

OFFICIAL 2009 PORTRAIT CONTEST RULES

WHO MAY ENTER: Contest is open to any legal resident of the United States who is at least 18 years of age at the time of entry and who visits any of The Picture People studio locations, during regular studio hours, between July 26, 2009 and September 12, 2009 (the "Contest Period"), for a portrait photography session for the entrant's Infant or Toddler (age 4 or younger), Child (between the ages of 5 and 10 years), Family (as defined below under "JUDGING"), or Pet animal. Entrants must also complete the steps described in these Official Rules, including completion of an Official Entry Form. For Infant, Toddler, Child or Pet portraits, the parent, guardian or owner completing the Official Entry Form is the entrant. For Family portraits, one adult in the group shall be designated by the group as the entrant. Employees of The Picture People, its advertising and promotional agencies, and the immediate families of such employees are not eligible to participate. All applicable laws and regulations apply. Void where prohibited by law. Only one entry per household.

TO ENTER: NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. To enter, portrait subjects age 18 or older and all contest entrants must complete and sign an Official Entry Form and a portrait photography session must be completed during a visit to any The Picture People studio during the Contest Period. For portrait of an Infant, Toddler or Child (per the ages specified above), the Official Entry Form must be signed by a parent or legal guardian. For portrait of a Family, the Official Entry Form must be signed by each adult included in the Portrait and by at least one parent or legal guardian of each minor included in the portrait. For portrait of a Pet, the Official Entry Form must be signed by an owner of the pet. There is no charge for entry and there is no portrait session fee. Each portrait entered into the contest constitutes a single entry, regardless of the number of people or pets in the portrait. Portrait sessions typically do not last more than an hour, but The Picture People cannot guarantee the length of time required. Participants may set up an appointment in advance for a portrait session, which are given on a first-come, first-served basis. The Picture People cannot estimate whether or for how long participants without appointments may need to wait for their portrait session for the contest. Portraits taken as part of the contest are the property of The Picture People. The contest entrant and portrait subjects shall retain or obtain no rights to the portraits, and to the extent that they have any rights in the portrait they agree to assign all rights to The Picture People and to waive any moral rights in the portrait. In order to receive a prize, contest entrants must provide proof of identification, as well as proof of age for all photo subjects (excluding pets). Entry forms will not be returned.

DEADLINE: Entry forms must be received by The Picture People and all portrait photography sessions must be completed by the regularly posted time for the close of business on September 12, 2009, for the studio where the photograph is taken. The Picture People is not responsible for late, lost, stolen or damaged entry forms or portrait photographs.

JUDGING: Winning portraits will be selected by The Picture People's Studio Managers and District Managers in four categories: (1) Infant or Toddler, for a portrait of an infant or toddler age 4 years and younger at the time of the photography session; (2) Child, for a portrait of a child age 5-10 years at the time of the photography session; (3) Family, which is defined as a group of two or more individuals who are living in the same household and are related by blood, guardianship, marriage, civil union, domestic partnership, or who are unmarried couple living together; and (4) Pet. Portraits will be judged based on overall impact, as determined by the judges and based on their expertise in the field of portrait photography. The selected portraits will: (i) have an image that is considered a great quality portrait, with emphasis on unique personalities conveyed by the portrait subjects, composition, clarity and technical quality; (ii) have an image with emotional stopping power; and (iii) for portraits in the Infant/Toddler or Child categories, capture a child's inner beauty. Decisions of the judges are final. The Picture People reserves the right to disqualify any portraits that contain content that may be considered obscene, pornographic, violent, or offensive for any reason.

Weekly Finalists: At the end of each week during the Contest Period, the Studio Manager for each The Picture People studio will select one finalist from the portraits taken at his or her studio in each of the four categories (the "Weekly Finalists") and, from those four Weekly Finalists, will select one winning portrait. The studio may, at the discretion of the Studio Manager, display the Weekly Finalists and/or the one Weekly Top Finalist.

Contest Winners: Contest winners will be selected from the Weekly Finalists from each studio, and will be selected by The Picture People's District Managers at the time of the judging. One winning portrait will be selected from each of the four categories. One Winner's Prize shall be awarded to the designated contest entrant for each winning portrait (regardless of the number of individuals or pets in the portrait). In addition, one People Grand Prize winner will be selected from the combined categories of Infant/Toddler, Child and Family, and one Pet Grand Prize winner will be selected from the Pet category. One prize only per portrait; prize awarded to the contest entrant designated for each portrait.

Chances of winning depend on the number of entries at each studio and overall. The Picture People has approximately 175 studios that are participating in the 2009 Portrait Contest. Similar contests over the past three years have had approximately 500 to 1000 portrait entries.

PRIZES:

Six qualified contest entrants will be chosen to win prizes. No prize substitution and all prizes are non-transferable. Prizes may include additional terms and conditions. Each prize recipient is responsible for all applicable taxes, fees, and duties with respect to prizes. Each contest entrant accepting a prize may be required to supply Social Security numbers or other taxpayer identification numbers prior to the award of any prize. All prizes must be claimed by 5 p.m., Pacific Standard Time, on February 28, 2010. Winners are required to sign an affidavit of eligibility form and release with fifteen days after delivery of notification of winning in order to claim their prize, unless prohibited by law. Winners will be notified by mail, telephone or email no later than December 31, 2009. If The Picture People is unable to contact potential winners using the information provided in the submitted entry form or if any potential winner fails to respond to the prize notification within 15 business days of issuance of notification, that potential winner or winners shall be disqualified and an alternate winner may be selected by The Picture People judges. Limit one prize per household.

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2009 PRIZE STRUCTURE

WINNER LEVEL	PRIZE PACKAGES
Winner's Prize	One Landmark Collection from The Picture People, which includes sixteen portrait sheets, four mats and four wall frames, and is valued at \$510.
People Grand Prize Winner (Combined Infant/Toddler, Child and Family Categories)	<ul style="list-style-type: none">One \$2,000 Visa Gift Card
Pet Grand Prize Winner (Pet Category)	<ul style="list-style-type: none">One \$500 Petco Gift Card

RELEASES/OTHER CONDITIONS: By signing the entry form, the contest entrants and portrait subjects (on their behalf and on behalf of any minor for whom he or she is a parent or guardian) give full consent to The Picture People to use their name, image, likeness and winning portrait in all forms of advertising, promotional, website, marketing and collateral materials and in any media, now or hereafter known, specifically including but not limited to displaying their portrait in The Picture People studios or on our website, without additional compensation or permission, except where prohibited by law. Contest entrants and portrait subjects also release The Picture People (and its subsidiaries, studios, affiliates, directors, officers, employees and agents, from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries or damages of any kind arising out of or in connection with this contest or use or inability to use any prize. Submission of a signed entry to the contest constitutes the entrant's acceptance of all conditions set forth in these Official Rules.

The Picture People reserves the right to disqualify entrants who, in its sole opinion, violate any of the provisions of the Official Rules. The Picture People reserves the right, without prior notice and at any time, to terminate or suspend the promotion, in whole or in part, or modify the promotion in any way, should any factor (including but not limited to fraud or security breach) interfere with the proper conduct of this promotion as contemplated by these Official Rules.

LIABILITY LIMITATION: IN NO EVENT SHALL THE PICTURE PEOPLE AFFILIATES BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, OR CONSEQUENTIAL DAMAGES, OR LOSS OF PROFITS, INCURRED BY ENTRANT OR ANY THIRD PARTY, WHETHER BASED ON WARRANTY OR IN CONTRACT, TORT, OR OTHER LEGAL THEORY, AND WHETHER OR NOT ADVISED OF THE POSSIBILITIES OF SUCH DAMAGES, ARISING FROM THE EVENT OR PRIZE, EVEN IF THE PICTURE PEOPLE HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

WINNERS LIST: For a list of contest winners and for information regarding the number of portraits entered in each category, send a self-addressed stamped envelope after December 31, 2009 to: 2009 Portrait Contest, The Picture People, 1800 10th Street Suite 300, Plano, TX 75074. All questions regarding the contest should be directed to The Picture People at customerservice@picturepeople.com, (877)-968-4746, or The Picture People, Attn: 2009 Unique Personalities Portrait Contest, 1800 10th Street Suite 300, Plano, TX 75074.

GOVERNING LAW: This contest and these Official Rules shall be governed by and construed in accordance with the laws of the State of California without reference to conflicts of law principles. All actions, proceedings, or litigation relating hereto will be instituted and prosecuted solely within the City and County of San Francisco, California.

ENTRY FORM



Unique personalities.
Unique portraits.

Entry only accepted with portraits taken at The Picture People between 7/26/09 and 9/12/09, during normal business hours. All fields must be completed for valid entry.

Designated Contest Entrant:

PARENT OR GUARDIAN'S NAME, NAME OF ADULT IN FAMILY PORTRAIT, OR NAME OF ADULT PET OWNER

ADDRESS CITY STATE ZIP
()

EMAIL ADDRESS DAYTIME PHONE NUMBER

CIRCLE ONE CATEGORY: 0-4 YRS (INFANT/TODDLER) 5-10 YRS (CHILD) FAMILY PET

Portrait Subject(s):

CHILD'S NAME BIRTH DATE M F

FAMILY NAME AND NAMES OF ALL PORTRAIT SUBJECTS

PETS NAME

In exchange for being allowed to participate in the 2009 Portrait Contest as a portrait subject (on behalf of myself or for my child or children, or child/children for whom I am a legal guardian), I, the undersigned, hereby consent and agree that The Picture People, its successors and/or assigns may use the name, image and likeness of the person(s) listed above in portrait photographs taken at The Picture People for the 2009 Portrait Contest for any purpose, including commercial, advertising, website, online and promotional uses, in any media now or hereafter known, without further compensation and without further review or consent. I acknowledge that The Picture People has all rights in the portrait and has the right to position, caption, modify and edit the photographs as determined by The Picture People in its sole discretion and I waive any claims relating thereto, and irrevocably assign any rights in the portrait to The Picture People. The Picture People is not obligated to use any portrait. I acknowledge that I received or obtained a copy of the Official Rules of the 2009 Portrait Contest, and I accept the terms of the Official Rules of the 2009 Portrait Contest on behalf of myself and on behalf of the child or children in the portrait, as parent or legal guardian of such child or children.

PRINT PARENT OR GUARDIAN'S NAME, NAME OF ADULT IN FAMILY PORTRAIT, OR NAME OF ADULT PET OWNER

SIGNATURE DATE

CONTEST IS SUBJECT TO THE COMPLETE OFFICIAL 2009 PORTRAIT CONTEST RULES, AVAILABLE AT WWW.PICTUREPEOPLE.COM OR IN ALL OF THE PICTURE PEOPLE STUDIOS.

To be Completed by Studio:

Photographer Name _____ Date: _____ Studio # _____ Session # _____