

Amazon Studios

Contest Rules

for the

Best Trailer Award for I THINK MY FACEBOOK FRIEND IS DEAD

NO PURCHASE IS NECESSARY TO ENTER OR WIN. THIS IS NOT A PRIZE DRAW BUT A SKILL-BASED COMPETITION.

Welcome.

Amazon Studios runs a number of best movie, best script, best trailer and other competitions.

The rules provided below and the rules provided in the [Amazon Studios General Contest Rules Version 2010.1](#) (the “**General Contest Rules**”) are the rules for the Amazon Studios **Best Trailer Award for I THINK MY FACEBOOK FRIEND IS DEAD** (the “**Contest**”). These rules and the General Contest Rules are referred to together as the “**Contest Rules.**”

You accept the Contest Rules by clicking to confirm acceptance or by asking that content you contribute to Amazon Studios be considered for the Contest. If you are accepting the Contest Rules on behalf of a company or other legal entity, you represent that you have the legal authority to bind that company or legal entity to the Contest Rules. If you do not have the legal authority or do not agree to the Contest Rules, you may not participate in the Contest and will not be eligible to receive a Contest award.

The Contest Rules have important information about how we will run the Contest and about rights you grant and obligations you accept by participating in the Contest. Please read them carefully and make sure you understand and agree with them before participating.

1. **Your Eligibility.** To enter the Contest, an Amazon Studios participant must meet the eligibility requirements in the General Contest Rules. Each participant who does so is called an “**Eligible Entrant**” in these Contest Rules. We have the right, but not the obligation, to disqualify entries that do not satisfy all eligibility requirements.

2. **Entry Eligibility.** To be eligible to be considered for a Contest award, a trailer must meet the general entry eligibility requirements in the General Contest Rules and the following specific entry eligibility requirements (each trailer that does so is referred to as an “**Eligible Entry**”):
 - a. be contributed by an Eligible Entrant;
 - b. be a movie trailer based on the script titled, I THINK MY FACEBOOK FRIEND IS DEAD, located at <http://studios.amazon.com/projects/5046>;
 - c. be between one and six minutes in length; and
 - d. not have previously won a best trailer award on Amazon Studios.
3. **Contest Period.** The contest period commences at 12:00 a.m. Pacific Time on September 22, 2011 and ends at 11:59 p.m. Pacific Time on May 31, 2012 (the “**Contest Period**”).
4. **Entry Procedures.** All Eligible Entries will be automatically entered into the Contest. If you do not want your Eligible Entry to be entered into the Contest, you can request that it not be entered using the means we provide on Amazon Studios.
5. **Selection of Best Trailer.** We will select one Eligible Entry as the best trailer for the Contest (the “**Best Trailer**”) and two other Eligible Entries as finalists for the contests (the “**Finalist Trailers**”), in each case using the process below and the Evaluation Criteria below.
6. **Contest Award.** \$10,000 USD will be paid to the Eligible Entrant who submitted the Best Trailer and \$2,500 will be paid to each of the two other Eligible Entrants who submitted the Finalist Trailers.
7. **Process for Determining Best Trailer and Finalist Trailers.** We may use up to three rounds (any of which we may elect to split into two or more stages) to determine the Best Trailer and Finalist Trailers: (i) Audience Feedback; (ii) Analyst Review; and (iii) Judging Panel Determination.
 - i. *Audience Feedback.* In this round we will use a variety of audience metrics to narrow down the field of Eligible Entries. One or more of the Eligible Entries selected as a result of this process may advance directly to the Judging Panel Determination round.
 - ii. *Analyst Review.* In this round an analyst will review part or all of an Eligible Entry and score the Eligible Entry using the Evaluation Criteria to further narrow down the field of Eligible Entries.
 - iii. *Judging Panel Determination.* In this round our panel of judges will each review each Eligible Entry and score the Eligible Entry using the Evaluation Criteria to determine the Best Trailer and Finalist Trailers.

8. **Evaluation Criteria.** Eligible Entries will be considered based on their entertainment value and as to how effectively they do any of the following:
- Communicate the basic plot and outline the primary characters;
 - Convey the quirky and satirical tone of the script;
 - Establish a contemporary style; and
 - Portray the film as either a road-trip style comedy or a contemporary romantic comedy.