

**2013 INTERNATIONAL CES “VISIT ME AT CES!” EXHIBITOR VIDEO CONTEST
OFFICIAL RULES**

“VISIT ME AT CES!” EXHIBITOR VIDEO CONTEST IS A SKILL CONTEST OPEN ONLY TO REGISTERED 2013 INTERNATIONAL CES EXHIBITORS WHO ARE LEGAL U.S. RESIDENTS 18 YEARS OF AGE OR OLDER WHO RESIDE IN THE U.S. AT THE TIME OF ENTRY.. VOID WHEREVER PROHIBITED.

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

1. CONTEST DATES: “Visit Me at CES!” Exhibitor Video Contest begins 12:00:01 AM EST October 3, 2012 and ends 11:59:59 PM EST November 30, 2012 (“Contest Period”). Video submission and voting will all take place within the “Contest Period”. Online video submissions begin October 3, 2012 through November 4, 2012 at 11:59:59 PM EST. Voting will start at 12:00:01 AM EST on November 9, 2012 and end at 11:59:59 PM EST on November 30, 2012. Winners will be announced on December 5, 2012 by 11:59:59 PM EST.

2. CONTEST SPONSOR: Consumer Electronics Association (“CEA”), 1919 S. Eads St., Arlington, VA 22202.

3. ELIGIBILITY: Contest is open only to persons who, as of date of entry are registered 2013 International CES exhibitors who are legal U.S. residents at least 18 years of age or older (19 years of age or older in Alabama and Nebraska) residing in the U.S. at the time of entry. Employees of CEA, its subsidiaries, sales representatives, advertising, promotion, judging agencies, and all other service agencies involved with design, execution or fulfillment of this Contest, and members of their immediate families (defined for these purposes as parents, children, siblings, domestic partners, and spouse) or households (whether related or not) of any of the above are NOT eligible to participate. Contestants must also meet all of the eligibility criteria.

4. HOW TO ENTER: To enter the Contest, contestants must create an original video (“Video Submission”) not exceeding one (1) minute in length that informs the public of your company’s participation in the 2013 International CES and why they should come visit your booth. Entries must include booth location and number. The video should not exceed 100mb and must be submitted in one of the following video formats: AVI, MOV, WMV, MP4, MPEG, FLV, 3GP, 3G2, or other YouTube compliant forms. All Video Submissions must be received no later than 11:59:59 P.M. (EST) on November 4, 2012. Submissions should be made by uploading the video to YouTube, and then uploading the YouTube link to <https://www.wizehive.com/appform/login/ceavideo2012>, the contest website.

5. JUDGING REQUIREMENTS FOR ENTRIES: Video Submissions running time must be one (1) minute maximum, including any credits. If entry is longer than one (1) minute, the entry will be disqualified. Any language used in entry must be English. These videos will be viewed and voted on by registrants of the Contest website.

Your Video Submission must be your own original work and property and may not contain any third party copyrighted music, video or images without written permission. All written permission must be available to CEA upon request from the time of entry. By entering the Contest, you represent and warrant to CEA that: (i) Your Video Submission is your original work and that you own all the rights, including copyright rights, in your Video Submission; (ii) Your Video Submission does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party; (iii) Your Video Submission does not contain any defamatory, libelous, indecent, illegal or obscene material; and (vi) you have obtained previous written permission from each person whose name, image, likeness or voice (collectively, “Likeness”) is included in your Video Submission, such person(s) have granted you all necessary rights to use their Likeness as described in these Official Rules, and you can make written copies of such permissions available to the CEA upon request. If the Likeness of a minor is included in your Video Submission, such grant of rights must include written permission from the minor's legal guardian authorizing the use of the minor's Likeness. Entries deemed by CEA in its sole discretion to be immoral, obscene, indecent, profane or not in keeping with CEA's image will be disqualified. CEA reserves the right in its sole discretion to disqualify any entry at any time which, in CEA's opinion, endangers the safety or well being of any person, or fails to comply with these Official Rules.

CEA and/or their designated representatives, will review all Video Submissions and will only post those Video Submissions on the Contest Web Site, <https://www.wizehive.com/appform/login/ceavideo2012>, that conform to these Official Rules and the Terms of Use and Code of Conduct (collectively, the “Rules”), as determined by CEA in its sole discretion (“Eligible Video Submissions”). Entries that do not comply with these Rules, as determined in CEA’s sole discretion, will be disqualified from the Contest and will not appear on the Contest Web Site. Decisions of the CEAs are final and binding.

6. VOTING TO DETERMINE WINNERS: Entries that meet the Entry and Video Requirements as described above and are approved will be posted on the Contest Website to be voted on, utilizing the voting tool provided on the Contest Website. You must be registered to the Contest Web Site in order to cast a vote but you do not have to submit an Entry in order to vote. You may cast your votes for your favorite Entry. There is a limit of one (1) vote per valid registration, per video, per day. The use of robotic or automatic devices for voting is prohibited. Entrants who spam or create extra registration accounts for the purposes of casting votes will have their votes disqualified and their video Entry will be voided. Votes generated by script, macro or other automated means or with the

intent to impair the integrity of the voting process will be void and CEA reserves the right to nullify all such votes and to disqualify from voting the responsible individual.

7. PRIZE: The top five (5) winners with the highest ranking will be posted on the 2013 International CES website, CESweb.org, from December 5, 2012 through January 13, 2013. Winners will be notified, on December 5, 2012 by 11:59:59 PM EST.

8. RIGHTS GRANTED TO CEA: By entering the Contest, you agree and irrevocably grant to CEA and its affiliates and their respective assigns, agents and licensees (collectively, the "CEA Parties"), the unconditional, royalty-free right and license to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, edit, exhibit, create derivative works and otherwise use or reuse your Video Submission, throughout the world, in perpetuity, in any media, including, without limitation, the Internet.

Except where prohibited, by entering the Contest you also irrevocably agree that the CEA Parties may use your name, likeness, voice, photograph and any statements regarding your Video Submission and participation in the Contest (collectively, "Your Likeness") throughout the world, in perpetuity, in any media, without limitation or compensation to you. By entering the Contest, you permanently waive all intellectual property rights, privacy/publicity rights and other legal or moral rights that might preclude the CEA Parties' use of Your Video Submission and Your Likeness, and you agree not to sue or assert any claim against the CEA Parties (or any of them) relating to their use of Your Video Submission or Your Likeness.

9. ADDITIONAL INFORMATION: By entering, you agree to abide by these Official Rules and the decisions of CEA, which shall be final in all matters relating to the promotion. CEA and its clients, officers, directors, agents and employees are not responsible or liable for: (1) garbled, illegible, incomplete, damaged, misdirected, late, lost or failed entries; (2) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (3) errors or delays in transmission; (4) any condition caused by events beyond the control of CEA which may cause the promotion to be disrupted or corrupted; (5) any losses or damages caused by participation in the promotion or acceptance or use of the prize; or (6) any printing or typographical errors in any materials associated with the promotion. CEA may prohibit you from participating in the promotion, in its sole discretion, if you fail to follow the Official Rules or act: (a) in a manner it determines to be not fair or equitable; (b) with an intent to annoy, threaten or harass any other entrant or CEA; or (c) in any other disruptive manner. CEA reserves the right in its sole discretion to cancel, terminate or suspend this promotion should electronic viruses, malicious software attacks, unauthorized human intervention, systems malfunctions, failures, difficulties or other causes beyond the control of the CEA and its agencies corrupt or affect the administration, security, fairness or proper play or conduct of the promotion. Should the Contest be terminated prior to the stated end date, CEA reserves the right to choose winners from among the Video Submissions entered prior to the early termination date.

10. DISPUTES AND GOVERNING LAW: By participating, entrants forever and irrevocably release, indemnify, and hold harmless, CEA and its officers, directors, employees, agents and all others associated with the development and execution of this Promotion from and against any injury, loss or damage caused or claimed to be caused by your participation in the Promotion and/or the acceptance, awarding, receipt, use and/or misuse of the prize, including without limitation personal injury, death, and/or property damage. Entrants agree that CEA is not responsible for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to the Promotion and/or the awarding of any prize. In the event that the preceding release and indemnity clause is determined by a court of competent jurisdiction to be invalid or void for any reason, entrant agrees that, by entering the Promotion, (i) any and all disputes, claims, and causes of action in connection with the Promotion, or any prizes awarded, shall be resolved individually without resort to any form of class action; (ii) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Promotion, but in no event attorney's fees; and (iii) entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses. Entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of CEA or entrants in connection with the Promotion, shall be governed by the laws of the Commonwealth of Virginia, without giving effect to any choice of law or conflict of law rules. Entrants consent to the exclusive jurisdiction of the State and Federal courts in the Commonwealth of Virginia.