

**Universal Studios Home Video**  
***Bring It On Again***  
**HOLIDAY CHEER-OFF Contest**  
**OFFICIAL RULES**

**No purchase necessary to enter or win.**  
**Void Where Prohibited.**

**Eligibility**

This Contest is open only to individuals and cheerleading squads consisting of 1 to 15 individuals who are legal residents of the 50 United States and District of Columbia, 13 years of age and older at time of entry. Void in Puerto Rico and where prohibited. Employees, their immediate families (spouse, parents, children, siblings, and their respective spouses) and their respective household members of Universal Studios Home Video, Universal Pictures, Vivendi UNIVERSAL Entertainment (VUE) ([www.universalstudios.com](http://www.universalstudios.com)), Vivendi Universal, participating radio stations, Haley Miranda Group (“HMG”), and their respective parent companies, affiliates, subsidiaries, divisions, suppliers, distributors, retailers, and advertising and promotion agencies are not eligible to enter or win.

**How to Enter**

The Contest begins on 12/06/03 and ends on 12/26/03 (the “Entry Period”). To enter, during the Entry Period go to [www.bringitonagaindvd.com](http://www.bringitonagaindvd.com), click on the Official Entry Form link and follow the instructions on the web page. Print out and complete the Official Entry Form and mail it along with a VHS tape of your cheerleading performance recorded in Standard Play (SP) mode. **Please note:** Performances recorded in Long Mode (LP) or Extended Play (EP) will not be accepted. Cheer lyrics must include the words “*Bring It On Again*” and performances must not exceed 2 minutes in length. **Please write the name of your city on the outer envelope of your entry package and mail to: Haley Miranda Group, 8654 Washington Blvd., Culver City, CA 90232.** Entries will be placed into one (1) of ten (10) cities/regions or one (1) U.S.A. region (all other areas) for judging. The ten (10) cities/regions are as follows: 1) Los Angeles, CA; 2) New York City, NY; 3) Chicago, IL; 4) Washington D.C.; 5) Philadelphia, PA; 6) Dallas, TX ; 7) Detroit, MI; 8) Houston, TX; 9) Atlanta, GA; 10) Minneapolis, MN. Entries must be postmarked by 12/26/03 and received by 12/29/03 to be eligible. Eligible minors must have their parents’ or legal guardians’ permission to enter.

Sponsor reserves the right to have participating radio stations in the applicable city/regions host a “call-in” for entries at which time entrants (who did not

previously submit a VHS tape) may call into the radio station and perform their cheer.

By submitting an entry, you warrant and represent that your entry is your own original work, is true and verifiable, has not been previously performed, that you own or otherwise control all of the rights to your entry (including the performance recorded herein) and that no part of your entry violates any law, regulation or any right of any third-party. Sponsor reserves the right to disqualify any entry that it deems to be obscene or otherwise not in good taste, as determined by Sponsor in its sole discretion. Entries may not defame or invade the publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights. Sponsor reserves the right in its sole discretion to disqualify any entry at any time in the event it is determined that the entrant has not complied with these Official Rules.

Releasees (as defined below) are not responsible for lost, late, damaged, undeliverable, misdirected or postage-due entries, mail or video tapes. All entries become exclusive property of Sponsor and will not be returned. **Entries with inaccurate or incomplete information or that are not submitted in strict accordance with these rules are subject to disqualification.**

## **Winning and Notification**

### ***Second Prize – Semifinalists***

Five (5) potential semifinalists will be selected from among all eligible entries received for each of the ten (10) cities/regions listed above and the one (1) U.S.A. region. VHS Performances will be evaluated and scored based equally on the following criteria: 1) appearance, 2) choreography, 3) execution, and 4) showmanship. Potential semifinalists who entered by submitting a VHS tape will be selected on or about 12/30/03 by HMG, an independent judging organization, whose decisions are final and binding in all matters relating to this Contest. Radio Call-In Performances, if held, will be evaluated and scored by disc jockey(s) for the applicable radio stations based equally on the following criteria: 1) originality, 2) creativity, 3) enthusiasm, and 4) best use of the words "Bring it On Again". If chosen as a semifinalist via a Radio Call-In Submission, your performance at the semifinalist competition will be videotaped, and if you are selected as a finalist, such videotaped performance will be judged on the criteria stated below. In the event of a tie in any city/region, the entries involved in the tie will be reviewed by an additional judge who will serve as a tiebreaker and who will evaluate entries according to criteria listed above. In the event that five (5) or fewer eligible entries are received for any applicable city/region, those eligible entries received will be selected as the semifinalists for the applicable city/region. Semifinalists will be notified by phone between 12/30/03 and 1/05/04 using the contact information provided on the Official Entry form. If for any reason any semifinalist cannot be reached and/or does not return a telephone message within 24 hours, the entry will be disqualified and the runner-up will be selected. Each semifinalist (or, if an eligible minor, his/her parent or legal guardian) will be required to sign,

notarize and return an affidavit of eligibility and liability and, where legal, a publicity release and such other documents requested by Sponsor within 2 days of issuance. Non-compliance within this time, these official rules or return of prize notification as undeliverable will result in disqualification and a runner-up will be selected.

### ***First Prize - Finalists***

The five (5) semifinalists selected from each of the ten (10) cities/regions will be required to perform their cheer live at a local radio station event to be held in their city between 1/12/04 and 1/16/04, as determined by Sponsor. Semifinalists must be able to perform their cheer during these dates or they will be deemed ineligible for the Grand Prize and a runner-up may be selected. Local radio station representatives in each market (to be determined by Sponsor) will evaluate the applicable semifinalists' performances and select a finalist for the applicable city/region based equally on the following criteria: 1) appearance, 2) choreography, 3) execution, and 4) showmanship. HMG will select the finalist from the five (5) semifinalists selected in the one (1) U.S.A. region using their original VHS tape submission based on the same criteria listed above. In the event of a tie, the entries involved in the tie will be reviewed by HMG, who will serve as a tiebreaker and who will evaluate entries according to criteria listed above. The decision of the judges are final and binding in all respects relating to the semifinalist competition. Semifinalists are responsible for their own transportation to and from the local radio station event.

### ***Grand Prize Winners***

The Grand Prize winner will be selected from among the eleven (11) finalists using their original VHS tape submissions, or, if selected via Radio Call-In submission, the videotaped performance from the semifinalist competition based equally on the following criteria: 1) appearance, 2) choreography, 3) execution, and 4) showmanship. In the event of a tie, the entries involved in the tie will be reviewed by an additional judge who will serve as a tiebreaker and who will evaluate entries according to criteria listed above. The Grand Prize winner will be notified by phone on or about 1/21/04 using the contact information provided on the Official Entry form.

### **Prizes**

**Grand Prize (1):** \$10,000.00 cash prize (to be divided equally) (ARV: \$10,000.00). **First Prize (11):** \$2,000.00 cash prize (to be divided equally) (ARV: \$2,000.00). **Second Prize (55-825):** Universal Studios Home Video "Bring It On Again" Prize Pack which includes: Two (2) DVDs and one (1) Tee-shirt (ARV: \$65.00). Maximum Total ARV of all prizes: \$85,625.00. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. Any prize won by an eligible minor will be awarded in the name of his/her parent/legal guardian. Prizes are non-transferable and no substitutions or cash equivalents are permitted,

except by Sponsor who reserves the right to substitute a prize of comparable or greater value if advertised prize is unavailable.

### **Taxes and Expenses**

All taxes and any other costs associated with a prize are the sole responsibility of the winners.

### **Conditions of Entry**

By participating, participants (or, if an eligible minor, his/her parent or legal guardian) agree to comply with these Official Rules including all eligibility requirements. Sponsor, Universal Pictures, Vivendi UNIVERSAL Entertainment (VUE) ([www.universalstudios.com](http://www.universalstudios.com)), Vivendi Universal, participating radio stations, HMG, and their respective parent companies, affiliates, subsidiaries, divisions, suppliers, distributors, retailers, and advertising and promotion agencies, and all of their respective officers, directors, shareholders, employees, and agents (collectively, "Releasees") are not responsible for incorrect or inaccurate transcription of entry information, or for any human or printing error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any online service or web site, problems or errors relating to any submitted video tape, or any other error or malfunction, or any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in this Contest. If technical difficulties compromise the integrity of the Contest, the Sponsor reserves the right to void any entries at issue and/or to suspend, modify, cancel or terminate this Contest, in whole or in part, at any time without notice and, at its discretion, judge all eligible, non-suspect entries received prior to date of cancellation. By participating, each entrant (and his/her parent/legal guardian if winner is an eligible minor) consents to the use of his/her name, voice, and/or photograph for advertising and promotional purposes in any and all media by Sponsor and its designees, without additional compensation, except where prohibited by law. Participants (and their parent/legal guardian if participant is an eligible minor) release and hold harmless Releasees from any claims, actions, injury, loss or damage of any kind resulting from participating in this Contest (including any injury or damage resulting from performing the cheer or any travel required for participation) or from the acceptance or use of any prize awarded. U.S. law governs this Contest.

### **Disputes**

Except where prohibited, entrant (or, if an eligible minor, his/her parent or legal guardian) agrees that: (a) any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively

by the appropriate court located in the State of California; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering a Contest, but in no event attorneys' fees; and (c) entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of California.

**Who Won**

For the names of the semifinalists through the Grand Prize winners, available after 1/30/04, mail a self-addressed stamped envelope to "*Bring It On Again* Holiday Cheer-Off" Contest, c/o Haley Miranda Group, 8654 Washington Boulevard, Culver City, CA 90232. Requests must be received by 1/30/04.

**Sponsor**

Universal Studios Home Video, 100 Universal City Plaza, Universal City, CA 91608.

**Administrator**

Haley Miranda Group, 8654 Washington Boulevard, Culver City, CA 90232.