

**THE UNIVERSAL STUDIOS HOLLYWOOD  
HALLOWEEN HORROR NIGHTS 2010 SHORT FILM CONTEST**

VOID WHERE PROHIBITED OR RESTRICTED BY LAW. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. The "Halloween Horror Nights 2010–Short Film Contest" (the "Contest") begins at 9:00 a.m. PST on July 7, 2010 and ends at 5:01p.m. PST on August 14, 2010 ("Contest Period"). This Contest is sponsored by Universal City Studios LLLP dba Universal Studios Hollywood ("USH" and/or "Sponsor").

1. **ELIGIBILITY:** Contest is open only to permanent legal U.S. residents physically residing in the fifty (50) United States and DC (residents of Guam and Puerto Rico and other U.S. territories outside the fifty (50) states are excluded from entry and participation) who are eighteen (18) years of age or older and have reached the age of majority in their state of residence as of the time of entry. Officers, directors, and employees of Sponsor and its parent, subsidiary, affiliated and joint venture companies, advertising and promotion agencies, and any other entity involved in the development or administration of this Contest, as well as members of such persons immediate families and households (including children, spouses and siblings and/or other people living in the same households as such persons, whether related or not), are not eligible to participate or win. By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor and their representatives, which are binding and final on all matters relating to this Contest. Sponsor reserve the right (but is not obligated) to verify eligibility qualifications of any entrant or winner.
2. **HOW TO ENTER:** Beginning at 9:00a.m. PST on July 7, 2010 and ending at 5:01p.m. PST on August 14, 2010 (the "Submission Period"), filmmakers are invited to submit original short films to a judging panel selected by the Sponsor for consideration in the Contest. Participant must 1) print out and sign a copy of these Official Rules in the Agreed and Acknowledged section at the end of these Official Rules, and 2) submit two (2) copies of your Short Film in the DVD format. The Short Films should be addressed to:

Halloween Horror Nights 2010- Short Film Contest  
100 Universal City Plaza  
Building 5511-5 (Publicity)  
Universal City CA 91608

The Short Films must arrive at designated address by 5:01 p.m. PST on Saturday, August 14, 2010.

Only one (1) person may be considered the author of the Short Film as set forth as the "participant" in the Official Entry form, and only the submitting participant of the winning Short Film shall be eligible to receive the First Prize. For any participant's entry to be valid and in order for their Short Film to be considered, participant must acknowledge reading, accepting, and agreeing to the terms and conditions set forth in these Official Rules and the Terms of Submission. Your Short Film that you submit in connection with your entry (collectively "Submission") must be original, truthful and unpublished. See below for complete Terms of Submission.

**VIDEO INSTRUCTIONS:** Create a Short Film that responds to the posted instructions as set forth on the Website and in these Official Rules (including, without limitation, the Terms of Submission). Among other things, your Short Film must be no longer than three (3) minutes in length, and must be in the DVD format. No other formats will be accepted.

**LIMIT ONE (1) ENTRY PER PERSON.** All entries must be received by no later than 5:01 p.m. PST on Saturday, August 14, 2010. Entries generated by script, macro or other automated means are void. All entries become the property of Sponsor and will not be acknowledged or returned. Please note that this is not an application for employment.

3. **TERMS OF SUBMISSION:** By entering, you represent and warrant that (i) your entire Submission is an original work by you and you have not copied or used other works, third-party content, or other pre-existing elements (such as any audio, video, artwork, writing, graphics, or logos) in your Submission; (ii) no person, other than you and/or Sponsor has any right, title, or interest in any part of your Submission; (iii) your Submission, the use thereof by Sponsor, or the exercise by Sponsor of any rights granted by you pursuant to these Official Rules and your entry, does not and will not infringe or violate any rights of any third party or entity, including, without limitation, copyright and trademark, or create claims for defamation, privacy and publicity, false light, idea misappropriation, intentional or negligent infliction of emotional distress, or any contractual rights; (iv) you have all the rights, licenses, permissions and consents necessary to submit the Submission and to grant all of the rights that you have granted to Sponsor pursuant to these Official Rules and necessary to submit your entry in accordance with these Official Rules; (v) you have obtained written permission when filming any part of the Submission on private property not owned or controlled by you, where such permission is required and can provide Sponsor with copies; (vi) if your Submission depicts a person or persons under the age of eighteen (18), you are the minor(s)' parent or legal guardian; and (vii) you are a permanent legal U.S. resident physically residing in the fifty (50) United States and are over the age of eighteen (18) and are the age of majority in your state of residence as of the time of your Submission.

You represent and warrant that all persons who were engaged by you to work on the Submission in any manner have given you their express written consent to submit the Submission for use, exhibition and other exploitation in any manner and in any and all media, whether now existing or hereafter discovered, including, without limitation, the internet and television, throughout the world, in perpetuity. If you include any depiction (of any kind) of any actual person in or with your Submission,

you must have their written permission to include their image in or with the Submission. You further represent and warrant that anyone who was engaged by you in connection with the Submission (i) has no claims for payment of any kind, including, without limitation, for royalties or residuals, arising out of any use, exhibition or other exploitation of the Submission; (ii) has no approval or consultation rights or any rights of participation with respect to any use, exhibition or other exploitation of the Submission; and (iii) was not engaged by you or anyone associated with the Submission under any union or guild agreement that results in any ongoing obligations resulting from the use, exhibition or other exploitation of the Submission.

If you include any music in your Submission, you further represent, warrant and guarantee to Sponsor that the compositions, recordings, lyrics, text and other musical materials contained in the Submission are original, created only by you and do not contain any "samples" or excerpts that would infringe on the copyrights of others, are not merely a "cover" of someone else's song and that you have not granted to any third party or entered into any type of agreement including an exclusive recording agreement that would grant that third party any types of rights to your recorded performances.

Any Submissions containing material that is violent, pornographic or otherwise obscene, illegal, inappropriate or racially or morally offensive, or does not meet Sponsor standards for any reason as determined by Sponsor, in their sole discretion, may be rejected as ineligible for consideration. Entries must comply with all laws, rules, and regulations including, but not limited to, those concerning copyright, plagiarism, trademark, defamation and invasion of privacy.

The Short Films will remain the property of the filmmaker, but by entering and/or sending any Submission to Sponsor, you agree that: (i) all copies of Submissions become Sponsor's property and will not be returned; (ii) Sponsor have the right to broadcast the Short Films, post the Short Films on the USH, on Youtube and other websites that may be acting in partnership with USH or may be utilizing this material as part of publicity for the "Universal Studios Hollywood Halloween Horror Nights" event, and entrants grant these limited rights in perpetuity; and (iii) Sponsor and their licensees, successors and assigns have the right to use any and all Submissions, and the names, likenesses, voices, and images appearing in the Submission, for promotion and publicity of "Universal Studios Hollywood's Halloween Horror Nights" in any manner and in any medium now known or hereafter devised throughout the world in perpetuity. You waive any and all "moral rights" you may have in the Submission. You agree that you grant Sponsor these rights whether or not you are selected as a winner. **YOU WILL NOT BE PAID FOR YOUR SUBMISSION** or for granting Sponsor any of these rights.

Sponsor, their affiliates, and its licensees, successors and assigns are in no way obligated to use your Submission (and have no obligation to you or any other person or entity after your Submission is received), and you will not be given any credit if your Submission is used. Sponsor may elect to post any, all, or none of your Submission on the Website or elsewhere as set forth in these Official Rules. If Sponsor do elect to use your Submission or any part thereof, Sponsor may remove all or any part of it at any time for any or no reason, and Sponsor may use all or any part of it in any way that Sponsor elect, in their sole discretion. You agree to waive all claims to and shall not receive any royalties of any kind now or in the future from Sponsor, their affiliates, or their licensees, successors and assigns for any use of your Submission, including copyright, trademark, public performance, digital sound recording, mechanical, synchronization or master use royalties, and you represent, warrant and agree that no other party is entitled to claim royalties from the use of the Submission as set forth in these Official Rules.

You acknowledge that your Submission will not be acknowledged and will not be returned. You acknowledge that this Submission is sent voluntarily and is not received or held "in confidence" and your Submission does not create a confidential relationship or obligation of secrecy between you and the Contest or Sponsor, any of their affiliates or any of their licensees, successors or assigns. You may not resell, assign or transfer any of your rights under these Official Rules.

You recognize that other persons, including Sponsor's own employees and other entrants, may have submitted to Sponsor or others, or made public, or may in the future originate and submit, or make public, similar or identical material that Sponsor may have the right to use, and that you will not be entitled to any compensation because of Sponsor's use of other similar or identical material. Nothing in this Agreement, or the submission of the Submission, shall be deemed to place you in any different position from any other member of the public with respect to the Submission.

- 4. SELECTION OF FINALISTS AND WINNER:** Beginning as early as the start of the Submission Period, each eligible Submission will be reviewed by a panel of qualified judges selected by Sponsor and/or employees and/or representatives of Sponsor who will review Submissions on a rolling basis, as they are submitted no Submissions received after August 14, 2010 at 5:01 PM EST will be reviewed). The Short Films will be judged based equally on the following criteria: storytelling skill, originality and degree of a good "scare . Ten (10) Short Films (the "Featured Submissions") will be selected by judges and posted on the Website for online voting (as described below) on or about September 3, 2010 along with the applicable entrant's first name, city, state and entry title. All potential Finalists selected by Sponsor will be required as a condition of continued eligibility to complete and sign an additional Affidavit of Eligibility, Waiver of Liability and Publicity Release, to read and sign these "Halloween Horror Nights –Short Film" Contest Official Rules, and submit music cue sheets for any music used within their film by a deadline designated by Sponsor, as well as agree to allow Sponsor to attach the "Halloween Horror Nights" Logo to their Submission for future display on the Website or in any other media in perpetuity. Finalists may be notified by email, mail or phone and must return any and all documents required by Sponsor within the indicated time period. Any potential Finalist will not be considered as a Finalist if that person: (i) does not otherwise meet all eligibility requirements, as determined by Sponsor in their sole discretion or (ii) does not execute all agreements and/or releases required by Sponsor.

Sponsor may modify any Featured Submission, including editing, adding or subtracting elements at its sole discretion. If a potential Finalist or Winner does not make himself/herself available as directed by Sponsor or is otherwise not eligible, Sponsor reserve the right to disqualify such entrant and remove any Finalist, or Winner designation. All details of the designation as and use of a Featured Submission (including, but not limited to, the manner and duration of posting or screening on the Website or on any other website or in any other venue) are at the sole discretion of the Sponsor. Sponsor, their affiliates, licensees, successors and assigns are in no way obligated to use any Submission in any manner. In the event that insufficient qualified entries are received, Sponsor reserve the right, in their sole discretion, to choose fewer than ten (10) or not to choose any Featured Submissions.

**ONLINE VOTING:** On or about September 3, 2010 at 12:01 am PST to September 17, 2010 at 12:01 pm PST (the "Voting Period,") or on such other dates and at such other times as determined by Sponsor in their sole discretion, visitors to the Website may vote for their favorite Featured Submission according to the voting rules and procedures established by Sponsor, which will be posted on the Website. At the start of the Voting Period, each of the Featured Submissions will be posted on the Website in a randomized manner. After viewing the Featured Submissions, visitors may vote for their favorite Featured Submission online by following the provided instructions and according to the voting rules and procedures established by Sponsor, which will be posted on the Website. The Voting Period, voting rules and procedures and voting methods are subject to change, at Sponsor' sole discretion, and any changes will be posted on the Website. In the event of a tie, ties will be broken as described above with respect to the judging of the Short Films. After the close of the Voting Period, Sponsor will announce the Winner on September 17, 2010. Sponsor may publicly announce the name of the Winner as well as during the 2010 "Eyegore Awards" Ceremony at Universal Studios Hollywood, on a to-be-determined date in late September.

5. **PRIZE:** The winner selected will be designated as a the prize winner ("Winner") on September 17, 2010 and will receive a prize consisting of the following: 1) One Thousand and 00/100 Dollars (\$1,000.00) in the form of a check made payable to the Winner or in such other form as designated by Sponsor in their sole discretion; 2) two (2) tickets to the Eyegore Awards ceremony in Universal City, California ; 3) travel to the awards in Universal City ceremony from within the continental U.S. and accommodations for two (2) nights; 4) Winner will be recognized with a presentation of an Eyegore Certificate; and 5) a premiere showing of the winning Short Film on Chiller TV as well as a posting of the winning Short Film on SyFy.com. The Winner's Short Film will debut in front of studio executives, celebrities and media that are in attendance at the Eyegore Awards The Winner and his/her guest will receive two (2) tickets to enjoy 2010's "Halloween Horror Nights" at Universal Studios Hollywood. Estimated Retail Value of the Prize is Three Thousand and 00/100 Dollars (\$3000.00).

All details of Prize will be determined by Sponsor in their sole discretion. Sponsor will furnish an Internal Revenue Service Form 1099 to Winner for the ERV of Prize for the tax year in which Prize was won. Travel arrangements must be made through Sponsor's agent, on a carrier of Sponsor's choice. Winner and guest must travel together on the same itinerary, including the same departure date and return date, and must have valid travel documents (e.g., valid government issued photo ID and/or passport) prior to departure. Failure to secure the necessary travel documents will result in forfeiture of Prize and time permitting, an alternate Winner may be selected from the remaining eligible Entries based on the Judging Criteria at Sponsor's sole discretion. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize are the sole responsibility of Winner. Prize cannot be transferred by Winner and is valid only for the items detailed above, with no substitution of Prize by Winner. Exact travel dates will be determined by Sponsor in their sole discretion. If Winner is unable to travel during the dates specified by Sponsor, Prize will be forfeited and time permitting, Sponsor may, in their sole discretion award Prize to an alternate Winner selected from among all remaining eligible entries based on the Judging Criteria. Travel and hotel arrangements will be determined by Sponsor in their sole discretion. Once determined, no change, extension, or substitution of travel dates and/or times is permitted, except by Sponsor in their sole discretion. Prize consists only of the elements set forth above. No other travel elements (including, without limitation, ground transportation (except as listed above), insurance, gasoline, meals, gratuities, and souvenirs) are included in Prize. All taxes and fees assessed at the time of ticketing are the responsibility of Winner. Tickets are non-refundable. Reservations are subject to availability. Tickets are not valid for business-related or group travel. Tickets are valid only for travel on airline chosen by Sponsor in their sole discretion. Tickets will be issued only to Winner and guest. Tickets are void if sold for cash or other consideration. Winner is responsible for any tax liability (including applicable departure taxes or fees, including baggage fees), inspection charges, and security charges. Once issued, tickets are non-transferable and may not be reissued once travel has commenced. Open tickets may not be issued and stopovers are not permitted. Travel may not be combined with any other offer and may not qualify for frequent flyer miles or hotel points. All travel will be at the risk of Winner and guest. Sponsor will not replace any lost or stolen tickets, vouchers, or certificates. All elements of Prize must be redeemed at the same time. In the event of an act of God or an unforeseen, uncontrollable event, Sponsor reserve the right to reschedule all travel for a later date.

6. **ADDITIONAL ITEMS THAT MAY BE REQUIRED BY SPONSOR:** Upon request, you will provide Sponsor with signed appearance releases and location agreements ("Film Agreements") as Sponsor may deem necessary in its sole discretion. Failure to Provide Sponsor with Film Agreements may result in disqualification. Additionally, upon request, you will provide Sponsor with a hard copy (the "Master") of your Submission in the format requested by Sponsor. You acknowledge and agree that Sponsor shall have the right to edit and otherwise modify the Master and the Submission, in its sole discretion, including, without limitation, deleting and adding such materials as Sponsor deem necessary or desirable in its sole discretion.

Subject to time, telecast, and production exigencies, and in Sponsor's' sole discretion, Sponsor will make arrangements for all or some portion (as solely determined by Sponsor) of the Winner's Short Film to be exhibited (the "Exhibition") during the currently scheduled Eyegore Awards in September, 2010. All decisions regarding and details related to the Exhibition are at Sponsor's' sole and exclusive discretion. The Exhibition has no cash value. (Sponsor may also, in its sole discretion, use,

without limitation, clips from any entrant's Short Film in connection with the Halloween Telecast and may also post any entrant's Short Film on Sponsor's digital media outlets or other venues designated solely by Sponsor. There is no cash value to the selection or use by Sponsor in any manner or media whatsoever of any Submission of any entrant. No payment or compensation will be awarded for such exposure.

Any entrant selected as a Winner must comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements. Prize is non-transferable, non-refundable and no substitutions will be permitted, except that Sponsor reserve the right to substitute prize(s) of comparable or greater value in the event of prize unavailability. All federal, state and local taxes are the sole responsibility of winners. If the Eyegore Awards and/or the Halloween Telecast in which the Exhibition is planned by Sponsor is cancelled, rescheduled or postponed for any reason prior at any time prior to or during the scheduled Exhibition, or in the event that any prize component is not available for any reason, then remaining elements of prize shall be awarded and shall constitute full satisfaction of Sponsor's prize obligation to any Winner and no additional compensation will be awarded.

Potential Winner will be notified by phone and/or email. Sponsor will make two (2) attempts to contact the potential Winner at the phone number or email address provided at the time of entry within seventy-two (72) hours from the time of the selection. If Sponsor are unable to reach potential Winner via phone or email within this time frame, he/she may be disqualified, any prize will be forfeited, and Sponsor may, in their sole discretion award Prize to an alternate Winner selected from among all remaining eligible entries based on the Judging Criteria.

- 7. GENERAL RULES:** Entry constitutes permission to the Sponsor and their designees to use each entrant's name, city, state, likeness, voice, biographical information and statements for purposes of advertising, promotion and publicity in any and all media, now or hereafter known, throughout the world in perpetuity without additional compensation, notification or permission, unless prohibited by law. By participating, entrant (i) is warranting and representing that they are the sole creator of their Submission and that no element thereof was taken from any published materials; (ii) agrees to release and hold Sponsor and their parents, affiliates, subsidiaries, retailers and advertising and promotion agencies, any other entity involved in the development or administration of the Contest, and each of their respective directors, officers, employees and assigns (collectively, the "Released Parties"), harmless against any and all claims and liability of any kind (including, without limitation, personal injury, death, and/or property damage) arising out of participation in the Contest or misuse, nonuse or use of any prize; (iv) waives all rights to claim direct, indirect, punitive, incidental and/or consequential damages, attorney's fees or any damages of any kind other than actual out-of-pocket costs incurred to enter; and (v) agrees that they have read and understood these Official Rules, and accept these Official Rules together and agree to abide by their terms and conditions, as they may be amended from time to time, and all other applicable rules and regulations and the decisions of the Sponsor and judge(s), which are final and binding on all matters relating to the Contest.

Released Parties are not responsible for incomplete, lost, late, stolen, damaged, illegible, misdirected, garbled, inaccurate, delayed or undelivered entries; for any computer, network, technical, mechanical, printing, typographical, human or other errors or problems of any kind relating to or in connection with the Contest, including, without limitation, errors or problems of any kind that may occur in connection with the administration of the Contest, the processing of entries, the announcement, delivery or use of any prize or in any Contest-related materials; or for any liability for damage to any computer system resulting from participating in, or accessing or downloading information in connection with this Contest. **CAUTION:** Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Contest is a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserve the right to seek damages from any such entrant to the fullest extent permitted by law, including criminal prosecution.

Sponsor reserve the right to postpone, cancel, or modify the Contest (or any element thereof, including, without limitation, these Official Rules) in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules) without notice, in its sole discretion. If the Show, Halloween Telecast, and/or the contemplated Exhibition (or any other aspect of this Contest) is canceled for any reason or if for any reason this Contest is not capable of being run or implemented as planned, including, but not limited to, as the result of infection by computer viruses or bugs, tampering, unauthorized intervention, fraud, or any other cause of any kind, which, in Sponsor's sole judgment, is likely to or actually corrupts or affects the administration, security, fairness, integrity or proper conduct of the Contest, then Sponsor reserve the right, in its sole discretion, to cancel, terminate, modify or suspend all or any part of the Contest, or to disqualify any implicated entrant(s) (and their entries), and the Prize (or any portion thereof) may not be awarded. In the event of cancellation, Sponsor reserve the right, at its sole discretion, to conduct judging and to award prize(s) for the applicable Contest Period from among all eligible, non-suspect entries received up to the time of the event or action warranting such cancellation, termination, modification or suspension, as applicable. Notice of cancellation, termination, modification or suspension, if any, may be posted on the Website.

Sponsor may prohibit any entrant or potential entrant from participating in the Contest and/or receiving any prize (or any portion thereof), if at the sole discretion of Sponsor, such person shows a disregard for these Official Rules, or acts (1) with an intent to annoy, abuse, threaten, or harass any other entrant, Sponsor, or their agents or representatives or (2) in any other disruptive manner.

- 8. NO WARRANTIES:** Sponsor make no warranties covering any of the prizes furnished as part of this Contest.

9. **GOVERNING LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the participant and Sponsor in connection with the Contest, shall be governed by and construed in accordance with the laws of the State of California without giving effect to any choice of law or conflict of law rules or provisions which would cause the application of the laws of any jurisdiction other than the State of California. Sponsor's' decisions as to all matters related to the administration of the Contest, including (without limitation) the selection of Featured Submissions, Finalists, and/or Contest Winners, are final. If any controversy or claim arising out of or relating to the Contest, the Official Rules, or the breach of any term hereof, cannot be otherwise resolved, it shall be resolved by binding arbitration conducted in the County of California, and administered by Judicial Arbitration and Mediation Services ("JAMS") in accordance with its Streamlined Arbitration Rules and Procedures or subsequent versions thereof (the "JAMS Rules"). The JAMS Rules for selection of an arbitrator shall be followed, except that the arbitrator shall be an experienced arbitrator licensed to practice law in California. The decision of the arbitrator shall be binding, final and conclusive and shall not be appealable to any court. The remedy for any claim shall be limited to actual damages, and in no event shall any party be entitled to recover punitive, exemplary, consequential, or incidental damages, including attorney's fees or other such related costs of bringing a claim, or to rescind this agreement or seek injunctive or any other equitable relief.
10. **PRIVACY:** Sponsor will share the Winner's name and contact information in order to contact Winner for the purpose of fulfillment of the Prize. Information supplied by non-winning entrants will be shared by Sponsor in accordance with its privacy policy, which is posted at [www.nbcuni.com/Privacy\\_Policy/](http://www.nbcuni.com/Privacy_Policy/).
11. **LIMITATION OF LIABILITY:** Entrants and Winner agree that the Released Parties shall not be liable for injury, loss or damage of any kind resulting from participating in this Contest including, without limitation, from the acceptance or use of any prize awarded, including any future use of any winning entry, or from Sponsor's' future use of any Submission.
12. **WINNER'S NAME:** For name of the Winner, visit [www.halloweenhorrornights.com](http://www.halloweenhorrornights.com) after 10/1/2010.

AGREED AND ACKNOWLEDGED:

By: \_\_\_\_\_  
(Signature)

Name: \_\_\_\_\_  
(Printed Name)

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Email address: \_\_\_\_\_