

MOTION WITHOUT LIMITS® 1950 - 2010



The 2010 Creative DualVee Contest

Contest information and rules: As we gear up for our 60th anniversary, we want you to be a part of our celebration here at Bishop-Wisecarver Corporation®, and there's no better way to kickoff the festivities than a video contest! As the original maker of the DualVee® Guide Wheel, we have a great appreciation for linear motion and innovation, so this year we want to discover and award the most creative DualVee application.

The creator of the winning video will be awarded with a four day, three night vacation for two to California worth up to \$2,000.00 plus airfare. The winner can choose to visit one of the following locations: San Francisco Bay, Napa Wine Valley, Monterey or even Lake Tahoe! The winner will also enjoy a dinner with the Bishop-Wisecarver management team.

Videos can be uploaded to YouTube for judging beginning April 5, 2010. The deadline for submission is 1 p.m. EST on June 15, 2010.

To enter:

- Create a short video under one minute in length. The video needs to clearly show and explain the application -- address the challenge, explain the application and clearly show how and where DualVee is being used in your application.
- Upload the video to "The 2010 Creative DualVee Video Contest" group on YouTube (<http://www.youtube.com/group/dualveecontest>).
- Fill out the required entry form posted on www.bwc.com and submit by mail to *Bishop-Wisecarver ATTN: 2010 DualVee Contest 2104 Martin Way Pittsburg, CA 94565* or by fax (925) 439-5931 by 1 p.m. EST on June 15, 2010 or your video entry will NOT be considered. Forms submitted via e-mail will not be accepted.

Video requirements:

1. Video must be no longer than 60 seconds in length.
2. Videos must be QuickTime/MOV, WMV, MPEG or AVI and submitted to the "The 2010 Creative DualVee Video Contest" group on YouTube (<http://www.youtube.com/group/dualveecontest>).
3. Make sure the video is no larger than 50 MB.
4. Avoid violating copyright laws or using brand names or logos in the video. You agree to indemnify Bishop-Wisecarver for any claim, demand, judgment, or other allegation arising from your possible violation of someone's trademark, copyright, or other legally protected interest in any way in your video.
5. Be able to provide Bishop-Wisecarver with an original video file if you win.
6. Videos that are submitted without an entry form will not be judged.

By submitting your video, you are promising that you own all rights to all material in your video, including the music, images, script, and rights to include all persons, places or organizations included or depicted. You shall be solely responsible for your own video and the consequences of posting or publishing them. In connection with your video submission, you affirm, represent, and/or warrant that: you own or have the necessary licenses, rights, consents, and permissions to use and authorize Bishop-Wisecarver Corporation to use all patent, trademark, trade secret, copyright or other proprietary rights in and to any and all video submissions to enable inclusion and use of the video submission in the manner contemplated by the contest and these terms. You further agree that you will not submit material that is copyrighted, protected by trade secret or otherwise subject to third party proprietary rights, including



privacy and publicity rights, unless you are the owner of such rights or have permission from their rightful owner to post the material and to grant Bishop-Wisecarver Corporation all of the license rights granted herein.

By submitting a video, you agree to allow Bishop-Wisecarver Corporation to use your name, or your organization's name, identification, and likeness to use, promote or publicize your video in any manner, without limitation, and without compensation. You agree to indemnify the Bishop-Wisecarver Corporation, including for legal costs, against any challenges to the ownership, use of, or rights to material in your video or any other claim based, in whole or in part, on the content of the video. Contest is void where prohibited by law.

If you want to remove your video from the competition, you may do so by requesting Bishop-Wisecarver to delete your video from its competition prior to the announcement of the winner on or about June 30, 2010. There is no limit on the number of videos someone may submit.

To be eligible you must be a citizen of the United States, Puerto Rico or the other U.S. territories. Must be 18 years or older. Employees of Bishop-Wisecarver, their relatives, Bishop-Wisecarver partners, and manufacturer's representatives are not eligible to enter the contest.

Agreement to Rules: By participating in the Contest, you (entrant) fully and unconditionally agree to and accept these Rules and the decisions of Bishop-Wisecarver Corporation, which are final and binding in all matters related to the Contest.

Winner Selection: Once the contest closes on June 15, 2010, videos will be judged to see if they present accurate information and comply with the requirements of the contest. Those videos that do not comply will be disqualified. All other videos will be rated by a panel of judges from Bishop-Wisecarver based on DualVee application creativity. A winner will be selected and notified by email on or about June 30, 2010. The winning video will also be posted on bwc.com and social media networks at Bishop-Wisecarver's own discretion.

Prize: The creator of the winning video will be awarded with a four day, three night vacation to California worth up to \$2,000.00 plus airfare. The winner can choose to visit one of the following locations: San Francisco Bay, Napa Wine Valley, Monterey or even Lake Tahoe. Airfare for 2 includes roundtrip coach-class air transportation for 2 from an airport near winner's home (determined by Bishop-Wisecarver at its own discretion) to a San Francisco Bay Area International airport. Travel must be roundtrip. Released parties (defined below) are not responsible for airline cancellations or delays. Winner must travel between 7/1/2010 and 6/30/2011 or prize is forfeited. If trip destination is less than 250 miles from the winner's residence, winner will be provided \$200.00 in spending cash for driving expenses in lieu of air transportation. 4 days and 3 nights' accommodations at a hotel in the winner's choice of location (determined by Bishop-Wisecarver at its own discretion). Ground transportation for length of stay (determined by Bishop-Wisecarver at its own discretion). \$100.00 gas allowance (form of allowance determined by Bishop-Wisecarver at its own discretion). One dinner with Bishop-Wisecarver management (location determined by Bishop-Wisecarver at its own discretion). Any expenses and incidental travel costs not expressly stated in the package description above are the responsibility solely of winner. Winner and guest are responsible for their own travel documents. Winner and guest must travel together on the same itinerary. Travel companion must be 18 years of age or older. If winner is at least 18 but still considered a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel restrictions, conditions and limitations may apply. By accepting the ticket portion of the prize, winner agrees to abide by any terms, conditions and restrictions provided by the ticket. Approximate Retail Value (ARV) excluding airfare is \$2,000.00. The ARV may vary based upon fluctuations in hotel, transportation and meal costs. Winner will not receive difference between actual and approximate retail value. Prize is awarded "as is" with no warranty or guarantee, either express or implied. No cash equivalent, substitution, exchange or transfer of prize by winner.

Release and Limitations of Liability: Except where prohibited, by participating in the Contest, entrant agrees to release and hold harmless Bishop-Wisecarver Corporation, its respective subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees from

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and against any claim or cause of action arising out of participation in the Contest or receipt or use of any prize (including any travel or activity related thereto), including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing, typographical or other errors; (d) errors in the administration of the Contest, the announcement of the prize or the cancellation or postponement of the Contest; (e) late, lost or undeliverable mail or late, lost, stolen, delayed, misdirected, incomplete, inaccurate or garbled registrations and videos; (f) injury or damage to persons or property which may be caused directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt of any prize (including any travel or activity related thereto). 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 Contest and in no event shall the Released Parties be liable for attorney's fees or other legal costs. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct or indirect damages. No more than the stated number of prizes will be awarded.

Privacy: All personal information on the entry form submitted to Bishop-Wisecarver will only be used to contact you in the event you win the contest or if there is a question or issue regarding your video or its content. Any personal information you provide Bishop-Wisecarver as the Contest winner required to purchase airline tickets or make other arrangements will only be used for making arrangements associated with the prize. We will not disclose, give, sell, or transfer any personal information. As your video will be made available to the public, you should not include personal information about yourself or anyone else. All information collected on the entry form will be deleted at the conclusion of the contest. Bishop-Wisecarver is using YouTube to host the videos for this contest, and you will be subjected to YouTube's use, privacy, cookie, and security provisions also (<http://www.youtube-nocookie.com/t/privacy>).

Any questions? For all questions and contest inquiries, please e-mail betha@bwc.com