

BRICKFISH.COM™ / VARSITY BOOKS
THE “MY JOB [FILL-IN-THIS-BLANK!” CONTEST
OFFICIAL RULES

**NO PURCHASE NECESSARY.
VOID WHERE PROHIBITED.**

HOW TO ENTER: The Brickfish.com / Varsity Books “My Job [Fill-In-The-Blank]!” contest (the “Contest”) will commence on August 21, 2006 and end on October 31, 2006, The Contest begins 12:00:00 AM (PST) on August 21, 2006 and ends at 11:59:59 PM (PST) on October 31, 2006. Visit Brickfish.com, if you do not already have one, sign up for an account and create your profile, and then enter the My Job [Fill-In-The-Blank]! contest by submitting videos and/or blogs and/or photos documenting a unique job-related experience or story. See the Contest page for specific entry details. You may enter as many entries as desired during the Contest. To claim a prize, you must provide your correct name, mailing address, and email address. Sponsor nor any affiliated entity are not responsible for late, lost, misdirected, or invalid entries.

ELIGIBILITY: The Contest is open to anyone who has access to the Internet, and who is 14 years of age or older at the time of entry and is a member of Brickfish.com website. Void where prohibited by law. Employees (including immediate family members and/or those living in the same household of each) of the Sponsor, Highedge, Inc./Brickfish.com and its agents, affiliates, and subsidiaries, and 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 a Contest, the participant shall be deemed to have read and agreed to be bound by these terms and conditions and by the decisions of Sponsor and its affiliated entities, which shall be final and binding in all respects.

PRIZES: One (1) Grand Prize winner will be chosen by popular vote from all entries and within all categories (i.e., video, blog, photo submissions) submitted to Brickfish.com during the Contest period. Members of Brickfish.com can vote for their favorite entry, once per day, during the duration of the Contest. The submission with the highest number of votes at the end of the contest will be awarded the Grand Prize. Grand Prize winner will receive a check in the amount of \$2,000.00. Three (3) runner-up winners, chosen by popular vote from among all entries and receiving the most votes after the Grand Prize winner, one selected from each category (i.e., one from the video submissions, one from the blog submissions, and one from the photo submissions), will receive free music for one (1) year from Yahoo! Music™ Unlimited (Yahoo! Music Unlimited - To Go plan) and free movies for one (1) year from Netflix (3 DVDs at-a-time plan with no monthly limit). Odds of winning depend on the number of eligible entries received and total votes submitted. 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 substitutions, except at Sponsor’s sole discretion, in the event of prize unavailability. Prize is not transferable, except at discretion of Sponsor. Limit one (1)

vote per person per 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.

CONDITIONS OF PARTICIPATION; NOTIFICATION OF WINNER: Grand Prize winners will 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

Subject to applicable law, participation in the Contest constitutes permission for Sponsor to use all Winners' names and likenesses 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 rescind this Contest at the end of any calendar month period, by giving at least five (5) days notice on its Web site. Participants are responsible for checking the Web site to see if the Contest is no longer in effect.

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

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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. 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.

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WINNERS LIST: Winners' names will be posted at www.brickfish.com and/or any other online and offline media delivery channels now known or hereafter devised.

CHANGES TO RULES: The Sponsor hereby reserves the absolute right to change and modify the rules for participation in the Contest. Changes will be posted at www.Brickfish.com a minimum of five (5) days prior to becoming effective on the first day of the subsequent month.

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

SPONSOR: The sponsor of this Contest ("Sponsor") is HighEdge, Inc./Brickfish.com, 5060 Shoreham Place, Suite 120, San Diego, CA 92122. Brickfish.com is a trademark of HighEdge, Inc. All rights reserved.