

mPower Under 21 Alcohol & Drug Crisis Line
Video Contest

Terms and Conditions

1. NO PURCHASE NECESSARY TO ENTER OR WIN. The mPower Under 21 Alcohol & Crisis Line Video Contest ("Contest") is a video submission contest offering the opportunity to compete for a chance to win a \$2,500 scholarship, as described in these Official Rules. By participating in this Contest, Entrants agree to be bound by these Official Rules and to Sponsors' decisions, which are final and binding on all matters relating to the Contest. The Contest submission period begins at 12:00 a.m. Central Standard Time on September 1, 2009, and ends at 11:59 p.m. Central Standard Time on January 15, 2010 ("Submission Period"). The Sponsors of this Contest are Fighting Back, Inc., 1300 North Jackson Street, Milwaukee, WI 53202 ("Sponsor") on behalf of mPower. The Contest will operate as described below, on or about the stated dates:

- Submission Period (9/01/09-1/15/10): Videos are submitted according to the "How to Enter" description in Section 3 of the Official Rules.
- Judging Period (1/25/10-2/19/10): Videos will be viewed by a panel of judges selected in sole discretion of Sponsor and will be judged according to the criteria described in Section 6 of the Official Rules. One Grand Prize Winner will be selected.
- Notification Period (2/22/10-2/26/10): Sponsor shall attempt to contact Grand Prize Winner, or an alternate, if necessary, as described in Section 7 of the Official Rules.

2. ELIGIBILITY: Contest is open to all legal residents of Wisconsin between the ages of 14-18. Entrants must be present in Wisconsin at the time they enter the Promotion. Employees of Sponsor, its companies, and immediate family members of each are not eligible. VOID WHERE OTHERWISE PROHIBITED, TAXED OR RESTRICTED BY APPLICABLE FEDERAL, PROVINCIAL OR STATE LAWS OR REGULATIONS. Entries will be disqualified if entrant provides information that is inaccurate or fraudulent.

3. HOW TO ENTER: To enter, mail Video Submission in DVD format to mPower Video Contest Attn: J. Schroeder CCC, Suite 560, PO BOX 1997, Milwaukee, WI 53201-1997. All Submissions must be received by 11:59 p.m. Central Standard Time on Friday, January 15, 2010. Sponsor is not responsible for late or unsuccessful attempts to enter. The Entrant should be able to provide on request all appropriate clearances, permissions and releases for the Video Submission, including releases from the submitting Entrant and any third parties appearing in the Submission. Incomplete, corrupted, untimely, or unintelligible entries will be disqualified. Sponsor reserves the right to determine in its sole discretion which entries have satisfied the entry requirements. Entrants may only enter once; all entries must comply with these Official Rules, including without limitation the Video Submission Requirements. ELIGIBLE

ENTRANTS MUST SUBMIT EACH ENTRY IN ACCORDANCE WITH THESE OFFICAL RULES.
NO OTHER METHOD OF SUBMISSION WILL BE ACCEPTED.

4. VIDEO SUBMISSION REQUIREMENTS: Videos must:
 - Be 30 to 60 seconds in length.
 - Be submitted in DVD format. Any other format submitted and/or exceeding the time limit will be disqualified.
 - Be the Entrant's original idea (modification of an original work shall not be considered an original idea).

5. Videos must NOT:
 - Exceed 60 seconds
 - Contain material which is (or promotes activities which are) sexually explicit, obscene, violent (e.g. relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane or harassing.
 - Include mention or performance of any copyrighted media production including but not limited to music, films, books, television programming, etc., or identifying descriptions of any media property.
 - Contain material that violates or infringes another's rights, including but not limited to material that violates privacy, publicity or intellectual property rights, or that constitutes copyright infringement. Without limiting the foregoing, Video Submissions must not include third-party trademarks, logos, insignia, location signage, photographs, artworks or sculptures. Entrants may, however, include the mPower logo as long as the footage does not violate any federal, state, or local laws.
 - Feature music that is not originally written, performed and produced by Entrant only; all music featured in any video must be available to publicize and broadcast on a license-free no compensation basis.
 - Include third parties, including but not limited to minors, celebrities, and friends who have not expressly authorized Entrants to display their image, likeness or voice in any submitted video or otherwise use such as image, likeness or voice in accordance with these Official Rules.

By entering, each Entrant represents and warrants that his or her entry (and Sponsor's and its designees' use thereof) does not and will not defame or otherwise violate the rights of any third party and does not and will not violate and federal, state, or local laws or ordinances. Entrant further represents and warrants that he or she has secured the requisite consent from any third party referenced or appearing in their entries. Sponsor reserves the right in its sole discretion to disqualify any entry that it believes violates any of the Video Submission Requirements, does not otherwise comply with these Official Rules, or that is not consistent with the spirit and theme of the Contest. Entrant agrees

that Sponsor shall own the entries (and all ideas, forms, designs, patents, copyrights, trademarks and other intellectual property embodied therein), and that Sponsor and its designees shall have the perpetual, worldwide right to publish and use the entries in any way, and in any media for trade, advertising, promotional, and/or other purposes as Sponsor and/or its designees may determine without further consideration to Entrant or any third party.

6. JUDGING PERIOD: The Judging Period begins on 1/25/10 and ends on 2/19/10. A panel of judges (“Judges”) selected by Sponsor, in its sole discretion, will judge the five (5) Finalists and select a Grand Prize Winner based on the following criteria:

- 40% Effectiveness in providing an accurate overview of mPower and highlighting the usefulness of the service to teens and young adults in the Metro-Milwaukee area.
- 30% Creativity
- 30% Use of mPower logo, incorporation of mPower contact information

7. WINNER NOTIFICATION AND ANNOUNCEMENT: The potential Grand Prize Winner, as determined by the Judges, will be notified by phone on or about February 22, 2010, and will be required to respond (as directed) to the notification attempt. If Sponsor does not receive a reply to the winner notification announcement by telephone during normal business hours during the week following selection, the prize will be forfeited and an alternate winner will be selected from among the remaining eligible Finalists. Acceptance of prize constitutes permission (except where prohibited by law) to use winner’s name, city, state, likeness and/or voice for purposes of advertising, promotion and publicity without additional compensation. Prize award materials and information will be sent to the winner within six (6) weeks after all required proof and documentation is received.

8. PRIZES: One (1) Grand Prize: One grand prize winner (“Grand Prize Winner” or “Winner”), will receive a \$2,500 scholarship toward the college of the Winner’s choice. If more than one Entrant is involved in the video submission, the \$2,500 scholarship will be divided equally among Entrants. Odds of winning depend on the number of eligible entries received. Sponsor reserves the right to substitute a similar prize of equal or greater value in its sole discretion. All taxes and all other expenses associated with the acceptance and/or use of any prize are the sole responsibility of the winner. The prize is not transferable. Other restrictions may apply.

9. CONDITIONS: By entering, participants agree to be bound by these Official Rules and the decisions of Sponsor, which shall be final. All applicable federal, provincial, state, and local laws and regulations apply. Winner assumes all liability for any injury or damages caused or claimed to be caused by his or her participation in the Promotion and/or the acceptance and/or use of any prize, and releases Sponsor, its officers, directors, and employees from any such liability. If Entrant repeatedly shows a disregard for these Official Rules or (i) acts in an inappropriate manner with an intent to annoy,

abuse, threaten, or harass any other website visitor or Sponsor representative; or (ii) disrupts the Promotion or circumvents the terms and conditions of these Official Rules, Sponsor may disqualify all involved entries, at the sole discretion of the Sponsor. If either of the above occurs, Sponsor reserves the right to remedy any such action, disruption, or circumvention in a manner determined solely by Sponsor that is fair and equitable to Promotion participants. All entrants agree to comply with these Official Rules. Any person attempting to defraud or in any way tamper with this Sweepstakes and any person who does not comply with these Official Rules will be ineligible for prizes and may be prosecuted to the full extent of the law. If, for any reason, the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion and to award the prize from among all eligible entries received prior to the date of termination.

10. NATURE OF RELATIONSHIP/WAIVER OF EQUITABLE RELIEF: Each Entrant understands and acknowledges that the Sponsor has wide access to ideas, stories, designs, and other literary materials, and that new ideas are constantly being submitted to it or being developed by their own employees. Each Entrant also acknowledges that many ideas or stories may be competitive with or similar or identical to the Submission and/or each other in theme, idea, plot, format or others respects. Each Entrant acknowledges and agrees that such Entrant will not be entitled to any compensation as a result of Sponsor's use of any such similar or identical material. Each Entrant acknowledges and agrees that the 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 the copyright of the Submission. Finally, each Entrant acknowledges that, with respect to any claim by the Entrant relating to or arising out of Sponsor's actual or alleged exploitation or use of Submission or other material submitted in connection with the Contest, the damage, if any, thereby caused to the applicable Entrant will not be irreparable or otherwise sufficient to entitle such Entrant to seek injunctive or other equitable relief or in any way enjoin the production, distribution, exhibition or other exploitation of the Video or any other production based on or allegedly based on the Submission, and the Entrant's rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law.

11. INDEMNITY: The Contest may also be promoted by a third party or parties (each a "Promotional Partner," collectively "Promotional Partners"). Entrants shall indemnify and hold harmless the Sponsor and Promotional Partners, and each of their respective parents, affiliates, successors, assigns and licensees, and each of their respective employees, shareholders, officers, directors, agents, and representatives from and against any and all liability, claims, loss, damage, injury, or expense, including reasonable attorneys' fees, arising in connection with any third party action arising out

of a breach or allegation which if true would constitute a breach of any of Entrant's representations, warranties, or obligations herein.

12. WINNER AND OFFICIAL RULES: To find out who won the Grand Prize or to receive copies of these official rules, send a request via email to info@mpowersupport.com with the subject line mPower Video Contest.