

**Media Fly Creative
“Go Small Book” Sweepstakes
Official Rules**

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. The “Go Small Book” Sweepstakes (“Sweepstakes”) begins at 12:00:01 a.m., Eastern Standard Time (“EDT”) on July 1, 2014 and ends at 11:59:59 p.m., (“EDT”) on September 15, 2014 (“Sweepstakes Period”). Sweepstakes is sponsored by Media Fly Creative, 7729 Hendershot St NE, Olympia, WA 98516 (the “Sponsor”), who is solely responsible for all aspects of this Sweepstakes.

Eligibility: Sweepstakes is open to legal residents of the 50 United States, D.C., (omit New York & Florida) who has the age of majority in his or her state of residence at the time of entry. Employees, officers, and directors (including immediate family members and members of the same household) of Media Fly Creative, its parent company, subsidiaries, affiliates, retailers, distributors and advertising and promotion agencies, and prize suppliers, and any other entities directly associated with this sweepstakes (collectively, “Released Parties”), are also not eligible to participate. All federal, state and local laws and regulations apply. **Void where prohibited.**

Two Ways to Enter:

1). Online Purchase: Online Purchase Eligible entrants can enter the Sweepstakes during the Promotional Period by purchasing the Go Small Book and sending the receipt to gosmallbook.com. Entrant must supply name, address, city, state, zip, daytime phone#, and email address. Entrant will receive one (1) entry for each book purchased.

2). Alternate Method of Entry: To enter by mail, without purchase or obligation, send your name, address, city, state, zip code and day and evening telephone numbers with area code hand-printed on a 3-1/2 " x 5 " (postcard size) paper to: ASC/Media Fly Creative “Go Small Book” Sweepstakes, 90 Rockwood Place, Rochester, NY 14610. Mail entries must be postmarked by September 15, 2014 and received by September 20, 2014.

All required information must be provided to enter and to be eligible to win. Incomplete entries will be disqualified. Proof of entering information at the Websites is not considered proof of delivery to or receipt by Sponsor of an entry. Internet entries must be made by the Entrant only at the Websites. Entries made by any other individual or any entity, and/or originating at any other web site or e-mail address, including, but not limited to, commercial Sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of automated entry devices is prohibited and no mechanically reproduced entries are

allowed; all such entries are void. Released Parties are not responsible for: late, incomplete, incorrect, delayed, garbled, undelivered, or misdirected entries. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. By participating, you consent for Sponsor to obtain, use, and transfer your name, address and other information for the purpose of administering this Sweepstakes and for other purposes as set forth below, including in the Use of Data section.

General Conditions: If for any reason the operation or administration of this Sweepstakes is impaired or incapable of running as planned for any reason, including but not limited to (a) infection by computer virus, bugs, (b) tampering, unauthorized intervention, (c) fraud, (d) technical failures, or (e) any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, at any time, without notice and award the Grand Prize (defined below) using all non-suspect eligible entries received as of, or after (if applicable) this cancellation, termination, modification or suspension date, or in any manner that is fair and equitable and best conforms to the spirit of these Official Rules. Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or Sponsor's Website; or (b) acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision. In the event of a dispute as to the identity of a Winner based on an e-mail address, the winning entry will be declared by the authorized account holder of the e-mail address submitted at 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, on-line service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

Release and Limitation of Liability: By participating in the Sweepstakes, Entrants agree to release and hold harmless the Sponsor, Media Fly Creative, the Administrator, their respective parents, subsidiaries, affiliates, distributors, sales representatives, advertising and promotional agencies (collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) any technical errors that may prevent an Entrant from submitting an entry; (b) unauthorized human intervention in the

Sweepstakes; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; or (e) injury, death, or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Sweepstakes or receipt of any prize. Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Released Parties are not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

Drawing & Notification: The Grand Prize drawing will be conducted by the Administrator (as listed above), an independent judging organization, whose decisions are final in all matters relating to this Sweepstakes. The Administrator will conduct the random drawing on or about September 25, 2014. The potential Grand Prize Winner will be randomly selected from among all eligible entries received throughout the Sweepstakes Period. Odds of winning the Grand Prize will depend on the total number of eligible entries received throughout the Sweepstakes Period. The potential Grand Prize Winner will be notified by the Administrator via telephone, email and/or USPS mail, or other home delivery service of Sponsor's choice.

Prize & Prize Conditions: There will be **one (1) Grand Prize** awarded following the conclusion of each Sweepstakes Period. Grand Prize winner, upon the Administrator's confirmation of eligibility, will receive a 2014 Smart Car Pure CPE (VIN# WMEEJBA4EK772492) that has an approximate retail value ("ARV") of \$12,620. Shipping expense to Hawaii or Alaska not included. Winner will have the choice of accepting a 70% cash option of \$8,834 in lieu of the Smart Car. Pictures, display vehicles or other representations of any vehicle used in connection with this Sweepstakes are not depictions or promises of the Grand Prize which may differ substantially. Winner will be liable for all tax, title, registration, etc. The Sponsor will not provide any warranties. Grand Prize Winner must possess required automobile insurance prior to receiving prize. Any costs associated with registration and licensing of the automobile are the sole responsibility of the Grand Prize winner.

The Sponsor reserves the right at its sole discretion to substitute the prize with another prize of equal or greater value in the event that the aforementioned prize is not available. By accepting any prize, the Grand Prize winner agrees to release and hold harmless the Released Parties, from and against any claim or cause of action arising

out of participation in the Promotion or receipt or use of the prize in question. Grand Prize winner will be notified by phone, and/or email, and must sign and return to the Sponsor, an Affidavit of Eligibility, Liability & Publicity Release within seven (7) days in order to claim his/her prize. Prize winner will be responsible for all local, state, and federal taxes associated with the receipt of their accepted prize. The Grand Prize winner must note that the value of their accepted prize is taxable as income and an IRS Form 1099 will be filed in their name for the value of their prize. The winners are solely responsible for all matters relating to their prize after it is awarded. If a prize or prize notification is returned as unclaimed or undeliverable to the potential winner, if a potential Winner cannot be reached via phone within three (3) calendar days from the first notification attempt, or if a potential Winner fails to return requisite document(s), or if a potential Winner is not in compliance with these Official Rules, then such person shall be disqualified and, at Sponsor's sole discretion, an alternate winner may be selected.

Additional Prize Conditions: By accepting the a prize, where permitted by law, Prize winner grants to the Released Parties and those acting pursuant to the authority of Sponsor and the Released Parties (which grant will be confirmed in writing upon Sponsor's request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time a Prize winner's full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification.

IN NO EVENT WILL RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES.

By participating, Entrants release and agree to hold harmless the Released Parties from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the Prize(s). All Prize winners also acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prize accepted.

Disputes: Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of New York. All issues and

questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

Winners List: To request confirmation of the name and city/state of residence for the winners, please send a self-addressed, stamped business size envelope, by October 31, 2014, to: ASC/ Media Fly Creative "Go Small Book" Sweepstakes Winners List, 300 State Street, Suite 402, Rochester, NY 14614.