

**PIX11**  
**Adorama Cool PIX Sweepstakes**  
**Official Rules**

1. **TO ENTER:** You must be 18 years of age or older residing in the PIX11 viewing area. **NO PURCHASE NECESSARY.** Sweepstakes begins at 4:00AM ET on 3/21/11 and ends at 11:59AM ET on 3/24/11. To enter, log on to [www.PIX11.com](http://www.PIX11.com) and complete the official entry form, submitting your name, age, mailing address, e-mail address, telephone number, and photograph of you. By entering this Sweepstakes and submitting a photo, entrant agrees and consents on behalf of him/herself and all others appearing in the photo, to Sponsor's publication of the photo on PIX11.com. One entry per e-mail address; subsequent entries from a single e-mail address will be deleted. All entries must be received by 11:59AM ET on 3/24/11. Entrants must use their own name. Copies or other mechanical reproductions, facsimiles, entries containing technical or electronic reproductions, e-mail entries containing attached files are not eligible and will be rejected. Entries become the property of Sponsor and will not be returned. Sponsors are not responsible for lost, incomplete, damaged, illegible, late, or misdirected entries, or for errors in mechanical transmission, technical difficulties or inability to transmit Internet entries.

2. **SELECTION OF WINNERS:** The first entry selected by random drawing will be declared Grand Prize Winners, subject to verification and compliance with the rules. Winners will be notified on or about 3/25/11. Odds of winning depend on number of eligible entries received.

3. **PRIZES:** Grand Prize Winner will receive Nikon CoolPix S80 Digital Camera Kit - Black - With 4GB SD Memory Card, Camera Case, 2 Year Extended Service Coverage, Table Top Tripod, (not valid in Florida Virginia & Washington) (ARV: \$255.84). Except as expressly provided in these rules, prizes are non-transferable, non-negotiable and not redeemable for cash, credit or merchandise. Only one prize will be awarded per household. If any prize becomes unavailable for any reason, Sponsor reserves the right to substitute a prize of comparable value. The Winners may be required to claim their prize at the PIX11 Studios (located at 220 E.42nd Street, New York, NY 10017). Unclaimed prizes will be forfeited, and no alternate winners will be selected.

4. **CLEARANCE & PERMISSIONS:** By entering, each entrant confirms that he/she is the owner of the copyright in the submitted photo. Sponsor may, in its sole discretion, disqualify and decline to publish any photo submissions that it reasonably believes are not the entrants' own original creations, violate the rights of any other person or entity (including but not limited to copyrights), contain offensive, defamatory, vulgar or profane content, or contain fraudulent or false information. Persons depicted in a photo submission may be required to execute a Photo Release and Waiver of Liability prior to publication; and if an executed release is required by Sponsor, failure to provide same will result in disqualification. By entering, indemnify and hold harmless Sponsor, its parent companies and affiliates, and each of their employees, representatives, contractors, sponsors and advertisers, from any and all liability, loss, damage, costs or claims related to the publication of submitted photos and entry information.

5. **CONDITIONS & RESTRICTIONS.** Entrants agree Sponsor has the sole right to decide all matters and disputes arising from this Sweepstakes and that its decision is final and binding. Except where prohibited by law, entrants 18 years of age and older agree to allow use of their name, voice, photograph, likeness and any information provided on entry form (including the photo submission), in any medium of communication, including print, Internet, radio and/or television and for any purpose, including advertising, promotional or other purposes, by Sponsor and/or its affiliates, without additional compensation. Winners by acceptance of a prize, agree to release, indemnify and hold harmless Sponsor, its parent companies and affiliates, and each of their employees, representatives, contractors, sponsors and advertisers, from any and all liability, loss, damage, costs or claims related to any allegation regarding the award of, the receipt of, or the use of their prize. Sponsor is not responsible for personal injury of any prizewinner incurred in connection with the use of their prize. Winners may be required to execute an affidavit of eligibility and release of liability prior to receiving their prize. Winners assume all applicable tax liability for their prize. For a list of winners, send a stamped, self-addressed envelope after 4/1/11, to: Winners List, Adorama Cool PIX Sweepstakes, PIX11, 220 E.42<sup>nd</sup> Street, New York, NY 10017.

6. **ELIGIBILITY:** Sweepstakes is not open to employees of Sponsor or its employees. Immediate family

members, employees or immediate family of any of their affiliated companies, licensees, advertising or promotional agencies, or sponsors are also ineligible.

7. SPONSOR: Sweepstakes is sponsored by PIX11, 220 East 42 Street, New York, NY 10017. Void where prohibited or restricted.

8. INTERNET: If for any reason, the Internet-related portion of this Sweepstakes is not capable of running as planned, including infection by computer virus, tampering, fraud, technical failure, or any other cause which corrupts or threatens the administration, security or integrity of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to terminate or suspend the Sweepstakes or any portion of the Sweepstakes. ANY ATTEMPT TO DAMAGE OR UNDERMINE THE FAIR AND LEGITIMATE OPERATION OF THIS SWEEPSTAKES WILL RESULT IN DISQUALIFICATION FROM THE SWEEPSTAKES. Sweepstakes rules shall be governed and enforced pursuant to New York law, excluding choice of law provisions.