

**Brookfield Zoo Photo Contest
2009 Official Rules**

NO PURCHASE NECESSARY. VOID IN PUERTO RICO AND WHERE PROHIBITED.

Contest Deadline

- Contest begins May 1, 2009 and ends November 2, 2009, 5:00 p.m. CST (“Contest Period”)

Entry Information and Photo Requirements:

- Photo must feature an animal or animals. (Photos with people will not be accepted.)
- The photo must be an 8” x 10” color or black and white print.
- A Photo Contest official entry form must be completed and taped to the back of the photo (collectively, the “entry”). An official entry form may be downloaded from the Chicago Zoological Society’s Web site, www.CZS.org. Forms are also available at the zoo’s north and south information kiosks or by calling (708) 688-8351.
- One entry per person.
- The photo must not be framed or matted.
- Send your entry to Photo Contest, Brookfield Zoo, 3300 Golf Road, Brookfield, IL 60513. Entries may also be dropped off at Brookfield Zoo’s south gate reception booth.
- All entries must be received by November 2, 2009, 5:00 p.m. CST. The Chicago Zoological Society (“Sponsor” or “Society”) is not responsible for lost, late, illegible, damaged, incomplete, misdirected or postage-due mail of entries. Sponsor is not responsible for any computer, telephone or mechanical error, entrant’s inability to access the official entry form/official rules on our Web site, injury or damage to participant’s or any other person’s computer related to or resulting from participation or downloading any material or any other error.
- All entries become the property of Sponsor and will not be returned.
- Entry photos must have been taken by the entrant and must be original, unpublished, suitable for publication (i.e., may not be obscene or indecent), and must not infringe the rights of any third party. Submission of any entry further constitutes the entrant’s consent to irrevocably assign and transfer to the Sponsor any and all rights, title and interest in the entry including, without limitation, all copyrights and moral rights. By submitting an entry, entrants grant to Sponsor and its agents the right to modify, adapt, sell, publish and/or use or not use the entry in any way, in whole or in part in any and all media now known or later developed, including on the Society’s Web site, without geographic limitation or additional compensation, except if entrant is a resident of TN and where prohibited by law.

Eligibility

Open to residents of the U.S. (except Puerto Rico). Chicago Zoological Society (Brookfield Zoo), its employees, trustees, officers, and volunteers; snapfish employees; Fisher-Price employees, American Airline employees; and advertising/public relations agencies (“Sponsor and its agents”) and their immediate family members or persons living in the same household of Sponsor and its agents are ineligible. No purchase is necessary to enter this contest.

Judging

One grand prize winner will be selected from all eligible entries received. In addition, entries will be judged in two age categories—adult (12 and older) and child (11 and under). A 1st, 2nd, and 3rd place winner will be selected in each age category. Contest winners will be notified by phone and/or mail on or about November 5, 2009. Return of any prize notification or prize as undeliverable will result in the prize being forfeited and an alternate winner selected.

Winners will be selected by a panel of photography professionals, the judges of the Contest whose decisions on winner selection are final and binding. Each entry will be ranked overall and in its age category based on the following criteria: 40% originality, 30% nature of the subject matter, and 30% clarity of the shot. In the unlikely event of a tie for any prize, the winner will be the entrant with the highest rank

in the originality category. Winners (or if the winner is a minor under the laws of the state of his or her residence, then the winner's parent or legal guardian) shall be required to sign an affidavit of eligibility/liability and publicity release within seven (7) days of the date of winner notification or any prize shall be forfeited and an alternate winner selected.

Prizes and Recognition

An awards reception will be held for Photo Contest winners at Brookfield Zoo on Saturday, November 14, 2009.

Winning photos will be displayed at Brookfield Zoo through mid-December 2009. A photo of the grand prize winner and his/her photo will be published in *Gateways*, Brookfield Zoo's members' publication. All winners and their photos will be posted on the Society's Web site, www.CZS.org after the winner has been selected and his/her eligibility for the prize has been determined. In addition, photos of winners will be sent to their local newspapers for possible publication.

Grand Prize — An airline voucher for round-trip main cabin air transportation for the winner and a companion to any destination in the continental United States (excluding Hawaii and Alaska) served directly by American Airlines — Approximate Retail Value ("ARV"): \$1,100. Additional terms apply.

Adult Category Prizes

- 1st Place—\$500 Visa Gift Card courtesy of snapfish and snapfish Photo Canvas—ARV: \$600
- 2nd Place—Wild Encounters: Poolside with Penguins and two snapfish Custom Cover Books—ARV: \$310
- 3rd Place—Brookfield Zoo Family Plus Membership, one snapfish Collage Photo Ceramic Mug (15 oz.), and one snapfish Collage Commuter Mug—ARV: \$131

Child Category Prizes

- 1st Place—Fisher Price® Package featuring an assortment of toys and one snapfish Photo Canvas—ARV: \$350.
- 2nd Place—A \$75 Brookfield Zoo gift certificate and two snapfish Custom Cover Books—ARV: \$135
- 3rd Place—A \$50 Brookfield Zoo gift certificate, one snapfish Large Puzzle with Gift Tin, and one snapfish Notebook—ARV: \$80

Prizes courtesy of American Airlines, snapfish, Fisher-Price®, and the Chicago Zoological Society. All gift certificates expire one year from date of issue.

All prizes will be awarded. Taxes on prizes, if any, are the sole responsibility of the winner. Grand Prize winner will be issued a 1099 tax form for the ARV of the prize. Any prize won by a minor will be awarded to his/her parent or legal guardian, who must sign all required documents. No prize substitutions or cash equivalents, except at the sole discretion of the Sponsor. Prizes are non-transferable.

General Terms

By entering, entrants agree to: (a) release the Sponsor and its agents from all liability, injuries, loss and/or damage of any kind arising from their participation in the contest and the acceptance, possession and use/misuse of any prize; (b) agree to be bound by the Official Rules and the decisions of the judges; and (c) give his or her express permission to be contacted by Sponsor by email, mail or phone. By submitting an entry, entrant consents to the use of his/her name, photograph, likeness and entry photograph for advertising, promotional and educational purposes without additional compensation in all media worldwide (except if winner is a resident of TN or where otherwise prohibited by law). All federal, state and local laws and regulations apply. Contest is governed by laws of the state of Illinois, with venue in Cook County, Illinois.

Removal from Future Mailings

To have your name and address removed from Sponsor's future mailings regarding sweepstakes, hand print your name, address, and a statement saying, "Remove me from all future mailing lists" on a piece of paper and mail it to: Brookfield Zoo, Removal Notification, 3300 Golf Road, Brookfield, IL 60513 Sponsor will process your request within 60 days.

Winners' List

For a list of the 2008 Photo Contest winners, send a self-addressed stamped envelope to: Public Relations Department, Photo Contest Winners, Brookfield Zoo, 3300 Golf Road, Brookfield, IL 60513. Requests must be postmarked by December 1, 2009.

Sponsors: Chicago Zoological Society, 3300 Golf Road, Brookfield, IL, 60513; American Airlines, Columbia Centre III, 9525 West Bryn Mawr, Suite 800, Rosemont, IL 60018; snapfish, 303 Second Street, South Tower, Suite 500, San Francisco, CA 94107; Fisher Price, 636 Grand Avenue, East Aurora, NY 14052.

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