

Perfect Day Giveaway Twitter Contest Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Perfect Day Giveaway Twitter Contest (the "Contest") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Verizon Wireless, Inc., Moxie Interactive, Inc., ePrize, LLC, and any of their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

2. Sponsors: Verizon Wireless, Inc., 1 Verizon Way, Basking Ridge, NJ 07920, U.S.A.
Administrator: ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069.

3. Agreement to Official Rules: Participation in this Contest constitutes entrant's full and unconditional agreement to these Official Rules and Sponsors' and Administrator's decisions, which are final and binding in all matters related to this Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Contest begins on May 10, 2012 at 12:00 a.m. Eastern Time ("ET") ends on May 11, 2012 at 11:59 p.m. ET (the "Contest Period"). Sponsor's computer is the official time-keeping device for the Contest.

5. How to Enter: You will need a Twitter account ("Account") to participate in the Contest. If you don't already have an Account, visit www.twitter.com to create an Account; creating an Account is free. Please note that you must agree to comply with the Twitter Terms of Use in order to create a Twitter account. Then, log-in to your Account, and follow @verizonwireless. Then, using one hundred forty (140) characters or fewer tweet out a message that makes a positive statement about your mom for Mother's Day ("Entry") in the following format: #PerfectDay [User Entry] <http://bit.ly/IWTZs8>. It is optional to upload a photograph along with the Entry. Photographs are not included in the Winner Determination (as defined in Section 6, below). Photographs will appear as a 21 character link in the Entry. Your Entry must include both #PerfectDay and <http://bit.ly/IWTZs8> to be entered in the Contest. Your Entry and photograph will henceforth be referred to as your submission ("Submission"). Entrant must have permission from all individuals mentioned in the Submission (if any) to use their name and likeness in the Submission and to grant the rights set forth herein. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. By tweeting your Submission, you agree that your Submission conforms to the Guidelines and Restrictions defined below and that Sponsor, in its sole discretion, may disqualify you from the Contest if they believe that your Submission fails to conform to the Guidelines and Restrictions.

Content Restrictions:

- The Submission must be in English;
- The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Submission must not disparage Sponsor, Administrator or any other person or party affiliated with the Contest;
- The Submission must not contain brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to incorporate in his/her Submission in this Contest;

- The Submission must only contain material created by entrant;
- The Submission must not contain material that is inappropriate, indecent, obscene, hateful, tortious, defamatory, or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where Submission is created.

Photograph Guidelines:

- The Submission must be in .jpg format;
- The Submission must not exceed 5 MB in size;
- The Submission must contain a title and description;
- The Submission's title and description must be in English; and
- The Submission cannot have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means.

License to the Sponsor: Each entrant is the owner of, and responsible for, the Submission uploaded. Each entrant, by submitting and uploading a Submission into this Contest, hereby grants the Sponsor, its business partners and agents, including its advertising and promotions agencies, a perpetual, non-exclusive license to use, redact, republish, modify, copy, create derivative works, perform, distribute and display, including for promotional or marketing purposes, such Submissions, including any intellectual property contained therein, in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed. Sponsor, its business partners and agents, may do all of the above, without payment or compensation to entrant and without seeking any further approval from entrant. Entrant grants the Sponsor the right to use his or her name and likeness, if entrant has publicly identified himself or herself with such Submission. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission. Released Parties (as defined in Section 9, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions; all of which will be void.

Limit: Each entrant may upload five (5) Submissions per day during the Contest Period. Submissions received from any person, email address or Twitter account in excess of the stated limit will be void. Any attempt by any entrant to obtain more than five (5) entries per day by using multiple/different Accounts, or any other methods will void that entrant's entries and that entrant may be disqualified. Submissions generated by script, macro or other automated means are void. In the event of a dispute as to any Submission, the authorized Account holder used to register will be deemed to be the entrant and must comply with these Official Rules. Each entrant may be required to show proof of being an authorized Account holder.

6. Winner Determination: After the Contest Period, a panel of qualified judges determined by Sponsor in its sole discretion will select the entrant with the highest-scoring Submission from among all eligible Submissions based on the following criteria ("Judging Criteria"):

- Creativity/Originality (30%);
- Relevance to Promotion Theme (50%); and
- Use of positive adjectives (20%)

In the event of a tie, the entrant whose Submission received the higher score for Relevance to Contest Theme score, as determined by qualified judges in their sole discretion, will be deemed the potential Grand Prize winner.

7. Winner Requirements: Each potential Grand Prize winner will receive a Twitter message ("Twitter Message") at the Account used to enter on or around May 15th. The potential winner must respond to this Twitter Message within twenty-four (24) hours with the information requested otherwise the potential winner will be disqualified. In order to receive the Twitter Message, the potential winner's "Tweet Privacy" Account setting must be "unchecked." Then, the potential winner will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") within seven (7) days to be eligible to receive the prize. If the potential winner cannot be contacted, does not respond to the Twitter Message or does not complete the Declaration within the required time period, or is disqualified for any other reason, the prize may be awarded to a runner-up, in Sponsors' sole discretion. Up to three (3) alternate winners may be determined after which the applicable prize will remain un-awarded. Acceptance of a prize shall constitute and signify the winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, Submission and/or prize information in connection with the Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Without limiting the generality of these Official Rules, the winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. The winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. The winner will indemnify Sponsor, Released Parties (as defined in Section 9, below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

8. Prizes: ONE (1) GRAND PRIZE: Perfect Day Giveaway Sweepstakes Grand Prize Package. Prize package includes: one (1) Gift Certificate for a Manicure, one (1) Gift Certificate for a pedicure, one (1) Gift Certificate for a massage, one (1) Gift Certificate for a facial, one (1) Gift Certificate for a laundress, one (1) Gift Certificate for a house cleaning, one (1) Gift Certificate (valued at \$350) for a dinner at restaurant for service providers within 25 miles from winner's residence (terms and conditions of voucher or gift card apply) (selected by Sponsor in its sole discretion). Approximate Retail Value ("ARV"): \$1,350. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize (or component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use.

9. Release: By receipt of any prize, winner agrees to release and hold harmless the Sponsor, Moxie Interactive, Inc., Administrator and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize.

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated Sponsor may, in their sole discretion, determine the winner from among all non-suspect, eligible Submissions received up to time of such action using the judging

procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

11. Limitations of Liability: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions or votes or the tabulating of votes, the announcement of the prizes or in any Contest-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any unauthorized third party use of any Submission.

12. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsors in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

13. Entrant's Personal Information: Information collected from entrant is subject Sponsor's Privacy Policy <http://www22.verizon.com/privacy/>.

14. Winner List: For a winner list, visit <http://bit.ly/IWTZs8>. The winner list will be posted after winner confirmation is complete.