



BATTLE OF THE AD BANDS OFFICIAL RULES & REGULATIONS

CONTEST IS OPEN TO EMPLOYEES OF THE ADVERTISING AND MEDIA INDUSTRIES. NO PURCHASE NECESSARY. Sponsored by ADVERTISING WEEK, Inc. RULES AND REGULATIONS CREATED BY ADVERTISING WEEK, INC.

To enter: Log on to <http://www.advertisingweek.com/battle> and submit your music to Advertising Week. Music must be original or cover songs. Cover songs must come from Sony/ATV approved catalog. A complete list of acceptable cover songs can be viewed at: http://www.advertisingweek.com/media/pdf/AW09_BOTB_RegistrationForm.pdf. Entries must comply with YouTube site terms and conditions to enter the contest. (“Entry”).

Entry: Video entry should be of band or solo singer performing an original or Sony/ATV approved cover song. Entries must be received by 11:59 pm E.T., 8/24/09. All entrants must have a valid e-mail address.

Entry must meet all of the following requirements or it will be disqualified.

You must abide by these requirements and with YouTube’s terms and conditions. Advertising Week reserves the right to prescreen, monitor and remove postings, all at its discretion.

- Entry must be in one of the following formats: .mov, .avi, .wmv or .mpg and must not exceed a file size larger than 100MB or two minutes in length.
- Entry must be compliant with YouTube’s posting requirements and terms and conditions, posted at YouTube.
- Entry must not violate third-party rights including, but not limited to: copyrights, including music copyrights, trademark, and right of publicity. Entry must not highlight third-party trademarks, company names or logos.
- Entry must be original, unpublished, the sole property of submitter or approved by Sony/ATV.
- Entries must not include unsuitable content or depict or incorporate: unsafe behavior or situations; obscenity; disparagement of any product or person; or other offensive conduct or material, or otherwise include inappropriate content.

Additional Entry Requirements

By submitting an Entry you agree that Advertising Week has the unrestricted right to: use your video Entry in whole or in part, commercially or non-commercially, in any media known or unknown, in perpetuity, worldwide, including the right to publish and display the video Entry for advertising and publicity, and to edit and make derivative works, all without additional review or compensation. Additionally you agree that Advertising Week may post your Entry (including your name) on its Web site(s) and/or its Web pages on third-party sites.

You agree that by submitting this video, you relinquish all rights, as outlined herein, and the Entry, and its content becomes the property of Advertising Week, Inc.

Judging: Judging panel of Association of Music Producers members will select ten (10) semi-finalists from all eligible entries received on or about 8/24/09. Sponsor shall, at its sole discretion, choose a lesser number of finalists than stated in these official rules.

Finalists: Finalists will be notified via email on or about September 8, 2009.

The eight (8) to ten (10) semi-finalists' videos will be featured on <http://www.YouTube.com/advertisingweek> during which time YouTube the public may vote for their favorite video. The five (5) entries that receives the most votes by 11:59 p.m. ET on 9/7/09 will be determined the finalists for the Battle of the Ad Bands and be given the right to perform at Highline Ballroom on September 22, 2009 during Advertising Week. All finalists must pay their own way to the Highline Ballroom in New York, NY for the competition.

Privacy: Contest entry requires Advertising Week collecting personally identifiable information, such as name, e-mail address, and phone number. Entrants must agree and comply with the YouTube, Inc. Website Terms of Use, located at <http://www.youtube.com/t/terms>. By entering the Contest, you agree to the YouTube, Inc. Privacy Policy, located at: <http://www.youtube.com/t/privacy>.

Winner's information: For a list of the winners go to <http://www.youtube.com/advertisingweek> or <http://www.advertisingweek.com/battle> on or about 9/8/09. Sponsored by Advertising Week, 875 Ave of the Americas, New York, NY 10001.