

Amazon Studios

Contest Rules

for the

Best *Murder by Moonlight* Book Trailer

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 *Murder by Moonlight* Book Trailer** (the “**Contest**”). These rules and the General Contest Rules are referred to together as the “**Contest Rules.**”

The Contest is sponsored by Amazon Services, LLC (“Amazon”, “we”, “us” or “our”), 410 Terry Ave N, Seattle WA 98109-5210.

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 another person or a company or other legal entity, you represent that you have the legal authority to bind that other person, 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 book trailer must meet the general entry eligibility requirements in the General Contest Rules and the following specific entry eligibility requirements (each book trailer that does so is referred to as an “**Eligible Entry**”):

- a. be contributed by an Eligible Entrant;
 - b. be a book trailer for the book *Murder by Moonlight* by Vincent Zandri based on the summary of the book located at <http://studios.amazon.com/projects/16983>
 - c. be between 30 and 90 seconds in length; and
 - d. include an image of the book cover, the book title, and the author name somewhere in the book trailer
3. **Contest Period.** The contest period commences at 12:00 a.m. Pacific Time on November 28, 2012 and ends at 11:59 p.m. Pacific Time on January 7, 2013 (the “**Contest Period**”).
4. **Entry Procedures.** To enter the Contest, follow the directions on the Amazon Studios website to upload your book trailer.
5. **Selection of Best Book Trailer.** We will select one Eligible Entry as the best book trailer for the Contest (the “**Best Book Trailer**”), one Eligible Entry as the finalist for the Contest (the “**Finalist Book Trailer**”) and five other Eligible Entries as the semifinalists for the Contest (the “**Semifinalist Book Trailers**”), in each case using the process below and the Evaluation Criteria (identified below).
6. **Process for Determining Best Book Trailer, Finalist Book Trailer and Semifinalist Book Trailers.** We will have a judge determine the Best Book Trailer, Finalist Book Trailer and Semifinalist Book Trailers. At the end of the Contest Period, the one Eligible Entry with the highest score will be determined the Best Book Trailer. The one Eligible Entry with the next highest score will be determined the Finalist Book Trailer. The five Eligible Entries with the next highest scores will be determined the Semifinalist Book Trailers. The judging determination process will be as follows:

Judging Determination. Our judge will review each Eligible Entry and score the Eligible Entry using the Evaluation Criteria to determine the Best Book Trailer, Finalist Book Trailer and Semifinalist Book Trailers.
7. **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 key plot points and/or introduce key characters;
 - Convey the hard-boiled and thrilling atmosphere and tone of the book; and
 - Demonstrate polish, sophistication, and creativity in its storytelling.
8. **Contest Awards.** \$3,000 USD will be paid to the Eligible Entrant who submitted the Best Book Trailer. A \$500 Amazon.com gift certificate and a Kindle Fire HD valued at \$199 USD will be provided to the Eligible Entrant who submitted the Finalist Book Trailer. Each of the Eligible Entrants who submitted the Best Book Trailer, the Finalist Book Trailer and the Semifinalist Book Trailers will receive a signed copy of the book *Murder by Moonlight* by Vincent Zandri (Approximate Retail Value: \$14.95 each). The total approximate retail value of all awards is \$3,803.65.