

## **BEAUTIFUL BABIES PHOTO CONTEST OFFICIAL RULES**

The *Beautiful Babies Photo Contest* ("Contest") starts at 5:00 AM (CT) on June 1, 2009, and ends at 11:59 PM (ET) on August 4, 2009, ("Contest Period"). The sponsors of this Contest are Tribune Company, 435 N Michigan Avenue, Chicago, IL 60611 and Local TV Holdings, LLC, 1717 Dixie Hwy., Suite 650, Ft. Wright, KY 41011 ("Sponsors"). The Contest shall be conducted on the websites of the following participating newspapers and television stations: Ktla.com, wgnradio.com, Chicagotribune.com, latimes.com, SunSentinel.com, SouthFlorida.com, dailypress.com, wgntv.com, courant.com, [www.q13fox.com](http://www.q13fox.com), nw32.com, fox61.com, wtxx.com, fox2now.com, kplr11.com, fox8.com, fox40.com, orlandosentinel.com, myphl17.com, 39online.com, wpix.com, fox43.com, the33tv.com, fox59.com ("Participating Websites"). The Contest shall be subject to these Official Rules, and by entering, all participants agree to be bound by the terms and conditions herein.

- 1) **NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**
  
- 2) **How to Enter:** Send us a photograph (the "Photo") taken by you of your baby. All entries must be submitted and received within the Contest Period. Go to a Participating Website and follow the instructions to complete the entry form and upload your Photo via online submission. Photos must be in .jpeg formats, and must be 4"x6"-8"x10" and no smaller than 300 dpi (1200x1200 pixels). Altered or electronically enhanced images will not be considered. There is a limit of one Photo entry per email address per person. All entries must include contestant's name, age, address, email address, and phone number as well as the name, date of birth of your baby and date Photo was taken. You must provide all information requested on the entry form, your contact information must be accurate, and you must have a valid e-mail account in order for your entry to be eligible. All entries must be received via online submission by July 2, 2009 at 11:59 PM (CT). Upon entry, you will also receive a bounce-back e-mail asking to confirm your entry, and failure to respond to the bounce-back e-mail by the close of the Contest Period will also result in disqualification. Sponsors' clock shall be the official clock of the Contest. Information submitted in conjunction with this Contest will be jointly owned by Sponsors, and, subject to the foregoing sentence, the Sponsors will treat the information in accordance with their respective privacy policies, which can be found on the Participating Websites. In the event of a dispute regarding the identity of an entrant, the holder of the e-mail account will be deemed the person who submitted the entry.
  
- 3) **Eligibility:** Contest limited to amateur photographers only. An amateur is defined as an individual earning 10 percent or less of his/her income from photography. This Contest is open to legal residents of the 50 United States or DC (excluding Arizona) ages eighteen (18) years and older at the time of entry. You must be the parent or legal guardian of the child depicted in the Photo. The child must be between the ages of 3 months and 24 months at the time the Photo was taken. Photo must be taken between 1/1/09 and 7/2/09. You are free to depict twins, triplets, etc. in the Photo, but no other people should appear in the Photo. Employees of Sponsors and of their parent companies, affiliates, subsidiaries, advertising agencies, prize providers, promotion and delivery contractors and/or public relations companies associated with this Sweepstakes, and members of the immediate family of any such persons are not eligible to participate. Employees of participating clients and their advertising agencies, or of other media companies including all radio or television stations, and members of the immediate family of any such persons are not eligible to participate and win. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.

- 4) A potential winner may be requested to provide the Sponsors with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry and that all eligibility requirements are met. THIS CONTEST IS VOID WHERE PROHIBITED BY LAW AND IN THE STATE OF ARIZONA.
- 5) **Selection of Winners and Notification:** During the Contest Period, eligible Photos will be posted in an online gallery for public, online voting. Voters will be asked to grade Photos on a scale of 1 to 10. Voting will be open to all registered users. One vote per person and per valid email address within official voting period. Votes in excess of this limit will not be counted. At the conclusion of the Contest Period, the top 100 recipients of online votes will be determined by adding the total points received to the total number of votes received. For example, if a Photo receives 14 votes totaling 60 points, that Photo's total score will be 74. Provided a sufficient number of eligible Photos are received, the Photos receiving the top 100 scores (plus ties) will advance to the judging stage of the Contest. The judges will also choose one "Judges' Choice" Photo from among remaining eligible Photos to advance to the judging stage of the Contest. These Photos will collectively be referred to as the "Finalists." On or about August 4, 2009, a panel of judges will select one Grand Prize winner and a First Prize winner) from among the Finalists based on the following criteria (all of which will be weighed equally): originality of the Photo, personality of the baby portrayed, overall cuteness of the baby portrayed. Entrants agree that all decisions made by the panel of judges relating to any and all issues related to this Contest are final and binding. Sponsors will attempt to notify the potential winners by telephone or by email using the information provided in the entry form by end of business on or about August 5, 2009. If a potential winner cannot be contacted or does not respond within 48 hours of the first attempt to contact the winner, if a winner does not fulfill the eligibility requirements, if a winner does not adhere to the Official Rules, or if the prize notification is returned as undeliverable, that winner will be disqualified and Sponsors will select a new potential winner by the same criteria set forth above. All winners will be required to sign and return an Affidavit of Eligibility, Liability Release and (where legal) a Publicity Release on behalf of themselves and the baby or babies portrayed in the Photo. Failure to return all such documents set forth herein within five days of receipt of same will result in the winner being disqualified and another winner may be selected from remaining eligible entries, based on the criteria set forth above.
- 6) **Prizes:** One Grand Prize: \$5,000 cash prize and a Professional Photography Session for winning child, including prints of the photographs from the session. Winning baby may also have the opportunity to be featured in a national advertising campaign. In the event winning baby's parents or legal guardian do not wish for their child to participate in national advertising campaign, First Prize winner may be offered the opportunity. Approximate retail value ("ARV") of Grand Prize: \$6,500. One First Prize: \$1,000 cash. Winning images may also be featured online on the Participating Websites, in print and in broadcast with no payment to child, his or her parent(s) and/or legal guardian(s). Total ARV of all prizes: \$7,500. Prizes are not transferable or redeemable for cash, and prize substitution will not be allowed, except at the discretion of the Sponsors. Sponsors reserve the right to substitute a prize of equal or greater value in the event listed prize or portion thereof is unavailable for any reason. All winners are responsible for applicable federal, state and local taxes, where applicable, in connection with the prize. Winner will be responsible for any and all additional prize-related expenses not mentioned in this Paragraph. All properly claimed prizes will be awarded, but in no event will Sponsors award more prizes than are provided for in these Official Rules. Limit one prize per person.
- 7) **Other Conditions of Entry:** Entrants represent and warrant that no laws were broken in the creation of the Photos and that their Photos are their own original creations, have not been copied in whole from any other work, have not been previously published, do not violate the rights of any other person or entity (including but not limited to privacy rights and copyrights), do not defame, libel, or slander anyone or any entity, and do not contain offensive, vulgar, obscene or profane content, as determined by Sponsors. Babies may not be depicted in any

way that could be harmful to the child, and the Photo must not contain any depiction of genitalia. Photos that do not comply with these Official Rules or that breach the foregoing representations and warranties shall be disqualified. Entrants agree to indemnify, defend and hold Sponsors harmless against any and all liabilities, losses, damages, claims, debts, investigations, fines, penalties, costs, expenses and settlements (including attorneys' fees and costs of litigation, settlement, judgment, interest and penalties) arising out of or related to a breach of the foregoing representations and warranties. Eligible Photos will be displayed on the Contest website. All entries become the property of the Sponsors and will not be returned or acknowledged. Winners grant to Sponsors a world-wide, perpetual license to use their winning Photos in any manner related to the Contest, without prior notice, approval or compensation, including but not limited to the first right to publish the winning images in any medium. Winners otherwise will retain all rights to their Photos, and the Sponsors' publication of the Photos will not limit their use and ability to further market the Photos.

- 8) **Responsibility Release:** By entering, contestants agree on behalf of themselves and the baby or babies portrayed in the Photo to release, waive, and hold harmless Sponsors and their affiliates, subsidiaries, parent companies, advertising and promotional agencies, and all of their officers, directors, shareholders, employees and agents from and against any and all claims, losses, damages, and liability arising from injuries, damages, costs, or expenses of any kind (including without limitation attorney's fees) incurred as a result of the contestants' participation in this Contest and/or their acceptance, use, or misuse of any prize or element thereof.
- 9) **Publicity:** By entering this Contest, contestants agree on behalf of themselves and the baby or babies portrayed in the Photo to allow use of their and their baby's name, voice, photograph, likeness, any information provided on entry form, and their Contest Photo submission in any medium of communication, including but not limited to print, Internet, radio and/or television and for any purpose, including advertising, promotional or other purposes, by Sponsors and their licensees and affiliates, without additional compensation.
- 10) **Internet:** Sponsors are not responsible for printing or typographical errors in any Contest-related materials; for entries that are late, misdirected, deleted, incomplete, inaccurate, or garbled or entries that are processed, reported, or transmitted late or incorrectly or are lost for any reason, including computer, telephone, paper transfer, human or other error, or for electronic, computer or telephonic malfunction or error, including inability to access any website associated with this Contest, or process any transaction thereon. If for any reason this Contest is not capable of running as planned, or if this Contest or any website associated therewith (or any portion thereof) becomes corrupted or does not allow the proper playing of the Contest and processing of entries in accordance with these rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in the Sponsors' opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Contest, the Sponsors reserve the right, at their sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend this Contest or any portion thereof. In the event this Contest is cancelled, the judges panel will select winners applying the criteria set forth above to all eligible, non-suspect entries received prior to the time of the action or event warranting such cancellation. If such cancellation, termination, modification, or suspension occurs, notification will be posted at the Entry Site. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE (INCLUDING THE ENTRY SITE) OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST WILL RESULT IN DISQUALIFICATION.
- 11) **Winners List or Official Rules:** For an Official Winners List (available after August 7, 2009 or a copy of these Official Rules, send a self-addressed, stamped envelope to Tribune Company, 435 N Michigan Avenue, Chicago, IL 60611 or go to Participating Website. The

winners list will be available after the winners have been verified and the prizes have been awarded. Requests must be made by August 8, 2009.