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunctions of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by the Sponsor due to technical problems, human error or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes. SPONSOR IS NOT RESPONSIBLE FOR INCOMPATIBILITY OF ENTRANT'S HARDWARE, SOFTWARE OR BROWSER TECHNOLOGY WITH SPONSOR'S HARDWARE, SOFTWARE OR BROWSER TECHNOLOGY. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to the identity or eligibility of a potential prize winner based on an account name, the winning entry will be declared made by the "Authorized Account Holder" of the e-mail address under Winner's account at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization (e.g., business, education institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Use of automated devices are not valid for entry.

**7. GENERAL:** By entering this Sweepstakes, entrants and prize winners: (1) agree to be bound by these rules; (2) agree to release Sponsor, Sweepstakes Entities, and the officers, directors and employees of each, from any and all liability for any loss, harm, damages, costs or expenses, including without limitation property damages, personal injury and/or death arising out of participating in this Sweepstakes, or the acceptance, possession, use or misuse of the prize and claims based on publicity rights, defamation or invasion of privacy and merchandise delivery; and (3) consent to the use of his/her name, voice, picture, and likeness for advertising and promotional purposes in any medium throughout the world in perpetuity without additional compensation unless prohibited by law. Sponsor may discontinue this Sweepstakes at any time. Sponsor may terminate any Sweepstakes or decide to modify it in any manner that it deems fair and equitable to participants if it becomes aware of any occurrence that would materially affect the Sweepstakes'

security and fairness. Sponsor may prohibit individuals from participating in Sweepstakes and disqualify entries if they (1) attempt to enter the Sweepstakes through any means other than as described in these Rules, (2) attempt to disrupt the Sweepstakes or circumvent the terms and conditions of these Rules or Brickfish Terms of Use in any way or (3) repeatedly show a disregard for the Sweepstakes Rules or act (a) in an unsportsmanlike manner, or (b) with an intent to annoy, abuse, threaten or harass any other entrant or Sponsor. Sponsor's decisions with respect to the Sweepstakes are final.

**8. WARRANTY DISCLAIMER:** Prizes awarded "AS IS". Any and all warranties for the prize are contained in the manufacturers' warranty. Except as otherwise provided in these Official Rules, Sponsor makes no warranty, representation or guarantee, express or implied, in fact or in law, respecting the performance or use of the prize, including, without limitation, quality, merchantability, and fitness for a particular purpose, and the winner shall look solely to the manufacturer for such warranty, if any. Further, no responsibilities are accepted for any additional expenses, omissions, delays, re-routing, or acts of any government or authority.

**9. USE OF INFORMATION:** The information that you provide in connection with the Sweepstakes may be used for Sponsor's internal purposes and to send you information about Sponsor's products and special promotions but will not be provided to third parties, except as necessary for the administration of the Sweepstakes or as required by law or legal process. Entry constitutes permission to post winner's names on Website and to use winner's name, hometown and/or likeness for purposes of advertising and promotion without further compensation unless prohibited by law. For additional information, see Sponsor's Privacy Policy.

**10. NAME OF WINNER:** To receive the name of the official winners, or a copy of the official rules, send a self-addressed, stamped #10 envelope to: Brickfish, c/o Client Services, 6165 Greenwich Drive, Ste. 320, San Diego, CA 92122

**11. HAVE A QUESTION?**

Mail to: [membersupport@brickfish.com](mailto:membersupport@brickfish.com)

Revised: January 8, 2008

[Click here](#) to view the "I Deserve \$1,000 Because" Video Essay Contest Official Campaign Rules.