

**VIRTUAL ROCK EXPERIENCE
OFFICIAL RULES**

1. General Contest Information.

Contest:	Virtual Rock Experience																																																																																																		
Contest Start Date:	January 14 2010																																																																																																		
Contest End Date:	January 17 2010																																																																																																		
MMS:	Madison Media Software Inc., located at 1617 Sherman Avenue, Madison, Wisconsin 53704																																																																																																		
Number of Winners:	One Grand Prize Winner																																																																																																		
Prizes:	<p>SONY CREATIVE SOFTWARE</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">QTY</th> <th style="text-align: left;">Product</th> <th style="text-align: right;">MSRP</th> <th></th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Vegas Pro 9</td> <td style="text-align: right;">\$ 699.95</td> <td></td> </tr> <tr> <td>1</td> <td>ACID Pro 7</td> <td style="text-align: right;">\$ 399.95</td> <td></td> </tr> <tr> <td>1</td> <td>Sound Forge Pro 10</td> <td style="text-align: right;">\$ 499.95</td> <td></td> </tr> <tr> <td>1</td> <td>Vegas Pro Production Assistant</td> <td style="text-align: right;">\$ 194.95</td> <td></td> </tr> <tr> <td>10</td> <td>Premium Collection Loop Libraries</td> <td style="text-align: right;">\$ 739.50</td> <td></td> </tr> <tr> <td>10</td> <td>Standard Collection Loop Libraries</td> <td style="text-align: right;">\$ 419.50</td> <td></td> </tr> <tr> <td>4</td> <td>Vision Series Libraries</td> <td style="text-align: right;">\$ 279.80</td> <td></td> </tr> <tr> <td>1</td> <td>HandyCam HDR CX100</td> <td style="text-align: right;">\$ 499.99</td> <td style="text-align: right;">\$ 3,733.59</td> </tr> </tbody> </table> <p>FINAL DRAFT</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">QTY</th> <th style="text-align: left;">Product</th> <th style="text-align: right;">MSRP</th> <th></th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Final Draft A/V</td> <td style="text-align: right;">\$ 149</td> <td style="text-align: right;">\$ 149</td> </tr> </tbody> </table> <p>New Blue</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">QTY</th> <th style="text-align: left;">Product</th> <th style="text-align: right;">MSRP</th> <th></th> </tr> </thead> <tbody> <tr> <td>1</td> <td>3D Explosions</td> <td style="text-align: right;">\$ 119.95</td> <td></td> </tr> <tr> <td>1</td> <td>Transformations</td> <td style="text-align: right;">\$ 119.95</td> <td></td> </tr> <tr> <td>1</td> <td>Art Blends</td> <td style="text-align: right;">\$ 139.95</td> <td></td> </tr> <tr> <td>1</td> <td>Art Effects</td> <td style="text-align: right;">\$ 119.95</td> <td></td> </tr> <tr> <td>1</td> <td>Film Effects</td> <td style="text-align: right;">\$ 159.95</td> <td></td> </tr> <tr> <td>1</td> <td>Motion Blends</td> <td style="text-align: right;">\$ 119.95</td> <td></td> </tr> <tr> <td>1</td> <td>Motion Effects</td> <td style="text-align: right;">\$ 139.95</td> <td></td> </tr> <tr> <td>1</td> <td>Paint Blends</td> <td style="text-align: right;">\$ 119.95</td> <td></td> </tr> <tr> <td>1</td> <td>Paint Effects</td> <td style="text-align: right;">\$ 139.95</td> <td style="text-align: right;">\$ 1,179.55</td> </tr> </tbody> </table> <p>Singular Software</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">QTY</th> <th style="text-align: left;">Product</th> <th style="text-align: right;">MSRP</th> <th></th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Plural Eyes</td> <td style="text-align: right;">\$ 199.00</td> <td style="text-align: right;">\$ 199.00</td> </tr> </tbody> </table> <p>AMD</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">QTY</th> <th style="text-align: left;">Product</th> <th style="text-align: right;">MSRP</th> <th></th> </tr> </thead> <tbody> </tbody> </table>			QTY	Product	MSRP		1	Vegas Pro 9	\$ 699.95		1	ACID Pro 7	\$ 399.95		1	Sound Forge Pro 10	\$ 499.95		1	Vegas Pro Production Assistant	\$ 194.95		10	Premium Collection Loop Libraries	\$ 739.50		10	Standard Collection Loop Libraries	\$ 419.50		4	Vision Series Libraries	\$ 279.80		1	HandyCam HDR CX100	\$ 499.99	\$ 3,733.59	QTY	Product	MSRP		1	Final Draft A/V	\$ 149	\$ 149	QTY	Product	MSRP		1	3D Explosions	\$ 119.95		1	Transformations	\$ 119.95		1	Art Blends	\$ 139.95		1	Art Effects	\$ 119.95		1	Film Effects	\$ 159.95		1	Motion Blends	\$ 119.95		1	Motion Effects	\$ 139.95		1	Paint Blends	\$ 119.95		1	Paint Effects	\$ 139.95	\$ 1,179.55	QTY	Product	MSRP		1	Plural Eyes	\$ 199.00	\$ 199.00	QTY	Product	MSRP	
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	1 Multimedia PC	\$ 2,500	\$ 2,500
		TOTAL PRIZE PACKAGE:	\$ 7,761.14

2. Entry Period; Official Rules.

The Contest begins on or around 10:00 a.m. Pacific Standard Time on January 14, 2010, and ends on or around 4:00 p.m. Pacific Standard Time on January 17, 2010 (the "Entry Period"). By participating in the Contest, You unconditionally accept and agree to comply with and abide by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects.

3. Eligibility.

Void where prohibited or restricted by law. No purchase necessary. The Contest is open to You if You are at least the legal age of majority for entering into contracts in the country in which You reside ("Legal Age"). If You are younger than the applicable Legal Age, but are at least 13 years of age, You may enter into the Contest on the condition that Your parent or legal guardian approves such participation and completes this document for you, sending their approval to the Sponsor. Employees, officers, directors, agents and representatives of the Sponsor and their respective parent companies, affiliates and subsidiaries, and immediate family members of any of the foregoing, are not eligible to enter the Contest.

4. How to Enter Contest.

Perform in Sony Creative Software's Virtual Rock Experience at NAMM 2010. All performances will be recorded. Performance videos will be posted to www.sonycreativesoftware.com/nammrocks for public viewing and judging.

You must also provide accurate contact information (valid e-mail and postal address) during registration for Sony Creative Software's Virtual Rock Experience for the purpose of contacting You if You are a winner.

5. Ownership.

By submitting Your Contest Submissions You acknowledge and agree that You own all Contest Submissions entered by You and all publishing rights related thereto. You further grant to Sponsor an irrevocable, royalty-free, worldwide, non-exclusive license to copy, reproduce, transmit, perform, exhibit, distribute and use copies of the Contest Submissions in connection with the Contest throughout the universe in perpetuity in any and all media now known or hereafter devised.

6. Use of Contest Materials.

If Contest Materials are supplied for the Contest, You acknowledge and agree that: (a) Co-Sponsor, Owner, and Publisher, as applicable, are granting You a limited, non-exclusive license to use the Co-Sponsor Contest Materials solely in connection with participating in the Contest and only during the Entry Period, (b) MMS is granting You a limited, non-exclusive license to use the Madison Media Software Materials, (c) You have no other right, title or interest in the Contest Materials, and (d) any use by You of the Contest Materials other than as permitted by these Official Rules will constitute a violation of the Contest Rules and may constitute copyright infringement.

7. Selection and Notification of Winner.

- a. **Number of Finalists and Winners:** Ten (10) potential finalists (each a "Finalist" and collectively the "Finalists") will be selected by popular vote. One Grand Prize winner (the "Grand Prize Winner") and two (2) Runners-up (the "Runners-up") will be selected by a panel of judges from among the Finalists based on the voting by the general public.
- b. **Public Voting:** The general public that visits the Website from February 15th through March 7 (the "Voting Period") will be invited to vote the Finalists' Contest Submissions on a scale from 1 to 3 in the area of overall performance, 3 being the highest rating and 1 being the lowest. The Finalist having the highest overall rating will be the Grand Prize Winner, and the remaining two Finalists will be deemed the Runners-Up. The Grand Prize Winner and Runners-Up are collectively referred to in these Official Rules as the "Winners". Expert Judging will be concluded by March 21st, and the winners announced/awarded by April 1st.

At the end of the Entry Period, the Contest Judge will select the applicable number of winners for the Contest based on the artistic and creative quality of the Contest Submissions. The Contest Judge's decision shall be final and binding. Winner(s) will be notified by telephone and/or mail and/or email. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by the potential winner for any reason. If, despite

reasonable efforts, a winner does not respond within five (5) days of the first notification attempt, or if the prize is declined or the prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize. Furthermore, if an incorrect, incomplete or no address is provided, then such potential winner also forfeits his or her prize. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules, such potential winner will be disqualified and an alternate winner may be selected. Winners (or such winner's parent or legal guardian in the event the winner is not of the legal age of majority in his/her state of residence ("Minor")) may be required to execute and return an Affidavit of Eligibility, Liability/Publicity Release (link to form provided below) within seven (7) days following the date of attempted notification. If a selected winner fails to claim a prize and/or fails to return any Affidavit of Eligibility and Liability/Publicity Release (if required) within the applicable time period, Sponsors may elect to disqualify the selected winner, who will then forfeit his or her right to receive a prize. By accepting a prize, each winner agrees that Sponsor may, without any limitation or further compensation, use his or her name, screen name, voice and/or likeness in any and all media for the purpose of advertising and promoting themselves, the Website, the Contest, or any other promotion, contest or sweepstakes sponsored by the Sponsor.

Affidavit of Eligibility and Liability/Publicity Release: [Click here to view/download](#)

8. Prizes.

The Prizes are not transferable or assignable and they are not redeemable for cash, except that the Sponsor reserves the right to substitute a prize of equal or greater value if the Prize is unavailable. If You are a winner, You are responsible for the payment of any and all taxes and/or licenses and/or other related local, State, Federal and/or National fees that may apply to such winnings. If You are a Minor, the Prize will be awarded only in the name of Your parent or legal guardian on behalf of You.

Tax Forms:

U.S. residents: [Form W-9](#)

Non-U.S. residents: [Form W-8BEN Instructions for Form W-8BEN](#)

9. Representations And Warranties/Indemnification.

By entering into this Contest, You represent and warrant to Sponsor that the Contest Submissions: (a) are Your own original, previously-unrecorded work, (b) are not the subject of any actual or threatened litigation or claim, (c) do not infringe upon or violate the intellectual property rights or other rights of any other person or entity, (d) do not and will not violate any applicable laws, and (e) are not and will not be defamatory, libelous, pornographic, or obscene. You hereby agree to indemnify and hold Sponsor harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of Your warranties, representations or agreements hereunder.

10. Conditions.

The Sponsor reserves the right, in its sole discretion, to cancel or suspend the Contest if any bug, virus or other cause beyond the Sponsor's control corrupts the administration or security of the Contest. The Sponsor may prohibit You from participating in the Contest if, in the sole opinion of the Sponsor, You repeatedly show a disregard for these Official Rules, act in an unsportsmanlike manner, act with intent to annoy, abuse, threaten or harass any other participant or any representative of any Sponsor, or act in any other disruptive manner. Contest Submissions may be disqualified in the Sponsor's sole discretion if attempts are made to disrupt the Contest or circumvent the provisions of these Official Rules; in such event, the Sponsor reserves the right to remedy any such action, disruption or circumvention in a manner which is, in the Sponsor's sole opinion, fair and equitable to Contest participants. The Sponsor (and its officers, directors, employees, shareholders, agents and representatives, and the parent companies, subsidiaries and affiliates of the foregoing, and the advertising, promotion and legal advisors thereof) are not responsible for: (a) late, lost, delayed, damaged, misdirected, incomplete, illegible or unintelligible Contest Submissions, (b) any failure or malfunction of, or difficulty with, any telephone line, cable line or other means of transmission, or any computer or other equipment, or any software or other program, (c) errors in transmission, (d) any condition caused by events beyond the control of the Sponsor that may cause damage to any participant's hardware or software, (e) any injury, loss or damage of any kind caused by any Prize or resulting from acceptance, possession or use or misuse of any Prize, or from participation in the Contest or any Contest related activity, or (f) any printing or typographical error in any materials associated with the Contest.

11. Governing Law.

The Contest and these Rules shall be governed deemed to have been made and agreed upon in the State of California and any dispute arising hereunder shall be resolved in accordance with the laws of the State of California, without reference to its conflict of laws principles. In the event of any dispute related to the Contest or these Rules, the prevailing party shall be entitled to recover all its expenses related to such dispute including reasonable attorneys' fees and court costs. The parties agree to submit any dispute relating to the Contest and the Rules to the jurisdiction of the federal or state courts of the County of Los Angeles in the State of California, United States of America. **THE PARTIES SHALL NOT RAISE IN CONNECTION THEREWITH, AND HEREBY WAIVE, TRIAL BY**

JURY AND/OR ANY DEFENSES BASED UPON THE VENUE, THE INCONVENIENCE OF THE FORUM, THE LACK OF PERSONAL JURISDICTION, THE SUFFICIENCY OF SERVICE OF PROCESS OR THE LIKE IN ANY SUCH ACTION OR SUIT.

12. Further Documentation.

If Sponsor desires to secure additional assignments or other documents as Sponsor may reasonably require in order to effectuate the ownership of the materials comprising the Contest Submission, then You agree to sign the same upon Sponsor's request.

13. No Obligation to Use.

Sponsor shall have no obligation (express or implied) to use any Contest Submission, or to develop, produce, distribute or otherwise exploit the Contest Submissions, and You shall not be entitled to any damages or other relief by reason thereof.

14. Nature Of Relationship / Waiver Of Equitable Relief.

You hereby acknowledge and agree that the relationship between You and Sponsor is not a confidential, fiduciary, or other special relationship, and that the Your decision to provide the Contest Submissions to Sponsor for purposes of the Contest does not place Sponsor in a position that is any different from the position held by members of the general public with regard to elements of Your Contest Submissions. You understand and acknowledge that Sponsor has wide access to ideas and material and that new ideas are constantly being submitted to it or being developed by its own employees. You also acknowledge that many ideas or stories may be competitive with, similar or identical to Your Contest Submissions and/or each other in any number of other respects. You acknowledge and agree that You will not be entitled to any compensation as a result of Sponsor's use of the Contest Submissions or any such similar or identical material that has or may come to Sponsor from other sources. You acknowledge and agree that Sponsor does not now and shall not have in the future any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of Your rights, if any, in the Additional Elements. Finally, You acknowledge that, with respect to any claim by entrant relating to or arising out of Sponsor's actual or alleged exploitation or use of any of Your Contest Submissions or other material submitted in connection with the Contest, the damage, if any, thereby caused to You will not be irreparable or otherwise sufficient to entitle You to seek injunctive or other equitable relief or in any way enjoin the production, distribution, exhibition or other exploitation of anything based on or allegedly based on the Contest Submissions, and Your rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law.

15. Invalidity.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

16. Winners List.

To receive a list of winners (available seven (7) days after the Prizes are awarded) send a self-addressed stamped envelope to: Virtual Rock Experience c/o Madison Media Software, Inc., 1617 Sherman Avenue, Madison, Wisconsin 53704 and include the name of the Contest.