

The Sims™ Machinima Competition & Exhibit Contest

2007 Official Rules

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

1. Entry. To participate in The Sims Machinima Competition & Exhibit Contest ("Contest"), you will need a copy of *The Sims 2* for PCCD, which will be provided to entrants at no cost by Electronic Arts Inc. ("Sponsor"). To enter, create a movie relating to *The Sims* using *The Sims 2* Movie Making Tool. The contest begins at 8:00 a.m. EST on May 1, 2007 and ends at 5:00 p.m. PST on May 18, 2007 (the "Contest Period"), Entrants must submit entries into the Contest (collectively the "Entry" or "Entries") by hand delivering two copies of your Machinima entry on DVD, each copy labeled with a movie title and the name(s) of individual(s) who created it, including the creators of any music or sound that is used other than that provided on *The Sims 2* for PCCD tracks (individually and collectively, the "entrant(s)") to Rey Gavidia at 79 New Montgomery St, 6th floor, or his designee no later than 5:00 p.m. PST on May 18, 2007. The length of your movie must be between 1 and 5 minutes.

You may submit multiple entries, but are only eligible to win one prize per person for individual entries, and one prize per distinct collaborative team for collaborative entries. By entering, entrants warrant that except for the Sponsor-provided assets offered on *The Sims 2*, their entries are their own and original creations and do not violate or infringe the rights, including, without limitation, copyrights, trademark rights or rights of publicity/privacy, of any third party. Entries must be suitable for publication (i.e. not obscene, offensive or indecent) and must not have been submitted in other contests or been previously published. Completed entries must be delivered during the Contest Period and received by 5:00 p.m. PST on May 18, 2007. Sponsor is not responsible for technical, hardware or software malfunctions, misdirected entries, lost or unavailable network connections or failed, incorrect, inaccurate, incomplete, lost, late, illegible, misdirected, garbled, delayed or postage due entries or other communications or other technical problems related to entries. Sponsor, in its sole discretion, reserves the right to disqualify any entry containing racial or ethnic slurs, explicit language or sexual content or otherwise offensive or illegal material. Sponsor, in its sole discretion, further reserves the right to disqualify any person who tampers with the entry process or the operation of the Contest, or who otherwise violates these rules. By entering, entrants accept and agree to abide by the terms of these Official Rules.

2. Eligibility. This Contest is only open to students enrolled at The Academy of Art University at the time of entry and at the time of awarding the prizes, who are 18 years of age or older at time of entry. Employees of Electronic Arts Inc. ("Sponsor"), The Academy of Art University, and their respective affiliates, subsidiaries, parents, representatives, advertising, promotion and publicity agencies ("Sponsor and its agents") and the immediate family members and persons living in the same household of each are not eligible. Contest is void where prohibited, restricted or taxed by law. All federal, state and local laws and regulations apply.

3. Prizes. There are three prizes, as follows:

One First Prize = \$5,000

One Second Prize = \$2,000

One Third Prize = \$1,000

Prizes will be awarded in the form of a check payable to winner(s). Prizes are not transferable. In the event that any winning entry lists two or more entrants, the prize(s) will be divided and distributed equally between or among the entrants listed on such entry. No substitution of prizes for goods and services is permitted, except Sponsor reserves the right to provide a substitute prize of approximately equal or greater value if an advertised prize becomes unavailable. All taxes, including, without limitation, all federal, state and local taxes, and international tariffs, are the sole responsibility of each individual winner.

4. Winner Selection and Notification. Winners will be determined on or about June 15th, 2007, from all eligible entries as follows: Sponsor or its designee, the judge of the Contest, will rank entries and determine the winners, in its sole discretion, based on the following criteria:

Narrative or Expressive Content: 20%

Character Design: 20%

Art Direction: 20%

Originality: 30%

Appropriate use of Music and/or Sound: 10%

(In non-musical or non-audible pieces, 40% will be attributed to Originality; 20% for Art Direction; 20% for Character Design; 20% for Narrative or Expressive Content)

In the unlikely event of a tie, the winner will be the entrant with the highest ranking in the Originality category. Winners will be notified on or about June 15th, 2007. Winners will be contacted by phone and email, and a list of the winners will be posted on my.academyart.edu website. Winners will be required to complete and sign an Affidavit of Eligibility and, except where prohibited, Liability/Publicity Release, in the form provided by Sponsor, within 14 days of attempted notification in order to claim prize. If a winner cannot be contacted at the email address or phone number provided, is contacted and does not respond as directed within 14 days of attempted notification, refuses the prize or is ineligible to accept the prize, the prize may be forfeited and awarded to an alternate winner. All prizes claimed in accordance with the Official Rules will be awarded. Winners may be required to provide a shipping address to claim prize. Allow 4-6 weeks for delivery of prize.

5. General Conditions. Sponsor and its agents are not in any way responsible or liable for damages, loss or injury resulting from participation in this Contest or the acceptance, possession, shipping and handling, loss, use or misuse of any prizes awarded in this Contest. Entrants and winners assume sole liability for injuries, including personal injuries and/or damage to property, caused or claimed to be caused by participating in this Contest or the acceptance, possession, shipping and handling, loss, use or misuse of any prize awarded. Sponsor has the right to cancel, terminate or modify this Contest if it cannot be completed as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, technical failures, or other conditions beyond Sponsor's control, and to select winners from eligible entries received on or before the termination date. Sponsor is not responsible for any failure to contact entrants whether due to technical or human error. By entering this Contest, entrants agree (i) that Sponsor may post their entries on Sponsor's and its agents' respective websites, and has the right to use the entries, including, without limitation, by making them available for download on Sponsor's website and in any and all media and in connection with this Contest, publicity and advertising for Electronic Arts Inc or other promotions by Sponsor without any further attribution, notification or compensation to entrant and, except if winner is a resident of TN or otherwise where prohibited by law, to use entrant's first name, last name, school name, or user or screen name and/or hometown therewith, (ii) to be bound by these Official Rules and the decisions of the judge, (iii) to be contacted by Sponsor or its agents by telephone, mail or email regarding this Contest and (iv) Sponsor, in its sole discretion, may edit, composite, morph, scan, duplicate, alter and/or otherwise modify any entry, in whole or in part, for publication or for any other purpose. Sponsor shall have no obligation to use any of the entries. Entrants shall not be entitled to any damages or other relief by reason of Sponsor's use or non-use of any entry. Each Entry shall be and remain the property of the entrant(s). Sponsor shall not acquire any ownership rights in or to the Entries or in or to the entrants' copyrights therein. Entrants shall not be restricted from displaying their Entries publicly as a result of entering this Contest. The Contest is governed by the laws of the United States and all claims must be resolved in the United States. If there is a dispute regarding the identity of an entrant, the entry will be deemed submitted by the person(s) whose name(s) is attached to the submission.

Winning entries will be displayed in a gallery at The 79 Gallery, 79 New Montgomery St., Academy of Art University, SF. The winning entries will be displayed on large format screens arranged at the discretion of the exhibition designer(s) selected by Academy of Art University in consultation with Electronic Arts, and may be displayed alongside other works that are not winning entries in this Contest.

6. Winners list. A winners list will be available on my.academyart.edu website after all winners are determined and verified, and will be posted for approximately two weeks. A winners list is also available by sending a stamped, self addressed envelope to The Sims Machinima Competition & Exhibit" University Relations, Electronic Arts, 1950 Summit Park Drive, Orlando, FL 32836 to be received by July 1, 2007.

7. Sponsor. This Contest is sponsored by Electronic Arts Inc., 209 Redwood Shores Parkway, Redwood City, CA 94065.

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