



## ***“Generational Theft” Contest***

### **You Could Win \$10,000 Cash and \$10,000 for Your College Professor**

Just tell us what YOU think the financial impact of recent government spending programs will have on 2009 college graduates’ future financial prospects.

#### **ELIGIBILITY:**

The PJTV “Generational Theft” Contest (“Contest”) is open to all full- and part-time undergraduate and graduate college students, 18 years of age or older, residing in the United States and attending a United States college or university, who are actively enrolled in that college or university through at least April 2009. Qualified participants may enter as individuals or as a team of up to 10 students (“Contestant”). All individual members of any team must meet all of the eligibility requirements. Contestant must also designate a professor, according to the guidelines set forth in these official rules – either as advisor or a non-advising professor (“Professor”), who will be eligible for a cash award in the event Contestant is the Grand Prize winner.

This Contest is sponsored by Pajamas Media LLC (“Sponsor”), 100 North Sepulveda Boulevard, Suite 225, El Segundo, CA 90245. Employees, shareholders, officers, directors, agents, representatives of Sponsor, or the promotion and advertising agencies of any aforementioned entity, and their immediate family members and those living in their household, and each person or entity connected with the production, administration or judging of the Contest, and their immediate family members and those living in their household, and each parent company, affiliate, subsidiary, agent and representative of any aforementioned entity are not eligible.

Contest begins on April 1, 2009 at 12:01 AM Pacific Standard Time (PST) and ends on June 1, 2009 at 11:59 PM PST (“Contest Period”). The Contest is subject to these Official Rules, which can be found at <http://www.pjtv.com/contestrules>.

#### **HOW TO ENTER:**

To enter, create a submission (“Submission”) using the “Submission Guidelines” below that outlines your prediction of the effects of government spending over time.

Specifically, you must **calculate the financial effect on and potential net income for a 2009 college graduate (receiving a bachelor’s degree) for the years 2014, 2019, 2024 and 2034 as a result of government recent spending programs**, e.g., “TARP 1,” “Stimulus 1,” “TALF 1,” and potentially “Stimulus 2,” health-care reform, and/or other government programs. You can include any variables you consider relevant to calculate

this impact to an individual's future income including, but not limited to, interest payments related to government programs, taxes, inflation and/or other factors that could affect someone's financial prospects.

So go ahead: (1) create your forecast using one of the methods in the Submission Guidelines below; (2) access the Contest website at [www.pjtv.com](http://www.pjtv.com) and follow the on-screen instructions to upload your Submission; (3) designate your name if entering as an individual or, if entering as a team, designate the name of one contact person on your team, and enter the name of each of your team members; (4) identify the Professor who will work with you on your Submission (or, if you have no professor advisor, identify the professor of your choice to whom you would like to designate the professor's prize if you win); and (5) complete the online entry form in its entirety, including all contact information.

Submissions may only be submitted online and must be received on or before the 11:59 p.m. PST on June 1, 2009 according to Sponsor's time. No hand deliveries will be accepted. All entries received by the end of the Submission Period that are complete and otherwise qualified will be eligible to win ("Qualified Submissions"). Sponsor reserves the right to disqualify any contestant it finds to be tampering with the entry process or the operation of the Contest or violating these Official Rules. All Submissions become the sole property of Sponsor and will not be acknowledged or returned. Sponsor is not responsible for late, lost, delayed, damaged, misdirected, incomplete, void, corrupted, garbled, illegible, unintelligible, or postage-due submissions and those Submissions are void and will not be accepted; nor is Sponsor responsible for any problems, bugs or malfunctions Contestants may encounter when seeking to enter their Submissions.

#### **SUBMISSION GUIDELINES:**

You can be as creative as you like and use any reasonable economic factors to create your Submission. However, you must use verifiable data to support your contentions and conclusions.

- Your Submission may be in the form of a written essay (with supporting documentation supplied separately), an interactive spreadsheet (readable using Microsoft Word or Microsoft Excel), and/or an online calculator.
- Submissions must not exceed 25 PRINTED pages in total, including attachments, regardless of content type (accordingly, be careful of formatting). All documents comprising the Submission, including without limitation all spreadsheets and online calculators, will be included in the total number of printed pages.
- Original written content (such as essays or summaries) must be no longer than eight (8) double-spaced pages of the 25 printed pages, with margins of at least one (1) inch all around, in a font no smaller than 10 pt.
- Your Submission (online calculator, spreadsheet or essay) may also have up to seventeen (17) pages of supporting documentation which may include a bibliography, charts and graphs, and other supporting documentation.
- Your Submission must be an original work of authorship created by you, the Contestant, a natural person or persons. In the event the Submission is entered by

- a team of people, the Submission will be assumed to be submitted equally by all members of the team for the purpose of awarding the prize.
- Contestant may be supervised by one (1) Professor, who shall be so designated at the time of entry. For eligibility purposes, Professors are not considered Contestants.
  - Professors may be designated by more than one (1) Contestant and may assist more than one (1) Contestant.
  - Anyone designated as a Professor in the entry must be currently employed as a full- or part-time college professor or college teacher; or be an adjunct college professor who has taught in the last twelve (12) months prior to the start date of this Contest (subject to verification).
  - No changes to teams' members or Professors will be allowed once designated on the entry form.
  - No Contestant may be a party under any other contractual relationship that might prohibit them from participating fully in this Contest, or from allowing Sponsor to use the Submission online and in television media.
  - Your Submission may not portray Sponsor in a negative light.
  - Your Submission should not unduly ascribe blame to a particular political party.
  - The content of the Submission must not be subject to the rights of any third party, or incorporate third party intellectual property, including, but not limited to copyright protected software, images, characters, logos, music, names and trademarks.
  - The Submission must not be offensive or otherwise unsuitable for public use and viewing, as determined in Sponsor's sole discretion.
  - Any submission of robotic, automatic, or programmed entries, or any entries submitted through other unapproved methods are void. Sponsor shall not be responsible for reviewing Submissions that are unworkable for any reason. As a condition of participating in this Contest and by submitting an entry, each Contestant agrees to permit Sponsors to describe, publicize, and link to a Submission for public viewing.

Only one (1) entry per natural person and/or team. No Contestant may participate in the Contest more than once or submit more than one (1) Submission, whether participating individually or as part of a team. No Contestant may be part of more than one (1) team. Professors may be designated by more than one (1) team.

Sponsor reserves the right to exclude any Submission that does not meet the above-referenced guidelines, at Sponsor's sole discretion. All entries will be screened using the above-referenced Submission guidelines. Any Submission that does not meet the above-referenced guidelines in Sponsor's sole and exclusive discretion may be excluded completely from judging.

### **JUDGING:**

Judging of all qualified entries will be done in two (2) rounds starting on or around June 2, 2009, by a panel of qualified judges.

**Round One:** On or about July 1, 2009, the top five (5) highest scoring Submissions (“Finalists”) will be chosen from among all otherwise eligible entries using two-hundred (200) point scale judging criteria:

- Economic foundation = 50 points
- Realistic use of economic and financial resources = 20 points
- Sufficiency of supporting documentation = 30 points
- Technical merit = 30 points
- Communication of idea = 40 points
- Creativity = 30 points

If there are greater than 5 tying high-scoring entries, those entries will be rescored.

**Round Two:** On or about July 1, 2009, the Finalists will be contacted and will be required to submit, within fifteen (15) days of notification, or as otherwise provided in the notification, a five hundred (500) word synopsis (“Executive Summary”) that outlines their overall forecast for the future and educates the public about the theory put forth in their original Submission. The Executive Summary will be judged and scored by a panel of qualified judges on the following one-hundred (100) point scale:

- Simplicity in expressing the idea = 50 points.
- Clarity and Sufficiency of explanation = 30 points
- Creativity = 20 point.

The Finalist with the highest total score from the two (2) rounds will be deemed the Grand Prize winner (“Selected Contestant”). In the event of a tie, the tying entries in the second round will be rescored to determine a winner.

The Selected Contestant will be required to respond (as directed) to the phone and/or e-mail notification within seventy-two (72) hours of attempted notification. The failure to respond timely to the notification may result in forfeiture of the Grand Prize; and, in such case, Sponsor may choose the next highest scoring entry from among the remaining eligible entries. The Selected Contestant and the designated Professor will also be sent an affidavit of eligibility / liability / publicity release (“Release”). Unless restricted by law, each Selected Contestant and the designated Professor will be required to complete and return the Release within forty-eight (48) hours of receipt of the documents. The Release will include permission by the Selected Contestant to allow Sponsor to use the Submission in any and all advertising throughout the world without additional compensation. In the event that the Selected Contestant cannot be reached, is unwilling or otherwise unable to provide such permissions and or releases within the required time period or otherwise cannot accept or receive the Grand Prize for any reason, a Finalist with the next highest score will be chosen from the remaining entries until one who is able to meet all requirements can be selected. The Selected Contestant must provide Sponsor with all signatures on the Release and return all documents in a timely manner as required pursuant to these Official Rules in order to be eligible to receive the Grand Prize.

In the event any designated Professor cannot or does not accept prize, or cannot be located or reached, that portion of the Grand Prize is forfeited and the Selected Contestant is not entitled to it or any portion of it. In the event that the Selected Contestant cannot or does not accept the Grand Prize for any reason, the entire Grand Prize is forfeited and the Finalist with the next highest scoring Submission shall be deemed the winner.

The name and Submission of Selected Contestant and the name of the designated Professor will be announced on or around August 15, 2009, and may potentially be posted online and/or aired nationally at Sponsor's discretion.

**PRIZE:** One (1) Grand Prize winner will receive Ten Thousand U.S. Dollars (U.S. \$10,000.00) cash in the form of a check made payable to the individual listed on the original entry form if entered as an individual, or, if entered as a team, the Ten Thousand U.S. Dollars (U.S. \$10,000) shall be divided equally among all team members, and separate checks shall be issued to each team member identified on the original entry form. Additionally, the designated Professor listed on the Selected Contestant's entry form (subject to verification) will receive Ten Thousand U.S. Dollars (U.S. \$10,000.00) in the form of check made payable to the designated Professor.

Approximate Retail Value of Grand Prize: Twenty Thousand U.S. Dollars (U.S. \$20,000.00).

Selected Contestant cannot assign or transfer the Grand Prize to another person or entity. Professor cannot assign his/her Grand Prize to another person or entity. No prize substitution is allowed except at the discretion of Sponsor. If the Grand Prize cannot be awarded due to circumstances beyond the control of Sponsor, a substitute prize of equal or greater retail value may be awarded. Prizes will be awarded, subject to the limitations stated in these Official Rules.

The Selected Contestant will also be featured on the pjtv.com website and have the opportunity to appear on various television shows and media junkets. The winning Submission will be showcased on the pjtv.com website. Selected Contestant may also have the opportunity to write articles and/or blog entries for Sponsor, at Sponsor's discretion, for additional compensation.

**CONDITIONS:** The Contest is subject to these Official Rules. By participating, Contestants agree: (i) to be bound by these complete Official Rules and the decisions of Sponsor which shall be final and binding; and (ii) to waive any right to claim ambiguity in the Contest or these Official Rules, except where prohibited by law. By accepting a prize, the prize recipient(s) agrees to release Sponsor, including its parent, subsidiary and affiliated entities together with the respective directors, employees, officers, licensees, licensors and agents, and respective advertising and promotion entities and any person or entity associated with the production, judging, or administration of the Contest (collectively, the "Releasees") from any and all liability, loss or damage arising from or in connection with awarding, receipt and/or use or misuse of prize or participation in any prize-related activities. Contestants shall release Releasees, and Sponsor shall not be liable for: (i) telephone system, telephone or computer hardware, software or other technical or computer malfunctions, lost connections, disconnections, delays or

transmission errors; (ii) data corruption, theft, destruction, unauthorized access to or alteration of entry or other materials; (iii) any injuries, losses or damages of any kind, including death caused by the prize or resulting from acceptance, possession or use of a prize, or from participation in the Contest; or (iv) any printing, typographical, administrative or technological errors in any materials associated with the Contest. Sponsor disclaims any liability for damage to any computer system resulting from participating in, or accessing or downloading information in connection with this Contest.

Sponsor reserves the right, but does not have the obligation, to cancel or suspend the Contest, in its sole discretion, should it receive fewer than fifty (50) entries, or receive no entries that have a judged score above one hundred forty-nine (149) points, or due to circumstances beyond its control, including natural disasters. Sponsor may, in its sole discretion, cancel, modify or suspend the Contest should a virus, bug, computer problem, unauthorized intervention or other causes beyond Sponsor's control, corrupt the administration, security or proper play of the Contest. Sponsor may prohibit a Contestant from participating in the Contest or winning a prize if, in its sole discretion, it determines such Contestant is attempting to undermine the legitimate operation of the Contest by cheating, deception, or any other unfair playing practices of intending to annoy, abuse, threaten, undermine or harass any other players or Sponsor representatives. Use of automated entry devices or programs is prohibited. Any attempts to access the site, enter the Contest or increase votes or views via a bot script, device or brute-force attack will result in disqualification, including that IP address becoming ineligible for the entire Contest. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE CONTEST. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. Disputes regarding these Official Rules and/or this Contest will be governed by the internal laws of the State of California. In the event that Sponsor cancels the Contest, all Contestants who have submitted a completed submission on or before the cancellation date, will receive a one hundred dollar (\$100) gift card, or prize of equal or greater value.

#### **PUBLICITY:**

Sponsor reserves the right to use the Submissions to the Contest for publicity purposes prior to and/or after the Contest end date, in any media throughout the world, and to use the name, likeness, hometown name, of Contestants, including all or part of their Submission, in publicity and marketing materials throughout the world, without any compensation or prior review, unless specifically prohibited by law. Taxes, if any, are the sole responsibility of the prize recipients, and the prize recipients may be issued an IRS Form 1099 for the ARV of any awarded prize. This Contest is void outside the United States and where prohibited or restricted by law, and subject to applicable federal, state, provincial and local laws. Sponsor reserves the right to disqualify any Contestant it finds to be tampering with the entry process or the operation of the Contest or violating these Official Rules.

The prize recipients will be required, as a condition of accepting the Grand Prize, to sign a declaration of eligibility, liability, and publicity release, allowing Sponsor a non-exclusive license to use the winner's name, likeness, hometown name, and winning Submission as part of that publicity throughout the world, without any compensation or prior review unless specifically prohibited by law. Sponsor may, but is not obligated to, engage in publicity and/or marketing efforts regarding the Contest, and/or Submissions. If Sponsor, in its sole discretion, engages in any such publicity and/or marketing efforts, The Selected Contestant and the designated Professor may be required to make themselves available for a minimum four (4) day stay at a destination within the United States for a publicity photo-shoot within six (6) weeks of being selected, at Sponsor's option. Sponsor will pay for airfare, if needed, hotel accommodations, a rental car (if necessary), and meals or a meal stipend for each day the Selected Contestant is on the photo shoot.

**PRIVACY:** Sponsor makes commercially reasonable efforts to comply with CAN-SPAM. All personal information collected by Sponsor will be used for administration of the Contest and in accordance with Sponsor's privacy policy only. Any questions regarding privacy matters should be directed to the address set out below. Please refer to Sponsor's privacy policy located at URL <http://www.pjtv.com/privacy> for important information regarding the collection, use and disclosure of personal information by Sponsor.

**OFFICIAL RULES:** For a copy of these Official Rules, send your request in a self-addressed, stamped envelope (VT residents need not affix return postage) to: PJTV "Generation Theft" Promotion, Pajamas Media LLC, 100 North Sepulveda Boulevard, Suite 225, El Segundo, CA 90245. Request must be received by December 31, 2009.