

Transitions Lenses Readers' Pick Contest

OFFICIAL RULES

1. **NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**
2. **Eligibility.** Subject to the additional restrictions below, the **Transitions Lenses Readers' Pick Contest** is open to U.S. residents (excluding Puerto Rico) who are 18 years or older at the time of entry. Employees of *USA TODAY*, *USA WEEKEND*, Gannett Co., Inc., Transitions Optical, Inc., and each of their respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win.
3. **How To Enter.** The Contest will begin at 12:00 a.m. (Eastern Time) on February 18, 2008, and end at 11:59 p.m. (Eastern Time) on September 16, 2008

Entry Period: Begins on 12:00 a.m. on February 18, 2008 and ends at 11:59 p.m. on June 30, 2008. To enter, submit your best photo representing the active lifestyle that Open Air Magazine celebrates. The following information must be provided to Open Air Magazine with your photo: a photo description, your first and last name, phone number, and mailing and email addresses. Online and email entries must be accompanied by a digital photograph. Each photo submission must be an authentic, original/unaltered photograph taken by contestant identified on the accompanying entry information, and the contestant must own the copyright in the photograph submitted. Sponsor will accept photos in black and white or color. All digital entries should be at the highest resolution possible. Sponsor will accept the format of high-resolution jpeg. The photo should be cropped as the contestant prefers. Please note in the description of the photo what photo equipment was used, who is in the picture, what the subject(s) are doing, and/or where the picture was taken. If a photo includes people other than the contestant, the contestant must provide a written release executed by the individual(s). Release forms are available by contacting Open Air Magazine. All entries become property of Sponsor and none will be returned. Contestants acknowledge and agree that Sponsor shall have the right to edit, adapt, modify, reproduce, publish, promote, broadcast, or otherwise display or use entries in any way it sees fit without limitation or compensation to contestants.

Email Entry: Photo submissions can be emailed to openairphotos@usatoday.com. Include the above information and attach your photo.

Online Entry: Enter online by visiting www.openair.usatoday.com, clicking on the 'Reader Photos' link and following all posted instructions.

All entries must be received by 11:59 p.m. (Eastern Time) on June 30, 2008. You may enter the Contest as often as you like but only one (1) prize will be awarded.

Sponsor will not be responsible for incomplete, lost, late, misdirected, or illegible entries, or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. In the event of a dispute, all online entries will be deemed to have been submitted by the owner of the ISP account from which they were sent. For these purposes, an ISP account holder shall mean the natural person assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account. Any questions regarding the number of entries submitted or the owner of an ISP account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Contest. Sponsor further reserves the right to

disqualify any entry that is alleged to infringe on any third-party's intellectual property rights, or that Sponsor deems obscene, offensive or otherwise inappropriate for viewing by a general audience.

4. **Winner Selection.** Contest judges will select up to ten (10) photos for publication in the May 2 and September 5 issues of Open Air. The photos selected will represent the active lifestyle as presented and covered in Open Air Magazine. The photos will be judged based upon reproduction quality (50%), composition (20%), content (20%) and appropriateness to theme of Open Air Magazine (10%). The published photos will be the Contest Finalists. Beginning at 12:00 a.m. on September 5, 2008 and ending at 11:59 p.m. on September 16, 2008, readers (over the age of 13) will have the opportunity to vote online at www.openair.usatoday.com for their favorite photo published in the May 2 and September 5 issues of Open Air. Only 1 vote per day per ISP account will be accepted. The photo with the highest number of eligible votes will be awarded the Grand Prize.
5. **Prizes and Odds.** One (1) Grand Prize Winner will receive a Canon EOS 5D12.8 mega pixel Digital Camera with a 24-105mm lens, compact flash memory card and USB. Total approximate retail value of \$ 2,800.00. Odds of winning depend on the eligible entries and votes received.
6. **Winner Notification and Acceptance.** Winner will be notified on or about September 30, 2008 at the telephone number or email address provided on the winner's entry form. If notified by phone, Sponsor will call during regular business hours at number provided on entry form and will leave no messages. Failure to reach winner by phone or email may result in disqualification of winner, forfeiture of his or her interest in all prizes, and selection of a substitute winner from among all remaining eligible entries. Winner may waive his/her right to receive the prize. Prizes are non-assignable and nontransferable. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winner is solely responsible for reporting and payment of any taxes on prizes. Winner will be required to complete an affidavit of eligibility/liability certifying that the contestant's photo is the contestant's original work, that contestant own the rights to the photo, that the photo has not previously won an award or prize in a contest nor has it been previously published, and that contestant has complied with the Official Rules of the Contest. The affidavit of eligibility and publicity release (except where prohibited by law) must be returned within ten (10) days of date of personal delivery or date of postmark. Failure to sign and return the affidavit or release within ten (10) days, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. Except where prohibited, acceptance of any prize constitutes winner's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation from the Internet, or further compensation by Sponsor. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.
7. **Participation.** By participating, contestants agree to be bound by these Official Rules and the decisions of Sponsor. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Sponsor. In the event the Contest is compromised by tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the Contest, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Contest. Should the Contest be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date.
8. **Copyright.** By entering the Contest, each contestant grants to Sponsor an exclusive, royalty-free and irrevocable right and license to publish, print, edit or otherwise use the contestant's submitted entry, in whole or in part, for any purpose and in any manner or media (including, without limitation, the Internet) throughout the world in perpetuity, and to license others to do so, all

without limitation or further compensation. Each contestant further agrees that if his/her entry is selected by Sponsor as the winning entry, he/she will sign any additional license or release that Sponsors may require, and will not publicly display his or her photo submission without the express permission of Sponsor.

9. **Construction.** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.
10. **Sponsor.** The **Transitions Lenses Readers' Pick Contest** is sponsored by USA TODAY. Transitions Optical, Inc. is the promotional sponsor. The decisions of Sponsor and the Contest judges regarding the selection of photos for publication and winner and all other aspects of the Contest shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest. For a list of winners (available after October 15, 2008) or a copy of these Official Rules, visit openair.usatoday.com or send a self-addressed, stamped envelope to "Winners List/Official Rules", Transitions Lenses Readers' Pick Contest, 7950 Jones Branch Drive McLean, VA 22108. If you have any questions regarding this Contest, please email openairtransitions@usatoday.com.