

The “Jack and Jill” Awkward Siblings Photo Contest (the “Promotion”) OFFICIAL RULES

SPONSOR/ADMINISTRATOR: Awkward Family, LLC (Awkward Family Photos), located at 16255 Ventura Blvd. Suite 525 Encino, CA 91436.

ELIGIBILITY REQUIREMENTS: The Promotion is open only to legal residents of one of the 50 United States or the District of Columbia who 1) are 18 years of age or older at the time of entry; 2) have access to the Internet; and 3) are not employees of Sponsor, Columbia TriStar Marketing Group, Inc. or any of their affiliates (the “Promotion Entities”) or the immediate family members (spouse, parent, child, sibling or their respective spouses, regardless of where they reside), or household members (whether or not related) of such employees. The Promotion is subject to all applicable federal, state and local laws, rules and regulations. No purchase or payment is necessary to enter or win.

AGREEMENT TO OFFICIAL RULES: By participating in the Promotion or by accepting the prize(s), each entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor, which are final and binding in all matters related to the Promotion. Whether an entrant receives a prize is contingent upon fulfilling all requirements set forth herein.

TIMING: The Promotion begins on October 25th, 2011 at 9:00 a.m. Pacific Time (“PT”) and ends on November 10th, 2011 at 11:59 pm PT (the “Promotion Period”). The Promotion consists of an entry period that starts on October 25th, 2011 at 9:00 am PT and ends on November 6th, 2011 at 8:59pm PT (the “Entry Period”), and a voting period that starts on November 7th, 2011 at 9:00am PT and ends on November 10th, 2011 at 11:59pm PT (the “Voting Period”). The Website’s (defined below) computer is the official timekeeping device for the Promotion.

HOW TO ENTER: During the Entry Period, an eligible entrant must visit Sponsor’s owned and operated site located at <http://www.awkwardfamilyphotos.com> (the “Website”), complete and submit the registration, upload an original photo depicting an awkward sibling photo (the “Submission”) and click “submit” to enter the Promotion. An eligible entrant may submit more than one entry. Each entry will be considered on its own merits without regard to how many entries have been submitted by the eligible entrant, and multiple entries from an eligible entrant may be selected as finalists. Sponsor is not responsible for entries that, for any reason, are not received, or for entries that are received, but are not decipherable for any reason. By completing the registration and uploading the Submission, the entrant agrees that the Submission conforms to these Official Rules and that the Sponsor, in its sole discretion, may remove the Submission and disqualify the entrant from the Promotion if it believes that the entrant’s Submission fails to conform to these Official Rules.

CONTENT RESTRICTIONS:

The Submission must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement; the Submission must not contain brand names or trademarks; the entrant must own the rights or have written permission from the owner to the photo submission; the Submission must not contain images or artwork not created by entrant; the Submission must not contain material that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous; the Submission must not depict any harmful or dangerous act, nor may it depict or be the result of any activity that disturbs the peace or creates unsafe or hazardous conditions, as determined by Sponsor in its sole discretion; the Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual

orientation or age; and the Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where the Submission is created.

FOR ALL SUBMISSIONS:

Entrants must have permission from all individuals that appear in the Submission (if any) to use their name and likeness in the Submission and to grant the rights set forth herein. If requested, the entrant must be able to provide such permissions in a form acceptable to Sponsor. Uploading a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, sublicenseable, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes in connection with the Promotion. If requested, the entrant will sign any documentation that may be required for the Sponsor or its designees to make use of the non-exclusive rights the entrant is granting to use the Submission. Released Parties (as defined below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions; all of which will be void. Sponsor reserves the right to treat as void any Submissions that do not comply with these Official Rules. In the event of a dispute as to any Submission, the authorized account holder of the email address used to register will be deemed to be the entrant and must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each entrant may be required to show proof of being an authorized account holder.

WINNER DETERMINATION:

Sponsor, in its sole discretion, will determine which Submissions are the most awkward and will select and announce 10 finalists by 9:00 am PST on November 7th, 2011. During the Voting Period, voters 13 years of age or older who visit the Website will vote for the Submission they consider the most awkward. The Submission that receives the most votes will be selected as the winner (the "Winner"), and will be announced on the website at 9:00 am PST on November 11th, 2011.

The Winner will be required to sign an Affidavit of Eligibility and a Liability/Publicity Release within five (5) business days of notification. If the Winner does not complete the required forms as instructed and/or return the required forms within the time period listed on the winner notification message, the Sponsor may disqualify the Winner and, at the Sponsor's option, select a runner-up. If the Winner is a minor in the jurisdiction in which he or she resides, the prize will be awarded to his or her parent or legal guardian.

PRIZES: One (1) Winner will be selected.

Prize: One (1) Sony [Cyber-Shot® Digital Camera W560](#), one (1) official Jack and Jill poster signed by Adam Sandler, one (1) copy of the brand new Awkward Family Pet Photos book signed by the authors and one (1) Adam Sandler DVD package (collectively, the "Prize"). Winner is responsible for declaring prize value on their income and withholding taxes. Released Parties (defined below) will not be responsible for acts of third parties, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the delay or inability to deliver all or any portion of the Prize.

The Prize is non-transferable and non-assignable, with no cash redemptions except at the Sponsor's sole and absolute discretion. The Sponsor reserves the right to substitute a prize (or portion thereof) with one of equal or greater value at its sole and absolute discretion

NOTIFICATION: The Winner will be notified by email on or around November 11th, 2011 to request all eligibility information. In the event that the Prize Notification is returned as undeliverable, or the Winner is otherwise unreachable for any reason, the Sponsor may award to an alternate Winner. If any Winner does not respond to any such Prize Notification within two (2) days of date of issuance, a disqualification will result, and the Prize will be forfeited, at the Sponsor's sole discretion. Failure to submit any identification required by Sponsor or to return the required documents within the specified time period, noncompliance with these Official Rules or the return of any Prize or Prize Notification as undeliverable may result in disqualification, and Prize will be forfeited and, at Sponsor's sole discretion and time permitting, may cause an alternate Winner to be chosen from among all remaining eligible entries.

WAIVER OF LIABILITY/PUBLICITY RELEASE: By participating in the Promotion and submitting an entry, each entrant agrees to (i) be bound by these Official Rules, including all entry requirements, and (ii) waive any and all claims against each of the Promotion Entities and their respective officers, directors, employees, agents, and representatives, prize providers, and advertising and promotion agencies (collectively, "Released Parties") for any injury, damage or loss that may occur, directly or indirectly, in whole or in part, from his or her participation in the Promotion or from the receipt or use of any Prize or any travel or activity related to the receipt or use of any Prize. By entering this Promotion, each entrant gives their express permission to be contacted by Sponsor by telephone, e-mail and/or postal mail for Promotion purposes only. Each Winner, by acceptance of Prize, grants to Sponsor the right to publicize such Winner's first name, city and state, photograph, voice, statements and/or other likeness, the Submission(s) and prize information in any media now known or hereafter devised, throughout the world, in perpetuity, solely in connection with (i) the Promotion and (ii) for any use to which submissions to the Website may be put, as disclosed therein, without limitation and without additional compensation or consideration, notification or permission, unless prohibited by law.

GENERAL CONDITIONS: By participating in the Promotion and submitting an entry, each entrant agrees to all terms and conditions and further agrees that the Released Parties are not responsible for stolen, late, incomplete, inaccurate, misdirected, lost, damaged, delayed, postage-due or garbled entries, email or mail; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or problems of any kind whether human, mechanical, electronic, network (such as Twitter), computer, typographical, printing or otherwise relating to or in connection with the Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing of entries, the announcement of the Prize or in any Promotion-related materials, or, if applicable, the cancellation or postponement of any travel flight or lodging. All personal information collected by Sponsor hereunder shall be subject to Sponsor's [Privacy Policy](#). Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Promotion or downloading materials from or use of the Website. Persons who tamper with or abuse any aspect of the Promotion or website or attempt to undermine the legitimate operation of the Promotion by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or Sponsor's representatives or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Any attempt to deliberately damage the content or operation of this Promotion is unlawful and subject to legal action by the Sponsor. Sponsor shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Promotion. Released Parties (i) make no warranty, guarantee or

representation of any kind concerning any prize, and (ii) disclaim any implied warranty. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

This Agreement will be governed by the laws of the State of California. Any court of competent jurisdiction sitting within California will be the exclusive jurisdiction and venue for any dispute arising out of or relating to these Official Rules. Sponsor reserves the right, in its sole discretion, to amend, modify, cancel or suspend the Promotion (or any portion thereof) should virus, bugs, unauthorized human intervention, or other causes corrupt administration, security, fairness, integrity or proper operation of the Promotion (or any portion thereof).

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH ENTRANT AND RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

WINNERS LIST/OFFICIAL RULES: To obtain a copy of any legally-required winners list, send a self-addressed stamped envelope to Awkward Family Photos, LLC, 16255 Ventura Blvd. Suite 525 Encino, CA 91436. All such requests must be received by November 18th, 2011. These Official Rules will be posted on the Website until November 25, 2011.