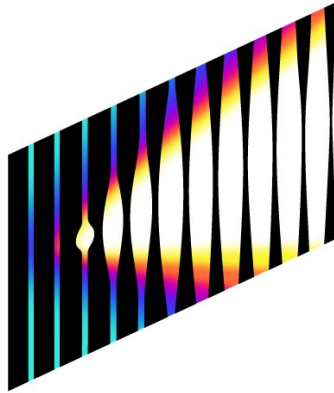




SONY
PICTURES

TELEVISION

NYTVF

NEW YORK TELEVISION FESTIVAL

**2010 SONY PICTURES TELEVISION FORMAT COMPETITION
OFFICIAL APPLICATION & ENTRY RULES**

Format Information

Title: _____

Length: _____

Genre: _____

(Two or three words, please. Examples: workplace sitcom, reality competition, talk show, etc.)

Origin (City, State, Country): _____

Contact Information

(please list multiple names and contact info if appropriate)

Contact: _____

Production Company: _____

Telephone: _____

Address: _____

Email: _____

Credits

(list all where applicable)

Creator: _____

Executive Producer: _____

Producer: _____

Director: _____

Writer: _____

Principal Cast Members:

Musical Credits: (please list song(s) and artist(s))

(Note: No copyrighted music may be used in pilot submissions without obtaining the proper clearances for broadcast.)

Adult Content: Does the pilot contain language or other content that may be unsuitable for broadcast on network TV?

☐ No

☐ Yes

Pilot Synopsis (i.e. An overview of your pilot)

Series Synopsis (i.e. An overview of the series introduced by your pilot)

By signing below, I certify and attest that I have read and understand, and agree to be bound by, the Official Entry Rules for the Sony Pictures Television Format Competition. I understand and agree that my failure to abide by any term or condition contained in the Official Entry Rules may result in the disqualification from the Sony Pictures Television Format Competition.

Acknowledged and Agreed

Date: _____

Checklist

- ☐ Completed and Signed Application Form
- ☐ Entry Fee
- ☐ Five (5) Pilot Screening Copies
- ☐ One (1) Treatment delivered in one printed copy and in PDF format on a CD Rom
- ☐ Any Available Press Kit Material

Send Entries to:

New York Television Festival
Attn: Entries '10
P.O. Box 627
Planetarium Station
New York, NY 10024-0627

2010 SONY PICTURES TELEVISION FORMAT COMPETITION

OFFICIAL RULES

OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES OR D.C., AGE 18 YEARS OF AGE OR OLDER. VOID WHERE PROHIBITED. INTERNET ACCESS IS REQUIRED. EACH FINALIST MAY BE REQUIRED TO EXECUTE AND RETURN AN AFFIDAVIT OF ELIGIBILITY / RELEASE OF LIABILITY / INDEMNIFICATION AGREEMENT AND ACQUISITION AGREEMENT AS MORE FULLY DETAILED BELOW. ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION.

1. **HOW TO ENTER:** The 2010 Sony Pictures Television Format Competition (the “**Competition**”), sponsored by T. Gray Productions and Company, Inc., organizer of the New York Television Festival (“**NYTVF**” or “**Sponsor**”), begins on or about 12:00 noon Eastern Time (“**ET**”) on September 20, 2010 and ends at 12:00 noon ET on December 13, 2010 (the “**Entry Period**”). In order to enter the Competition, entrants must submit the following materials in the mail (postage-paid) to: New York Television Festival, Sony Pictures Television Format Competition, Attn: Entries '10, P.O. Box 627, Planetarium Station, New York, NY 10024-0627:

- (1) A completed and signed application entry form (the “**Application**”), which can be found at: www.nytvf.com (the “**Website**”);
- (2) A non-refundable entry fee in U.S. dollars as follows: (i) \$30 per entry that is received on or before November 15, 2010; (ii) \$50 per entry that is received after November 15, 2010 but on or before December 13, 2010. Checks and money orders made payable to The New York Television Festival or NYTVF are acceptable forms of payment;
- (3) Five (5) copies of a pilot on a DVD that is between four (4) minutes and eight (8) minutes in length that meet the Format Requirements (defined below) and meet all the other requirements set forth in these Official Rules (the “**Pilot**”);
- (4) A full written treatment of two (2) to ten (10) pages in length to be delivered in one printed copy and in PDF format on a CD Rom (the “**Treatment**”); and
- (5) (Optional) Any press kits, photographs and bios of key personnel (the “**Press Materials**”).

Note: Only one (1) copy of the Treatment is required to be submitted. The Pilot, Treatment, and Press Materials shall collectively be referred to as the “**Format**”.

Entrants that do not meet the following “Format Requirements” are subject to disqualification, at Sponsor’s sole and absolute discretion: Formats **must** be: a) an unscripted television series, including, but not limited to, reality programs and game shows; b) in English; c) wholly original (e.g., NOT adapted from books, plays or any other source material and NOT a “spec” of existing television programs or treatments); d) submitted under the entrant’s legal name as evidenced by entrant’s valid government-issued identification; and e) comply with these “Official Rules” and any Terms of Use on the Website. Formats **must not**: a) currently be under development at a network, studio, major production company or format distribution company; b) currently or previously been submitted to any other Competition or festival, including but not limited to the NYTVF Independent Pilot Competition; c) previously pitched to a network, studio, major production company or format distribution company and/or optioned, developed, purchased or produced by a network, studio, major production company or format distribution company; or d) violate, misappropriate or infringe another person’s rights, including, but not limited to, privacy, publicity or intellectual property rights. Further, in the event that a Pilot exceeds the maximum length permitted, the NYTVF will only evaluate the entry based on the first eight (8) minutes and NYTVF reserves the right to notify and require any such entrant to resubmit their entry to conform to the time requirements above or disqualify such entry in their sole and absolute discretion.

Multiple entrants may not submit the same Format. In the event there are multiple contributors to any Format, all contributors must agree among themselves upon a single individual who will be the entrant with respect to that Format. All contributors must be identified in the Application. In the event any Finalist’s (defined below) Format was prepared by multiple contributors, all contributors must sign, notarize and agree to be bound by an Affidavit of Eligibility, Release and Indemnification, the Sony Pictures Television, Inc. (“**Sony**”) Acquisition Agreement (the “**Acquisition Agreement**”) and any other documents that NYTVF and/or Sony may reasonably require (collectively, the “**Prize Acceptance Documents**”). If any winning Format was prepared by multiple contributors, payment of any prize will be split equally among all contributors for the winning Format. NYTVF and Sony are not responsible for any disputes or disagreements among co-contributors with respect to any Competition entry or prize award.

The Format should not include any individuals, locations, artwork, music or other third party materials unless the owners of the rights thereto provide the entrant with written permission to use the materials in entrant’s Format. Upon Sony’s request, entrants must obtain and deliver to Sponsor written evidence of all rights clearances as required by Sony in its sole discretion. Failure to provide Sony with

written evidence of all clearances to a Format may be grounds for disqualification of the Format from the Competition and forfeiture of any prize previously awarded.

The Designated Entities (defined below) will not be responsible for late, lost, incomplete, illegible, damaged, garbled, technically corrupt, postage-due or misdirected entries. All physical copies of Formats (i.e., DVDs, tapes, press kits, photographs, and all other tangible material submitted to the NYTVF) shall become the property of NYTVF and, due to the volume of materials submitted, may not be acknowledged or returned. It is the sole responsibility of the entrant to notify Sponsor in writing if the entrant changes his/her address, phone number, or other contact information. To do so, write to: New York Television Festival – Attn: Address Change, P.O. Box 627, Planetarium Station, New York, NY 10024-0627. Notification must be received by January 20, 2011.

By submitting an entry to the Competition, each entrant agrees to comply with and be bound by these Official Rules and acknowledges that the decisions of the NYTVF and Sony shall be binding and final in all matters relating to the Competition. Those who do not follow all of the instructions, provide the required information in their entry submission, or abide by these Official Rules or other instructions of Sponsor may be disqualified.

2. ELIGIBILITY: The Competition is open only to legal residents of the fifty (50) United States or D.C. who are age 18 and older and not a minor in his/her state of residence (which is eighteen (18) in most states but is nineteen (19) in Alabama and Nebraska and twenty-one (21) in Mississippi), who are not currently engaged in any contractual commitments or relationships preventing them from entering into an Acquisition Agreement with Sony. The NYTVF reserves the right to verify and confirm entrants' ages and compliance with other eligibility requirements. Any individuals who have, within six (6) months prior to the start date of the Competition or thereafter, been employed by or performed services (including, but not limited to, as employees, consultants, independent contractors or interns) for NYTVF, Sony or any other person or entity responsible for sponsoring, administering, advertising or promoting the Competition, or any of their respective parent, subsidiary, affiliated or successor companies, and immediate family and household members of such individuals (whether legally related or not), are not eligible to enter or win. For purposes of this Competition, immediate family members are defined as spouse, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren. Entries created or funded by broadcast networks, cable networks or studios or other similar content distributors are ineligible. Void where prohibited by law.

3. WINNER SELECTION: Preliminary judging will take place from the time the Entry Period ends through and including January 21, 2010. The judging panel, selected by the NYTVF, in its sole discretion, will select twenty-five (25) potential finalists (the "**Finalists**") from all eligible entries received in accordance with these Official Rules, based on the following criteria, weighted equally: (i) originality; (ii) creativity; (iii) global adaptability; and (iv) overall impression. In the event of a tie, tied entries will be re-judged based solely on the criteria of: overall impression. Decisions of the judging panel as to the selection of the potential Finalists will be final. Entrants may be required to submit further information to assist in the judges' verification of eligibility. The selected Finalists will be notified by telephone and/or e-mail on or about January 24, 2011. The Sponsor is not responsible for false, incorrect, changed, incomplete or illegible contact information. Finalists will be required to sign and return the Prize Acceptance Documents within five (5) business days of receipt. The Acquisition Agreement that will be provided as part of the Prize Acceptance Documents will detail terms associated with further development of the submitted Format and/or additional projects and will become active and legally binding on the Grand Prize Winner (defined below). If any potential Finalist does not reply to any notification within forty-eight (48) hours, or fails to return any required documentation within five (5) business days of delivery to the potential Finalist, such potential Finalist may be disqualified in the discretion of NYTVF and an alternate potential Finalist may be selected. Potential Finalists CANNOT proceed to the next round until all such properly executed and notarized documents are returned. NYTVF shall not be responsible in any way for any delayed, lost or misdirected notification or other communication from or to NYTVF. From among the twenty-five (25) confirmed Finalists, Sony will select one (1) "**Grand Prize Winner**" applying the judging criteria specified above. In the event of a tie for Grand Prize winner, tied entries will be re-judged based solely on the criteria of: overall impression. The Grand Prize Winner will be announced on or about February 7, 2011. Notwithstanding the foregoing, Sony shall have the sole and exclusive right, but not the obligation to select up to two (2) additional entries from the Finalists (the "**First Place Winner**" and "**Second Place Winner**", respectively). The Grand Prize Winner, First Place Winner, if applicable, and Second Place Winner, if applicable, shall collectively be referred to as the "**Winners**".

4. PRIZE: The Winner(s) will receive a single, lump-sum payment of \$10,000 (ten thousand U.S. dollars) from Sony and the Acquisition Agreement signed by the Winner(s) will become enforceable and binding. As part of the agreement with the Winner(s), the Winner(s) shall be entitled to five percent (5%) of Sony's net proceeds, in accordance with Sony's standard net proceeds definition, from Sony's sale or exploitation of the Winners' respective winning Formats. Winner(s) will be solely responsible for all federal, state and/or local taxes associated with the prize that they receive. The Winner(s) may be required to provide Sponsor with a valid social security number or tax identification number before the prize will be awarded for tax reporting purposes. Failure to provide such information may result in Sony withholding and remitting all taxes on Winner(s) behalf and only awarding the balance of the prize to the Winner(s) or disqualifying the Winner, in its sole and absolute discretion. An IRS Form 1099 may be issued in the name of Winner(s) for the actual value of the prize received.

5. GRANT OF RIGHTS: By entering, each entrant acknowledges and agrees that NYTVF and Sony shall have the exclusive, irrevocable, and royalty-free right to use, reproduce, edit, display, transmit, modify, publish and otherwise exploit the submitted Format for judging purposes and otherwise solely in connection with the execution of the Competition; and such further rights as set forth in the Acquisition Agreement, if and when applicable. Entrants hereby forever waive and relinquish all so-called "moral rights (droit moral)" now or hereafter recognized in connection with Formats submitted as part of the Competition. The Acquisition Agreement shall provide Sony with a license in the Format

worldwide in all media, now known or hereafter devised, for an initial term of three (3) years (the “**License Term**”). If Sony exploits the Format in any way (including, without limitation, producing a pilot or making a format sale) during the License Term, Sony will own all rights in the Format worldwide in all media, now known or hereafter devised, in perpetuity. Within two (2) months prior to the expiration of the License Term, Sony shall have the exclusive right to negotiate in good faith with the Winner(s) for a period of thirty (30) business days (the “**Negotiation Term**”) the terms to extend the License Term for up to two (2) additional years (the “**Extended License Term**”). If Sony does not exploit the Format in any way during the License Term or the Extended License Term, or if the parties are unable to reach and execute an agreement for the Extended License Term during the Negotiation Term, then the rights to the Format will revert to the Winner upon the expiration of the License Term, Negotiation Term, or Extended License Term, as applicable. At Sony’s sole and complete election, Sony may provide each Winner with a right of meaningful creative consultation in connection with the development of a project based on the Format, which may include, at Sony’s election in its sole and complete discretion, in-person participation in a working development meeting. Grand Prize Winner may be required to participate in a reasonable number of customary promotional and publicity activities (including public appearances, press junkets, interviews, and the like) to promote The New York Television Festival and the Competition. Entrants agree not to issue any publicity concerning Sponsor or Sony. Winners agree that Sponsor and Sony shall have the sole discretion in determining the extent and manner of use of Formats and are not obligated to use any Formats.

6. FORMAT SUBMISSION TERMS: Entrants acknowledge that Sponsor and Sony have no obligations to entrants with respect to the Formats entrants submit as part of the Competition. Other than the obligations set forth in the Official Rules, Sponsor and Sony will have no obligation to entrants in any respect whatsoever with regard to the Formats until and only if entrant and Sony have executed a written agreement which, by its terms and provisions, will be the contract that will govern the relationship between entrants and Sony relating to the Format. Entrants acknowledge that if any Format submitted to the Competition is not new or novel, or was not originated by the entrant, or has not been reduced to concrete form, or if because other persons including Sony’s employees have heretofore submitted or hereafter submit similar or identical program material which Sony has the right to use, then entrants agree that Sony shall not be liable to entrants for Sony’s use of the Format and Sony shall not be obligated in any respect whatsoever to compensate entrants for such use by Sony. Entrants further agree that if Sony hereafter produces or distributes a television program or programs based upon the same general idea, theme or situation and/or having the same setting or background history as the Format, then, unless Sony has substantially copied the expression and development of such idea, theme or situation, including the characters and story line thereof, as herewith or hereafter submitted to Sony, Sony shall have no obligation or liability to entrant of any kind or character by reason of the production or distribution of such program(s), nor shall Sony be obligated to compensate entrant in connection therewith. Entrants agree that nothing in these Official Rules, nor the submission of the Format, shall be deemed to place Sony in any different position from any other member of the public with respect to the Format. Accordingly, any part of the program material that could be freely used by any member of the public may be used by Sony without liability to entrant.

7. ENTRANT REPRESENTATIONS, WARRANTIES AND INDEMNIFICATION: By entering, each entrant represents and warrants to the NYTVF that his/her entry: (i) is completely the original work of the entrant (or other contributor disclosed on the entry form) and was created solely by the entrant (and/or other contributor disclosed on the entry form), (ii) is not copied from any other source or previously broadcast or otherwise distributed or disseminated in any media or format, including currently or previously pitched to a network, studio, major production company or format distribution company and/or optioned, purchased or produced by a network, studio, major production company or format distribution company, (iii) is not in the public domain, (iv) is not in violation of or conflict with the trademark, copyright, rights of privacy, rights of publicity or any other rights, of any kind or nature, of any other person or entity; (v) has not previously been granted to any other person or organization, nor does any third party have any interest in such entry; (vi) is in full compliance with the requirements in these Official Rules; and (vii) is not the subject of any threatened or pending litigation, claim or dispute that might give rise to litigation, which adversely affects or in any way prejudices, impairs or diminishes the rights granted hereunder or the value thereof. Further, entrant represents and warrants that they have the right to agree to and fully perform consistent with these Official Rules and the consent of no third parties are required to grant the rights hereunder. If the NYTVF, in its sole discretion, has reason to believe that any entry contains any material that may infringe or violate any law or any rights of a third party, or that the use or broadcast of such entry in the manner described herein may infringe or violate any law or any rights of a third party, then the NYTVF may immediately disqualify such entry and take any other measures the NYTVF may deem appropriate. Entries should not include any language or other content that is indecent, inappropriate, morally objectionable or otherwise unfit for dissemination or broadcast, as determined by the NYTVF in its discretion, including, without limitation, no performer in the Format may simulate sexually explicit conduct or lascivious exhibition of the genitals or pubic area if a minor (below the age of 18) at the time the depictions were originally produced, filmed, videotaped or photographed. The NYTVF hereby reserves the right, in its sole discretion, to disqualify any such entries. Entries not meeting or exceeding stated length requirements may be disqualified. Entries not satisfying these Official Rules in any respect may be disqualified. Each entrant further agrees to sign, and to obtain (at the entrant’s expense) from all necessary third parties, all releases, permissions and other written documents, in a form acceptable to NYTVF, as may be required by the NYTVF and any of its affiliates or sponsors upon request so as to confirm, record and/or perfect their rights in the entry as set forth herein and in the Acquisition Agreement.

8. RELEASE OF CLAIMS: Each entrant acknowledges that the NYTVF and Sony and each of their parent companies, affiliates and subsidiaries, and each of their employees, officers, directors, licensees, assigns and sponsors (collectively, the “**Designated Entities**”) engage and have engaged in the developing, writing, acquiring, producing, publishing, disseminating and broadcasting of literary, artistic, and other material, including stories, ideas, themes, plots, titles, screenplays, teleplays, treatments, formats, and concepts (collectively, the “**Materials**”). By submitting an entry in the Competition, each entrant acknowledges and agrees that any Materials that the Designated Entities may hereinafter use or exploit may have originated with the Designated Entities themselves or may have been acquired from the Designated Entities’

employees or other parties, and that such Materials may duplicate, parallel or resemble the Format submitted in the Competition by the entrant. By submitting an entry, each entrant acknowledges that he or she understands and agrees that the Designated Entities' use of Materials containing features, ideas, material and/or elements similar to or identical with those contained in their entry shall not entitle the entrant to any compensation whatsoever. As an inducement to NYTVF to accept the entrant's entry into the Competition, each entrant hereby waives any claim or right of action against any of the Designated Entities or their successors in connection with the Designated Entities' use of any Materials (or any portions thereof) whether or not such Materials contain any features, ideas, material and/or elements similar or identical to those contained in an entrant's entry. Finally, each entrant acknowledges that, with respect to any claim by entrant relating to or arising out of a Designated Entities' actual or alleged exploitation or use of any entry or other material submitted in connection with the Competition, 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 any production based on or allegedly based on the entry, 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.

9. GENERAL TERMS AND CONDITIONS: By submitting an entry, entrants agree to indemnify, defend, release, discharge and hold harmless the Designated Entities from any and all claims and liabilities arising from or in connection with participation in this Competition, including, without limitation: (a) claims for injury, loss or damage of any kind resulting from participation in this Competition or acceptance, use or misuse of any prize; and (b) claims based on rights of privacy, rights of publicity, false light, defamation, copyright and/or trademark infringement relating to the submission or exploitation of the entrant's Format. By entering the Competition all entrants grant permission to the Designated Entities to use their respective names, photographs, likenesses, voices, and/or biographical information for Designated Entities programming, publication, publicity, advertising and all other promotional purposes without compensation, review or approval unless prohibited by law. Designated Entities reserves the right at their sole discretion to disqualify any individual who tampers with the entry process and/or to cancel, modify or suspend this Competition should entrant fraud or misconduct or other causes beyond the control of the Designated Entities corrupt the administration, integrity, security or proper operation of the Competition. Without limitation of the foregoing, the Designated Entities reserve the right to terminate, modify or suspend this Competition due to any of the following reasons: act of God; unavoidable accident; epidemic; fire; blackout; act of public enemy; war, riot or civil commotion; enactment, rule, order or act of government or governmental instrumentality or tribunal; strike, lockout or other labor dispute; inclement weather; the recapture of any time period scheduled for the live telecast of a program for an event of national importance or emergency; failure of technical facilities; failure of essential production, or technical personnel to appear or be available for production or broadcast; or other cause beyond its control. By entering, each entrant agrees that should this Competition be terminated for any reason such entrant irrevocably waives any right to seek and/or obtain rescission and/or equitable and/or injunctive relief. The Designated Entities are not responsible for lost, late, illegible, incomplete, damaged, mutilated, misdirected, misdelivered, or delayed entries, including failures of any mail service used to submit entries, or for technical or human errors or failures of any kind in connection with the submission, transmission, processing or judging of entries. NYTVF's Website clock will be the official time clock for the Competition. Caution: Any attempt by an entrant to damage the Website or undermine the legitimate operation of the Competition is a violation of criminal and civil laws and should such an attempt be made, the Designated Entities reserve the right to seek damages from any such entrant to the fullest extent of the law. The Designated Entities are not responsible for any typographical or other error in the printing of the offer, administration of the Competition, or in the announcement of the prize.

10. GOVERNING LAW/ARBITRATION OF DISPUTES/LIMITATION OF LIABILITY: Any controversy or claim arising out of or relating to these Official Rules, its enforcement, arbitrability or interpretation shall be submitted to final and binding arbitration, to be held in Los Angeles County, California, before a single arbitrator, in accordance with California Code of Civil Procedure §§ 1280 et seq. The arbitrator shall be selected by mutual agreement of the parties or, if the parties cannot agree, then by striking from a list of arbitrators supplied by JAMS. The arbitration shall be a confidential proceeding, closed to the general public. The arbitrator shall issue a written opinion stating the essential findings and conclusions upon which the arbitrator's award is based. The parties will share equally in payment of the arbitrator's fees and arbitration expenses and any other costs unique to the arbitration hearing (recognizing that each side bears its own deposition, witness, expert and attorneys' fees and other expenses to the same extent as if the matter were being heard in court). Nothing in this paragraph shall affect either party's ability to seek from a court injunctive or equitable relief at any time to the extent same is not precluded by another provision of these Official Rules. Entrants agree that any award favorable to entrant shall be limited to the fixing of compensation for entrant's use of the submitted material, which shall bear a reasonable relation to compensation for entrant's use of the similar material from persons of entrant's stature in the entertainment industry. Such award will provide for entrant and the Designated Entities, each respectively, to bear their own costs of arbitration and attorneys' fees.

BY ENTERING THE COMPETITION, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE COMPETITION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (3) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO SOME ENTRANTS.

11. **INFORMATION SUBMITTED AS PART OF Competition:** By entering the Competition, you grant Sponsor permission to share your email address and any other personally identifiable information with the other Designated Entities for the purposes of prize fulfillment and other administrative aspects of the Competition.

12. **WINNER/OFFICIAL RULES:** To obtain a copy of the Winners List or these Official Rules, send your request along with a stamped, self-addressed envelope to:

The 2010 Sony Pictures Television Format Competition
New York Television Festival
Attn: Sony Pictures Television Format Competition Winners
P.O. Box 627
Planetarium Station
New York, NY 10024-0627.

Please indicate whether you are requesting a Winners List or Official Rules. Requests for the names of the winner must be received no later than April 1, 2011. Vermont residents may omit return postage for Official Rules requests.

Questions: For additional information, please contact: sonyformats@nytvf.com.

13. **SPONSOR:** This Competition is sponsored by New York Television Festival, P.O. Box 627, Planetarium Station, New York, NY 10024-0627.

14. **MISCELLANEOUS:** The invalidity or unenforceability of any provision of these Official Rules or the Prize Acceptance Documents will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules or the Prize Acceptance Documents is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Competition-related materials, privacy policy or terms of use on the Website and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.