

Raise a reddit competition
OFFICIAL CONTEST RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST.

A purchase will not improve chances of winning.

CONSUMER DISCLOSURE

You have not yet won.

OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA AND CANADA (EXCEPT THE CANADIAN PROVINCE OF QUEBEC) WHO ARE AT LEAST 18 YEARS OLD AS OF THE DATE OF ENTRY

By entering this Promotion, entrants accept and agree to be bound by these Official Rules. Any violation of these rules may result in disqualification. All decisions of the judges regarding this Promotion are final and binding in all respects.

1. **PROMOTION PERIOD.** Promotion begins August 25, 2008, 10:00 AM PST and ends September 29, 2008, 10:00 AM PST, when all entries must be received ("Promotion Period").
2. **ELIGIBILITY.** This contest (the "Promotion") is only open to legal residents of the 50 United States, the District of Columbia and Canada (except the Canadian Province of Quebec) who are at least 18 years old as of the date of entry, except officers, directors, members, and employees of the Sponsor, the judging organization (if applicable), or any other party associated with the development or administration of this Promotion, and the immediate family (i.e., parents, children, siblings, spouse), and persons residing in the same household, as such individuals. This Promotion is void in the Canadian Province of Quebec, outside the 50 United States/DC and Canada, and where otherwise prohibited.
3. **HOW TO ENTER.** There are two ways to enter: (1) either have already created a reddit community with fewer than 250 subscribers as of August 25, 2008 at 10AM PST, or (2) create a new reddit community at <http://www.reddit.com/reddits/create> ("Submission"). To create a new reddit community you must have a reddit account at <http://www.reddit.com/login>. Registration is free. Your reddit community cannot contain adult content. Entrants are then required to grow their community. Entrants represent and warrant that their Submission is the original work of such entrant, it has not been copied from others, and it does not violate the rights of any other person or entity.
4. **WINNER SELECTION AND NOTIFICATION.** All entries will be evaluated on or about September 30, 2008 (the "Judging Date") by the administrators of reddit.com. The judges will evaluate entries based on the following criteria: Traffic growth (30%), activity growth (60%), and subscriber growth (10%). The two (2) entries with

highest overall score will be declared the potential winners (in the event of a tie, the entry with the higher score in the combined traffic and activity growth criteria will prevail). In addition, all entries will also be evaluated based on the following criteria: quality of design based on demonstrated artistic ability (66%), originality (33%) and best use of the color orangered, RGB #FF4500 (1%). The one (1) entry with the highest overall score will be declared the potential Best Design winner (in the event of a tie, the entry with the higher score in the quality of design criteria will prevail). Any potential winner will be notified by reddit messaging. If a potential winner cannot be contacted, does not respond within five (5) days from the date the Sponsor first tries to notify him/her, and/or the prize or prize notification is returned as undeliverable, such potential winner forfeits all rights to win the Promotion or receive the prize, and an alternate potential winner may be selected. Upon contacting a potential winner and determining that he/she has met all eligibility requirements of the Promotion, including without limitation the execution of required waivers, publicity and liability releases and disclaimers, such individual will be declared the "winner" of the Promotion.

5. PRIZE DESCRIPTION. There will be three (3) winners (one first and second prize winner and one Best Design winner). The first prize is one (1) 13-inch 1.6 GHz Macbook Air laser-etched with the reddit alien and logo (ARV \$2,100), one (1) Apple gift card for \$1,500 (may be subject to certain restrictions including expiration date), one (1) reddit bobblehead doll (ARV \$15), and fifty (50) American Apparel t-shirts, five hundred (500) 1" round buttons, and five thousand (5,000) stickers all designed by Alexis Ohanian specifically for that winning reddit community. The approximate retail value of the first prize package is \$4,500. The second prize is one (1) 32GB iPod touch laser etched with the reddit alien and logo (ARV \$575), one (1) \$1,000 Apple gift card (may be subject to certain restrictions including expiration date) one (1) reddit bobblehead doll (ARV \$15), two hundred fifty (250) 1" round buttons, and two thousand five hundred (2,500) stickers designed by Alexis Ohanian for that specific reddit community. The approximate retail value of the second prize package is \$1,850. The Best Design prize is one (1) Wacom Intuos3 9x12 pen tablet (ARV \$450), one (1) reddit bobblehead doll (ARV \$15), and one (1) \$500 Apple gift card (may be subject to certain restrictions including expiration date). The approximate retail value of the best design prize package is \$965.

6. TAXES. All federal, state and/or local income and other taxes, if any, are the winner's sole responsibility.

7. OWNERSHIP AND LICENSE. All entry materials become the property of the Sponsor and will not be acknowledged or returned. The copyright in any Submission shall remain the property of the entrant, but entry into this Promotion constitutes entrant's irrevocable and perpetual permission and consent, without further compensation or attribution, to use such Submission for editorial, advertising and publicity purposes by the Sponsor and/or others authorized by the Sponsor, in any and all media now in existence or hereinafter created, throughout the world, for the duration of the copyright in the Submission. Sponsor and/or others authorized by the Sponsor shall have the right to edit, adapt, and modify the Submission.

8. **NO PRIZE TRANSFER OR SUBSTITUTION.** No prize or any portion thereof is transferable or redeemable for cash. Any portion of the prize that is not used is forfeited. No substitutions for prize except by Sponsor, in which case a prize of equal or greater value will be substituted.

9. **CONSENT AND RELEASE.** By entering the Promotion, each entrant releases and discharges the Sponsor, judging organization (if applicable), and any other party associated with the development or administration of this Promotion, their parent, subsidiary, and affiliated entities, and each of their respective officers, directors, members, shareholders, employees, independent contractors, agents, representatives, successors and assigns (collectively, "Sponsor Entities"), from any and all liability whatsoever in connection with this Promotion, including without limitation legal claims, costs, injuries, losses or damages, demands or actions of any kind (including without limitation personal injuries, death, damage to, loss or destruction or property, rights of publicity or privacy, defamation, or portrayal in a false light) (collectively, "Claims"). Except where prohibited: (i) acceptance of a prize constitutes the consent of any winner, without further compensation, to use the name and likeness of such winner and his/her Submission for editorial, advertising and publicity purposes by the Sponsor and/or others authorized by the Sponsor; (ii) acceptance of a prize constitutes a release by any winner of the Sponsor Entities of any and all Claims in connection with the administration of this Promotion and the use, misuse, or possession of his/her Submission or any prize; (iii) any potential winner may be required to sign an affidavit of eligibility (including social security number) and a liability/publicity/copyright release; and (iv) if prize involves travel or activities, any potential winner and travel companion (if applicable) may be required to execute releases of the Sponsor from any and all liability with respect to participation in such travel/activities and/or use of the prize. Affidavits and releases must be returned within ten (10) days from the date that Sponsor first tries to notify the potential winner. If winner is deemed to be a minor under the jurisdiction of his/her residence, the prize will be awarded in the name of his/her parent or legal guardian who must execute the necessary affidavit and release and, if applicable, must accompany winner on the trip (no additional travel expenses will be awarded should a parent or legal guardian be required to accompany the winner on the trip).

10. **DISCLAIMERS.** (i) Entries that are lost, late, misdirected, incorrect, garbled, or incompletely received, for any reason, including by reason of hardware, software, browser, or network failure, malfunction, congestion, or incompatibility at Sponsor's servers or elsewhere, will not be eligible. In the event of a dispute, entries will be deemed submitted by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet Access Provider, online service provider, or other organization (e.g., business, educational institute) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. (ii) Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the web site. Use of bots or other automated process to enter is prohibited and may result

in disqualification at the sole discretion of Sponsor. (iii) Sponsor further reserves the right to cancel, terminate or modify the Promotion if it is not capable of completion as planned, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, force majeure or technical failures of any sort. (iv) Sponsor Entities are not responsible for errors in the administration or fulfillment of this Promotion, including without limitation mechanical, human, printing, distribution or production errors, and may modify or cancel this Promotion based upon such error at its sole discretion without liability. (v) SPONSOR ENTITIES MAKE NO WARRANTIES, REPRESENTATIONS OR GUARANTEES, EXPRESS OR IMPLIED, IN FACT OR IN LAW, AS REGARDS THIS PROMOTION OR THE MERCHANTABILITY, QUALITY OR FITNESS FOR A PARTICULAR PURPOSE REGARDING ANY PRIZE OR ANY COMPONENT OF ANY PRIZE. (vi) CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING WITHOUT LIMITATION ATTORNEYS' FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

11. APPLICABLE LAWS AND JURISDICTION. This Promotion is subject to all applicable federal, state, and local laws and regulations. Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of New York. All disputes arising out of or connected with this Promotion will be resolved individually, and without resort to class action, exclusively by a state or federal court located in New York, New York. Should there be a conflict between the laws of the State of New York and any other laws, the conflict will be resolved in favor of the laws of the State of New York. All judgments or awards shall be limited to actual out-of-pocket damages (excluding attorneys' fees) associated with participation in this Promotion and shall not include any indirect, punitive, incidental and/or consequential damages.

12. WINNER LIST. For a list containing the names of the winners, send a self-addressed stamped envelope, within six (6) months of the Judging Date, to: Winner List, "Raise a reddit Competition Contest Winner List," 520 3rd Street, 3rd floor, San Francisco, CA 94107.

13. SPONSORSHIP. This Promotion is sponsored by reddit.com 520 Third St., 3rd floor, San Francisco, CA 94107 (individually and collectively, the "Sponsor").