

OFFICIAL RULES AND REGULATIONS FOR *REAL WEDDINGS*' "COVER MODEL" CONTEST

By participating in this contest, entrants agree to be bound by the Official Rules. All entries become the property of Sponsor. Incomplete entries will be ineligible for judging. Late, lost, illegible and postage-due entries are not eligible. Limit one entry per person.

Prizes

- Three finalists will be selected – all three finalists will in an editorial feature in the Summer/Fall 2010 issue of *Real Weddings*.
- One Grand Prize Winner will be selected and will be featured on the cover and in an editorial feature of the Summer/Fall 2010 issue of *Real Weddings*.
- Additional prizes may be awarded but are not guaranteed.

Note: No substitution, transfer or cash equivalent for prizes (or prize components) will be given unless specified by *Real Weddings Magazine*. Prizes will be awarded in the name of the winner only.

Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST.

1. Contest begins on November 1, 2009, at 12:01 AM PST and ends on January 31, 2010, at 11:59 PM PST, when all entries must be received by Sponsor: Style Media Group, Inc. 120 Blue Ravine Road, Suite 5, Folsom, CA 95630. Entry forms can be obtained through Sponsor; can be downloaded from www.realweddingsmag.com; or can be obtained by contacting *Real Weddings Magazine* at 916-988-9888 or info@sierrastyle.com. To enter complete entry form, prepare brief answers to questions on entry form on additional sheet of paper (we prefer brief, type-written answers if possible), attach answers to entry form and submit 4 candid photographs. All photographs must have been taken within the last 12 months (1) picture of you (face close-up) (2) picture of you (full-length) (3) picture of you and your future spouse/husband (4) picture of you having fun with friends or family. All entrants will be required to provide their full name, address, phone numbers and other information on the entry form. All entry form questionnaire answers must be original work by the entrant and must not infringe upon the personal or proprietary rights of any third party. All entrants must be engaged as of (contest close date) February 1, 2010, and must remain engaged through May 1, 2010; OR entrants must be married and have been married to their spouse prior to February 1, 2010 but not before June 1, 2009. One entry per person/ e-mail address. Entries that are lost, late, misdirected, incorrect, garbled, or incompletely received, for any reason, will not be eligible. Sponsor, at its sole discretion, reserves the right to disqualify any person. Sponsor further reserves the right to cancel, terminate or modify any promotion not capable of completion as planned.
2. Three finalists will be selected based on her photo submissions, and content in her application by *Real Weddings*' editors, staff and/or their authorized representatives on or about February 3, 2010 and will be notified by telephone. The three finalists will be asked to sign the documents required in paragraph 8 and to sign a commitment to the production cycle time requirements. If a finalist cannot be contacted, does not respond within two (2) days of selection notification she forfeits all rights to any prize and inclusion in the magazine as a finalist, and an alternate may be selected. All decisions of the judges are final and binding in all respects. The three finalists must be available for dress/clothing fitting(s) and photoshoot in late February 2010 (specific date and location in the greater Sacramento area TBD). Transportation from *Real Weddings Magazine*'s Folsom headquarters to fitting(s) and photoshoot, and back to *Real Weddings Magazine*, will be provided by Style Media Group, Inc. Winner is responsible for any transportation to *Real Weddings Magazine* for the fitting(s) and photoshoot in late February 2010. If finalist(s) cannot commit to the above-mentioned time frame she automatically forfeits all rights to any prize and editorial inclusion, and an alternate may be selected. After the photoshoot, editors, staff and/or authorized representatives of Style Media Group, Inc. will select the winner of the Cover Model contest. All decisions of the judges are final and binding in all respects. The retail value of the any additional prizes should they become available is TBD.
3. Income and other taxes, if any, are the sole responsibility of the finalists and winner.
4. The contest is open to persons who are 18 years or older as of November 1, 2009; are legal residents of the 50 United States or District of Columbia; AND must be engaged as of (contest close) February 1, 2010, and must remain engaged through May 1, 2010, OR entrants must be married and have been married to their spouse prior to February 1, 2010 but not before June 1, 2009. Employees (and their immediate families) of Sponsor, professional models and TV personalities are ineligible to enter the contest. Sponsor may conduct a background check on any entrant and may request an in-person interview. Sponsor reserves the right to require verification of eligibility of any entrant, which entrant agrees to provide to Sponsor's satisfaction. If an entrant and/or finalist has committed or commits any act or becomes involved in any situation or occurrence which brings or may bring the entrant into public disrepute or that may reflect unfavorably upon Sponsor, Sponsor shall have the right, in its sole discretion, to disqualify and disclude the entrant and/or finalist at any time.
5. Subject to all federal, state and local laws and regulations. Void outside the 50 United States and the District of Columbia, and where prohibited. Any violation of these rules may result in disqualification. Sponsor is not responsible for errors in the administration or fulfillment of this contest, including without limitation mechanical, human, printing, distribution or production errors, and may modify or cancel this promotion based upon such error at its sole discretion without liability.
6. Prize package includes editorial inclusion in a fashion feature in the Summer/Fall 2010 issue of *Real Weddings*. Additional prizes may become available but are not guaranteed. Prize package is not transferable. No substitutions for prize except at sole discretion of Sponsor in which case a prize of equal or greater value may be substituted.
7. All entries become the property of Sponsor and will not be acknowledged or returned. By providing your e-mail address, you grant Sponsor the right to send you commercial messages and share your address with others, unless specified otherwise as indicated on the entry form.
8. Except where prohibited: (i) by entering, entrant constitutes consent and permission to use any entrant's name, fiance's/husband's name, likeness, fiance's/husband's likeness, entrant's questionnaire, and entrant's photographs for editorial, advertising and publicity purposes, without further compensation; (ii) winner will be required to sign an affidavit of eligibility (including social security number) and a liability/publicity/permission/copyright release; (iii) winner will be required to execute release of Sponsor, *Real Weddings Magazine*, its subsidiaries, promotional and advertising partners, employees and their heirs, from any and all liability with respect to participation in the contest and/or use of the prize; and (iv) winner will be required to sign a confidentiality agreement. Affidavits, releases, confidentiality agreements and time commitment confirmation document must be signed and returned by February 15, 2010.
9. By entering this contest, entrant agrees to hold harmless and indemnify Sierrastyle Weddings LLC, Style Media Group, Inc., *Real Weddings* magazine, its subsidiaries, promotional and advertising partners, employees and their heirs, from any liability whatsoever for any claim, costs, injuries, losses, liability, actions or damages of any kind in connection with (i) entering the contest; (ii) acceptance of any prize; and/or (iii) anything related to the contest and the awarding of prizes. California law shall govern any and all claims relating to this contest, and any proceedings regarding such claims must be conducted in the circuit court, county of Sacramento, in the state of California.
10. Sponsor is *Real Weddings* magazine, published by Sierrastyle Weddings, LLC, a division of Style Media Group, Inc., 120 Blue Ravine Road, Suite 5, Folsom, CA 95630.
11. Sponsor reserves the right to amend these rules at any time.

