

**MyStudio® - Taylor Swift VIP Concert Experience  
Official Contest Rules**

**Official Contest Rules for the 2011 MyStudio Taylor Swift VIP Concert Experience  
Beginning August 27, 2011 and Ending October 23, 2011**

NO PURCHASE NECESSARY. OPEN TO LEGAL CITIZENS OR PERMANENT RESIDENTS OF THE UNITED STATES AND CANADA (EXCLUDING THE PROVINCE OF QUEBEC) WHO ARE ELIGIBLE TO WORK IN THE UNITED STATES AND CANADA.

THE CONTEST IS VOID WHERE ANY ASPECT OF THE CONTEST IS PROHIBITED BY LAW OR WHERE REGISTRATION, BONDING OR TRANSLATION IS REQUIRED.

*You must read these Official Contest Rules before entering the 2011 MyStudio - Taylor Swift VIP Concert Experience Contest. All entrants agree to be bound by these Official Contest Rules (the "Rules").*

**A. Contest and Contest Period**

The 2011 MyStudio - Taylor Swift VIP Concert Experience Contest (the "Contest") begins at 12:00:01 a.m. Pacific Time ("PT") on August 27, 2011, and ends at 11:59:59 p.m. PT on October 23, 2011 (the "Contest Period")

The Contest is hosted by Studio One Media, Inc., 7650 E. Evans Rd., Suite C, Scottsdale, AZ 85260 USA ("MyStudio"), All questions regarding the Contest should be directed by e-mail to [contact@mystudio.net](mailto:contact@mystudio.net).

No fee is required to submit an entry.

**B. General Conditions**

By participating in this Contest, entrants ("Contestant") agree to be bound by the following rules and the decisions of MyStudio and online voting at MyStudio.net, which shall be final and binding.

Your submission of a video entry, in the manner required, constitutes your consent and agreement to MyStudio's use of your images, photographs and/or likeness, name, address, biography, statements, voice, singing voice, music, artistic performances, any musical or sound effects produced by or attributed to you, as well as the style, look and feel of same, and other material submitted by you in connection with the Contest, in the manner and to the extent set forth in Paragraph 2 of Submission Agreements below. You are encouraged to read this provision carefully. All federal, state and local laws apply.

The Contest will be supervised by an administrator appointed by MyStudio (the "Administrator").

*Should the Taylor Swift Concert in Houston, Texas on November 5, 2011 be cancelled for any reason whatsoever, the MyStudio-Taylor Swift VIP Concert Experience Contest will be null and void.*

**C. Eligibility and Participation**

The Contest is open to legal citizens or permanent residents of the United States and Canada (excluding the Province of Quebec) who are eligible to work in the United States or Canada. This Contest is void outside of the United States and Canada and where prohibited by law. Contestants are responsible for compliance with applicable laws in jurisdictions where they reside.

You are ineligible to submit an entry and be a Contestant if you have (or subsequently acquire) any criminal convictions in any country (excluding civil driving offenses), or are subject to any charge, arrest or accusation of disreputable conduct, which may, in the opinion of MyStudio, jeopardize the good name of our business or may potentially be of concern to other Contestants.

Contestants are ineligible if they are currently under a contract with another talent agency the terms of which would prohibit the Contestant from fully participating in the competition or otherwise prevent the Contestant from accepting the awards and fulfilling the requirements of the winner, as set forth herein, or entering into any contracts with MyStudio, as contemplated hereby. Any Contestant who, during the pendency of the Contest, enters any contest or competition organized or sponsored by any company other than MyStudio, or signs an agreement to be represented by any company other than MyStudio, will be disqualified if that contest or agreement would prevent the Contestant from accepting the awards and fulfilling the requirements as a Winner in this Contest.

If a Contestant is under 18 years of age as of August 27, 2011, your parent or legal guardian must sign and notarize a Release ("Exhibit A" attached) and submit that Release to MyStudio. The Release must be faxed to MyStudio (480-556-9442) prior to the Deadline. Failure to furnish this Release in the form required will automatically result in the disqualification of the Contestant. MyStudio may require other documentation (such as a valid driver's license, passport, or proof of guardianship), before the Contestant is allowed to participate in the Contest or be selected as a Finalist or Winner.

You must have access and rights to use equipment and software that meets the technical requirements necessary to submit an entry through the Contest web site located at [www.mystudio.net/contest](http://www.mystudio.net/contest) (the "Contest Site").

Employees, independent contractors, officers, directors and agents of MyStudio and their respective electronic media firms, advertising and production agencies, legal advisors, or any person or entity connected with the administration or judging of the Contestants, or any of the parent companies, affiliates, subsidiaries, agent or representations of any of the foregoing, and members of the immediate families and those living in the same household of each are not eligible to participate in the Contest or receive a prize. The Contest is subject to all local, state and federal laws and regulations. By entering the Contest, all entrants agree to be bound by these Rules and to comply with all federal, state and local laws and regulations. All federal, state and local taxes are the sole responsibility of winner (or the parent/guardian if winner is a minor in her state of residence).

MyStudio, in their sole discretion, shall determine the eligibility of Contestants and the time of entry.

#### **D. Submission of Entries; Deadlines**

To be eligible to participate, you must successfully submit your entry and video through the Contest Site located at [www.mystudio.net/contest](http://www.mystudio.net/contest) using the form on the "Submissions" page of the Contest Site. MyStudio shall have no liability or responsibility for any technical malfunction or failure of any Internet or network connection, regardless of cause, which prevents or materially adversely affects the participant's ability to submit an entry in a timely manner or at all. Automated, script, macro or robotic entries submitted by individuals or organizations will be disqualified.

The Contest begins at 12:00:01 a.m., PT, August 27, 2011 and ends at 11:59:59 p.m., PT, October 23, 2011 (the "Deadline"). **All entries must be submitted no later than the Deadline.** In completing the entry form and submitting your video, you must provide your name, valid email address and other required information. You may also be required to provide proof of age at any time by the Administrator and will be required to provide proof of age if you are selected to win a prize.

Each submission must be the property of and an original work of the entrant. Only one video submission per act is allowed. Videos created at a MyStudio HD Recording studio after July 27, 2011 are eligible for submission.

By submitting an entry, you agree to be bound by the Rules, including, without limitation, the Submission Agreement provisions set forth in Section "I" below.

Videos submitted must adhere to the following requirements:

- To assure consistency in quality, comparability for judging, and that the video is current, videos should be created in a MyStudio Recording Studio no later than October 23, 2011.
- Each video may only be submitted once in this Contest.
- Videos must not, in the sole discretion of MyStudio, include any language or images that are unlawful, harmful, vulgar, obscene, sexually explicit, hateful, or racially, ethnically or otherwise objectionable. **NUDITY IS UNACCEPTABLE.**
- Videos must not, in the sole discretion of MyStudio, contain any disparaging, libelous or other inappropriate content.
- Videos must not, in the sole discretion of MyStudio, contain any commercial content that promotes any product or services or contain any third party materials, or otherwise violate or infringe (or may infringe) any copyright, trademark, logo, or mark that identifies a brand or other proprietary right of any person living or deceased (including but not limited to rights of privacy or portrayal in a false light) or entity, or is otherwise objectionable, will not be considered and may disqualify the Contestant. Therefore, clothing worn in the video must not contain any visible logos, drawings, cartoons, phrases trademarks or other third party materials.

MyStudio reserve the right to reject any entry for any reason in their sole discretion. MyStudio reserve the right to disqualify from the Contest, and any future contest or other promotion, any Contestant who, in MyStudio's reasonable suspicion, tampers with any of MyStudio's sites, the entry process, the Contest, violates these Rules, or acts in an unsportsmanlike or disruptive manner.

#### **E. How to Enter**

To enter the Contest, a Contestant can record a personal video at a MyStudio Recording Studio, register as a MyStudio Member, and submit the video and other information electronically.

To enter, follow the links at [www.mystudio.net](http://www.mystudio.net) to the "Contest" page to reach the official entry form. Then fill in all required information and submit online as per the instructions. Use of automated entry devices or programs is prohibited. Any attempts to access the site via a bot script or other brute-force attack will result in that IP address becoming ineligible for the entire Contest. MyStudio is not responsible for any incorrect or inaccurate entry information, human error, technical malfunction, failures, omission, interruption, deletion, or defect of any telephone network, computer on-line systems, computer equipment, servers, access providers, or software, including any injury or damage to participants' or any other persons' computers relating to or resulting from participation in this Contest; inability to access the entry website or any pages thereof; theft, tampering, destruction, or unauthorized access to, or alteration of entries; entry submissions that are processed late or incorrectly or are incomplete, garbled, or lost due to computer or electronic malfunction or traffic congestion on the Internet or any website. Proof of entering information at website is not considered proof of delivery or receipt. All entries become the sole property of MyStudio and will not be returned or acknowledged. False and/or deceptive entries or accounts shall render entry ineligible. Please email [contact@mystudio.net](mailto:contact@mystudio.net) for alternative means of entry information.

#### **F. Judging and Winner Selection**

Online voting of all videos submitted at [www.MyStudio.net](http://www.MyStudio.net) will begin on August 27, 2011 12:01am (PT) and end on October 23, 2011 11:59 pm (PT). MyStudio members can vote for their favorite video once an hour, every day through October 23, 2011 (11:59pm PST). The video with the most votes will win. Winner will be contacted directly by MyStudio no later than October 26, 2011.

In order to receive the prize, the Winner must provide his or her social security number and will be required to sign an Affidavit of Eligibility and Publicity/Liability Release within five (5) business days of initial notification, or an alternate winner will be selected. If a winner is a minor, parent or legal guardian will be required to execute the Affidavit. Failure to timely return Affidavit of Eligibility and Liability/Publicity Release will result in prize forfeiture and award to a runner up.

If a prospective winner is found to be ineligible for any reason, an alternate winner will not be selected. Any non-response by a potential winner, or MyStudio's failure to receive an executed Affidavit of Eligibility and Publicity/Liability Release from any potential winner with the prescribed five (5) business day period will result in disqualification and the selection of an alternate winner. In the event of any non-compliance of these Rules, the potential winner will be disqualified and an alternate winner will be selected. MyStudio is not responsible for unsuccessful efforts to notify any potential winner.

All Finalists agree to attend any press events and cooperate with MyStudio in promoting the Contest and the businesses of MyStudio.

#### **G. Prize**

##### **1. The Winner:**

The Contest Winner will receive:

- Two Premium Reserved Seats in the front floor section for the Taylor Swift concert at Minute Maid Park in Houston, Texas on November 5, 2011.
- Two round-trip tickets to Houston, Texas (departing from winners city traveling to Houston, Texas on November 5, 2011 and returning from Houston, Texas back to the same city of original departure on November 6, 2011).
- One night hotel accommodations the night of the concert (November 5, 2011).

- Preshow Dinner and Drinks.
- Exclusive Taylor Swift Gift Bag.

Travel is subject to space and departure availability, and the Winner must travel on dates specified by MyStudio. Any expenses not mentioned above are the individual Winner's responsibility. If the Winner is a minor, a parent or legal guardian must accompany the winner as the Winner's guest.

Odds of winning a prize will vary depending upon the number of actual Contest participants. In the event any entry is deemed ineligible, the Administrator should they choose, may award the prizes to alternate entries as it deems suitable. Winners may be required to pay customs, duty charges and/or taxes.

All costs not specifically enumerated in these Rules are the sole responsibility of the Winner.

#### **H. Submission Agreements**

1. **Original Works.** All entries must be the original creations of the entrants, not contain any intellectual property not owned by the entrant (except to the extent it contains materials licensed by MyStudio for purposes of the Contest) and must never have been published or professionally developed unless written authorization from the intellectual property owner is provided at the time of entry submission. Contestants agree to indemnify and hold harmless MyStudio from any copyright, trademark or other intellectual property infringement claim or liability with regard to their submissions.
2. **Use by MyStudio.** By submitting an entry for the Contest, the Contestant grants MyStudio, and each of them, a perpetual, irrevocable, fully-paid, royalty-free, transferable, non-exclusive, world-wide right and license, with rights to sublicense, use, copy, modify, reproduce, market, publish, distribute, sell, transmit, create derivative works of, publicly display and publicly perform, and otherwise exploit such Contestant's images, photographs and/or likeness, name, address, biography, statements, voice, singing voice, music, artistic performances, any musical or sound effects produced by or attributed to Contestant, as well as the style, look and feel of same, and other material submitted by Contestant in connection with the Contest (the "Material") for any purpose whatsoever, by all means and in any media now known or hereafter developed including, without limitation, print, broadcast, other electronic media, such as television program, motion picture, wireless/mobile device, MyStudio Recording Studio monitors, or the Internet for all purposes (including advertising, marketing, promotion, merchandising and the exploitation of any and all ancillary and subsidiary rights), as the same may be edited, throughout the universe, for no compensation, notice or approval, unless otherwise required or prohibited by law. Contestant's submission of an entry will be conclusively deemed to be waiver of (i) any and all claims for invasion of privacy, defamation and copyright, (ii) his or her moral rights in any such entries, Materials and information, (iii) the right to inspect or approve versions of his or her image used for publication or the written copy that may be used in connection with such images and agrees that he or she shall have no recourse against any Sponsor or MyStudio for any alleged or actual infringement or misappropriation of any proprietary right in any Contestant's entry, and releases MyStudio, and their respective assigns, licensees and successors, from any claims of every kind and nature that may arise regarding the use of his or her image, name or artistic performance including any claims of rights of publicity or copyright. All federal, state and local laws apply.
3. **Representations.** The Contestant represents and warrants to MyStudio that: (a) the reproduction, exhibition, or any use thereof or any of the Material shall not defame any person or entity nor violate any copyright, right of privacy or publicity, or any other right of any person or entity; and (b) the Contestant is sole owner of the Material, or is otherwise licensed to use same for purposes of the Contest, together with the title thereof and all rights granted to MyStudio hereunder, and no rights in the Property have been granted to others or impaired by the Contestant, except as specified, if at all, in these Rules.
4. **Protection of Material; Confidentiality.** It is the sole responsibility of Contestant to register his or her rights in and to the Material. MyStudio shall not be under any obligation to maintain confidentiality of the Material.
5. **Representations and Warranties.** Contestant warrants, by submitting an entry, that (i) any such entries, Materials and information are original with the Contestant, or that the Contestant has the right to submit such entries, Materials and information, (ii) all persons appearing in the entry are able to give, and have given, their full consent to participation and to the exploitation of the rights in the entry envisaged hereunder, (iii) any music included in the entry is cleared for use as envisaged hereunder, and no further release needs to be obtained by Sponsor, MyStudio or any third party in relation to exploitation, (iv) the entries, Materials and information submitted do not contain information considered by Contestant's place of business or any other

third party to be confidential, and that the entries, Materials and information submitted do not violate or infringe the rights of any third parties or violate any laws or regulations.

6. **Paperwork.** In order to participate in the Contest, you could be required to fill out, sign and agree to all of the terms and conditions of MyStudio required forms including a possible talent management contract, entertainment contract and/or merchandising contract, as well as a contract with MyStudio evidencing the Fees to be paid to it pursuant to the Rule of this Contest. You (and your parents and/or legal guardians in the case of contestants under 18 years of age) may also be subject to a thorough background investigation and other examinations, at the discretion of MyStudio. If you are under 18 years of age, both you and your parent or legal guardian must sign each of the forms and cooperate in having the forms court approved, if and when requested by MyStudio. If you are under 18 years of age, you must have the release signed and NOTARIZED by your parent or legal guardian with authority to sign on your behalf, and bring the signed and notarized Release with you to the audition. **ALL FORMS MUST BE FILLED OUT COMPLETELY AND TRUTHFULLY. IF YOU FAIL TO COMPLETE ANY FORM, GIVE ANY FALSE INFORMATION, OR FAIL TO REVEAL ANY PERTINENT INFORMATION, YOU MAY BE DISQUALIFIED FROM THE AUDITION PROCESS.**

## **I. General**

1. **Releases.** All Contestants, as a condition of entry into the Contest, agree to waive and release, and to indemnify and hold harmless MyStudio, their respective officers, directors, employees, parents, subsidiaries, divisions, affiliates, suppliers, subcontractors, printers, distributors, attorneys, agents and advertising, promotional or other agencies, from and against any and all liability, rights, claims, cause, thing, or actions of any kind whatsoever, that they may have, or which may hereafter arise, against any of them for injuries, damages, or losses, whether direct, compensatory, incidental or consequential, to persons, including death, or property arising in whole or in part, directly or indirectly, or which may be sustained in connection with accessing the Contest, submitting an entry or otherwise participating in any aspect of the Contest, the acceptance, receipt, ownership, possession, or use or misuse of any prize awarded, or while preparing for, participating in any Contest-related activity, or any travel related to the Contest or prize related activity, or any typographical or other error in these Rules or the announcement of offering of any prize. MyStudio make no representations or warranties of any kind concerning the appearance, safety or performance of any prize. Each prize winner bears all risk of loss or damage to his or her applicable prize after it has been delivered.
2. **Limitation of Liability.** MyStudio assume no responsibility or liability for (a) any incorrect or inaccurate entry form information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entry forms or submissions at any point in the operation of this Contest; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the submission of an entry or the operation of the Contest; (d) inaccessibility or unavailability of the Internet, (e) for lost, late, misdirected or damaged entries or internet technical, hardware, software, telephone or transmission failures of any kind which may limit a person's ability to enter the Contest; (f) for any injury or damage to entrant's or any other person's computer related to or resulting from entering or downloading any materials in the Contest, or; (e) any injury to or death of participants which may be related to or resulting from any attempt to participate in the Contest or download of any materials in the Contest.
3. **Force Majeure.** In the event that either MyStudio is prevented from continuing with the Contest, or the integrity and/or feasibility of the Contest is undermined by any event beyond the control of either MyStudio, including but not limited to fire; flood; epidemic; earthquake; explosion; labor dispute; strike; act of God; public enemy act; satellite or equipment failure; riot or civil disturbance; war (declared or undeclared); terrorist threat or activity; any federal, state, or local governmental law, order, or regulation; order of any court or jurisdiction; or other cause not reasonably within sponsors' control, MyStudio and Taylor Swift VIP Concert Experience will have the right, in their sole discretion, to abbreviate, modify, suspend, cancel, or terminate the Contest without further obligation or liability to you.
4. **Disputes.** You agree that you will submit any dispute you may have with regard the conduct of the Contest, interpretation of the Rules, and/or awarding of prizes to the Administrator, whose decision regarding such dispute shall be binding and final.
5. **Winner List.** For a list of prize winner(s), email your request to MyStudio at [mystudio.net](mailto:mystudio.net) and in the subject line reference "The 2011 Taylor Swift VIP Concert Experience Contest" which list will be made available within five (5) business days following the completion of the Contest. A list of prize winners will also be available at the Contest Site.

6. Disqualification. MyStudio reserves the right to disqualify and/or exclude, in their sole discretion, any individual from the Contest, at any stage in the Contest, for any reason or for no reason at all, including without limitation, violation of any portion of these Rules, or tampering with the entry process or the Contest process.
7. Taxes and Other Expenses. ALL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF THE PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNER(S). Each prize winner will be solely responsible for all applicable federal, state and local taxes on prizes, and, if applicable, may receive an IRS Form 1099 for the retail value of such prize. Sponsor reserves the right to withhold any taxes as required by applicable law. All prizes will be awarded (other than prizes withheld for tax purposes as required by applicable law) and are not transferable. Winner(s) will be required to supply a Social Security Number or Taxpayer ID prior to the award of any prize. All other expenses on the receipt and use of each prize not specifically mentioned herein are the sole responsibility of each applicable prize winner.
8. Governing Law. The Contest and the rights and obligations of MyStudio and Contestants will be governed by and controlled by the laws of the State of Arizona, United States of America, applicable to contracts made and performed therein without reference to the applicable choice of law provisions. All actions, proceedings or litigation relating hereto will be instituted and prosecuted solely within the State of Arizona, Maricopa County. The parties consent to the jurisdiction of the state courts of Arizona and federal court located within such state and county with respect to any action, dispute or other matter pertaining to or arising out of the Promotion.
9. Miscellaneous. We reserve the right, in our sole discretion and without prior notice, to suspend or cancel the Contest or alter the Rules, for any reason. Being chosen to compete at any stage in the process does not ensure that you will be selected to continue to the next stage. The Contest and entry therein is void where prohibited. No substitution for prizes except as may be necessary due to unavailability, in which case a prize of equal or greater value will be awarded. Prizes are not transferable or redeemable for cash, except as determined by MyStudio in their sole discretion. MyStudio reserves the right to cancel or suspend advertising the Contest on the internet should a computer virus, unauthorized intervention or other cause corrupt the integrity or proper conduct of the promotion. MyStudio reserves the right to disqualify any entrant found to be disrupting the operation of the Contest or the [mystudio.net](http://mystudio.net) Website.

**EXHIBIT A**

**Parent/Legal Guardian Release Form**

**IF THE INDIVIDUAL ENTERING THE CONTEST IS UNDER THE AGE OF 18 YEARS, THE PARENT  
OR LEGAL GUARDIAN OF SUCH PERSON MUST PROVIDE CONSENT BELOW**

I hereby warrant that I am the parent and/or legal guardian of the individual who provided consent in the foregoing Release (the "Minor"), that I have caused said Minor to execute said Release, that I will not instruct, authorize or permit said Minor to disaffirm the foregoing Release, and that I will indemnify and hold harmless the Released Parties (as defined in the Release) against all claims, liabilities and expenses with respect to said Release, and that, knowing of MyStudio's reliance hereon, I agree to cause said Minor to adhere to all of the provisions of said Release. I agree that I will be responsible for the conduct and well-being of said Minor at all times during said Minor's participation in the Program, if any. In addition, I agree to cooperate with MyStudio in having this Release and any past or future agreements entered into by the Minor in connection with the Contest approved by the applicable court and I hereby waive notice and any opportunity to appear and be heard in connection with any such proceedings.

Furthermore, in consideration of MyStudio possibly including me and/or Minor in the Contest and/or prize fulfillment, I hereby agree to be bound by and to perform all of the terms and conditions of the foregoing Release (including, without limitation, the provisions regarding release of all claims), as such terms and conditions may relate to my participation and/or the participation of the Minor in the Contest, if any (including but not limited to the taping of my appearance in connection with the Contest and the entry process, the use of my name, voice, likeness, etc., in the Program) and my agreement not to disclose or discuss or authorize any third Party to disclose or discuss, any events related to the Contest without MyStudio's prior written approval.

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_

RELATIONSHIP TO MINOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE NO: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

DATE OF BIRTH\*: \_\_\_\_\_

**Form must be completed and faxed to MyStudio at (480) 556-9442 before contest entry deadline.**