

Ocean:Views

A creative competition celebrating New Zealanders' connection to the sea.

OFFICIAL COMPETITION RULES AND REGULATIONS

NO PURCHASE NECESSARY: Ocean:Views Competition (the "Competition") is sponsored by World Wide Fund for Nature-New Zealand (the "Sponsor"). The Competition begins at 12:00:01 AM (NZ Local Time) on December 1, 2010 and ends at 11:59:59 PM (NZ Local Time) on April 15, 2010 (the "Competition Period").

ELIGIBILITY: The Competition is open to all residents of New Zealand who are not employees of the Sponsor, its affiliated companies or agents, their respective advertising or promotional agencies, companies providing prizes for this Competition, or a member of any such employee's immediate family (regardless of where they live) or persons with whom they live (whether related to the employee or not). "Immediate family" includes step/mother, step/father, half/brothers, half/sisters, step/sons, step/daughters, partner or spouse.

HOW TO PARTICIPATE IN THE COMPETITION:

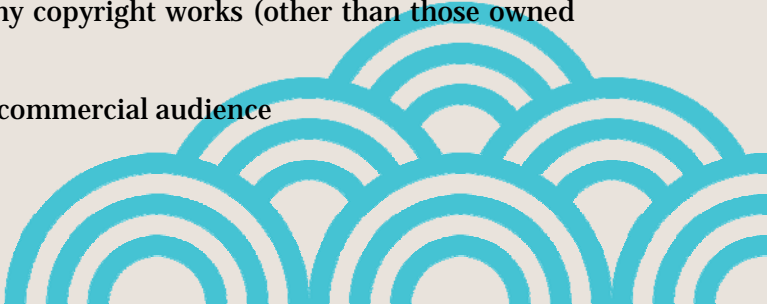
To participate in the Competition visit <http://www.wwf.org.nz/oceans> ("the Competition Website") and download the Competition Entry Kit for entry information and guidelines. Upload your Entry to the website: (See below for Submission format and content).

All Submissions must be received by 11:59:59 PM (NZ Local Time) on April 15, 2011 (the "Competition Closing Date").

SUBMISSION FORMAT AND CONTENT. Each Submission must demonstrate:

- a. creativity;
- b. originality; and
- c. how it best represents the beauty of our oceans and how they shape our identity as New Zealanders

All submitted entries must:

- be accompanied by a brief description of the piece demonstrating how the artwork represents the beauty of our oceans and how our oceans shape our identity as New Zealanders;
 - be completed by the entrant;
 - be submitted only once;
 - be intended for a family audience and contain only content that, in the sole and unfettered discretion of the Sponsor is suitable for all persons;
 - not, in the sole and unfettered discretion of the Sponsor, contain any nude, sexually explicit, disparaging, discriminatory, libelous or other inappropriate content;
 - not, in the sole discretion of the Sponsor, contain any commercial content that promotes any product or service other than that of the Sponsor;
 - not, in the sole discretion of the Sponsor, contain any language suggesting or encouraging illegal activity;
 - not contain anything that infringes anyone's rights;
 - not contain or be based on or infringe any copyright works (other than those owned by the Competition entrant);
 - contain entirely original materials;
 - not have been previously published for a commercial audience
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If you are using images and/or footage depicting a person other than yourself, you must first obtain the permission of that person to use their image. The onus for obtaining such consent rests entirely with the Competition entrant. The Sponsor assumes no responsibility for obtaining such consent or for use of posted photographs.

Each Submission satisfying the requirements set out above and submitted in accordance with these rules and regulations will, subject to the discretion of the Sponsor, be an eligible entry.

COMPETITION PERIOD: There are six (6) Competition Periods in total.

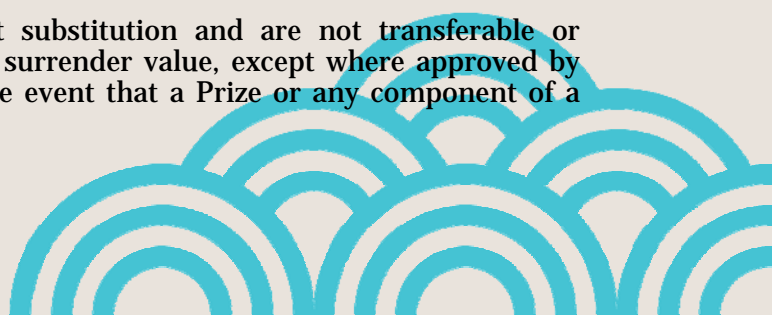
- *Period 1: Call for entries* – begins at 12:00:01 AM (NZ Local Time) on 1 December, 2010 and ends at 11:59:59 PM (NZ Local Time) on 15 April, 2010 (the “Competition Period”).
- *Period 2: Pre selection period* – begins at 12:00:01 AM (NZ Local Time) on 16 April, 2011 and ends at 11:59:59 PM (NZ Local Time) on 30 April, 2011
- *Period 3: Finalists notified* – begins at 12:00:01 AM (NZ Local Time) on 1 May, 2011 and ends at 11:59:59 PM (NZ Local Time) on 7 May, 2011
- *Period 4: Finalist submissions* – begins at 12:00:01 AM (NZ Local Time) on 8 May, 2011 and ends at 11:59:59 PM (NZ Local Time) on 15 May, 2011
- *Period 5: Final Judging period* – begins at 12:00:01 AM (NZ Local Time) on 16 May, 2011 and ends at 11:59:59 PM (NZ Local Time) on 31 May, 2011
- *Period 6: Prize Winners announced online* - at 12:00:01 AM (NZ Local Time) on World Oceans Day, 8 June, 2011

PRIZES: There will be several Prizes available to be won.

| | Prize Description |
|-------------------------|---|
| Grand Prize | <p>The grand prize winner will receive a trip for two to New Caledonia in the Pacific Islands to experience first hand the incredible species that live in our oceans. The winner will spend 4 nights/5 days, at the exclusive Hotel Le Lagon Noumea and be treated to a full day whale watching excursion to see these beautiful creatures in their natural environment and witness them on their epic migrations through the Pacific Ocean – the original version of the great Kiwi OE.</p> <p>Trip includes:</p> <ul style="list-style-type: none"> • <i>Return flights from Auckland to Noumea*</i> • <i>Winners will spend 4 nights/5 days at the Hotel Le Lagon Noumea</i> • <i>Return transfers between hotel and airport</i> • <i>12 hour whale watching day trip</i> • <i>Travel insurance for two</i> <p><i>(Prize value: over NZD\$4,000)</i> <i>* (between July 2011 – September 2011)</i></p> |
| Runner-up Prizes | [Runner up winners will receive gift packages worth not less than NZD\$300 each]. |

Limit of one (1) Prize per person.

Prizes must be accepted as awarded without substitution and are not transferable or exchangeable, not for resale and have no cash surrender value, except where approved by Sponsor. The Sponsor reserves the right, in the event that a Prize or any component of a



Prize cannot be awarded as described for any reason, to substitute another prize or component of a prize of equal or greater value, without liability.

SELECTION PROCESS: The selection process will be divided into two (2) rounds.

Round 1: The Round 1 selection process will take place between 16 April, 2011 and 30 April, 2011 (the "Pre selection period"). All the Submissions will be evaluated by a panel of judges who will select a shortlist of 20-40 Submissions eligible for Prizes. All of these shortlisted submissions will be featured at the celebratory exhibit on World Oceans Day.

Round 2: The Round 2 selection process will take place between May 16, 2011 and May 31, 2011 (the "Final judging period"). Prize Winners will be selected by the panel of judges from all of the Submissions selected in Round 1.

GENERAL: By entering the Competition, entrants agree to abide by the Official Rules and the decisions of the Sponsor and judges with respect to all aspects of the Competition, which are final. No correspondence will be entered into.

The Sponsor accepts no responsibility for loss, damage, claims, or personal injury (including but not limited to indirect or consequential loss) suffered by any person arising directly or indirectly out of or in connection with entering this competition or claiming, winning, or using a Prize, except as required by law. By entering and accepting a Prize, the winner and his/her parent or legal guardian consents to the use of his/her and parent/legal guardian's name, address (city and province) and/or photograph, without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to this Competition.

The Sponsor will not be responsible for late, lost, illegible, incomplete or destroyed entries; all such entries are void. The Sponsor will not be liable for any failure of the Competition Website, do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. Entry material/data that have been tampered with or altered are void. In the event it is determined that an entrant has entered in a fashion not sanctioned by these rules and/or has submitted more than the number of entries permitted by these rules, the entrant will be disqualified and all of the entries submitted by the entrant will be disqualified.

If, for any reason, the Competition is not capable of running as originally planned, as a result of tampering or infection by computer virus, the Sponsor reserves the right to cancel the Competition and conduct a draw from all previously received eligible entries received by the Competition Closing Date. The Sponsor shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Competition, including, but not limited to, any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of the entrant's participation in this Competition.

The Sponsor reserves the right to vary any of the terms of entry of this competition, or to modify, suspend, terminate or reschedule this competition at any time.

If the entrant would like to have their artwork returned to them, it is the entrant's responsibility to coordinate and pay for the costs of delivery to and from the WWF-New Zealand office.

Each entrant grants to the Sponsor a non-exclusive licence to publish the artwork he or she submitted as part of this competition on the Sponsor's website and through the Sponsor's communications channels for the purposes of this competition.

The Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Sponsor to administer the Competition and, only if consent is given at the time of entry, to provide the entrants with information regarding upcoming promotions and/or events and/or opportunities to support the Sponsor's mission.



