



Share Your Story Casting Call Official Rules

DESCRIPTION OF GO RED FOR WOMEN® Casting Call: Participant will submit entries for the American Heart Association's "Go Red For Women" casting call to represent the Go Red For Women movement in the 2010-2011 Campaign. Participant will submit an entry online at www.goredforwomen.org between February 1, 2010 and February 26, 2010 **or** attend a live casting call held by the American Heart Association, ("AHA") in participating markets between February 1, 2010 and February 14, 2010.

1. Eligibility Requirements:

Participant must be at least 18 years of age as of the date the AHA receives their entry or they attend a casting call and a legal resident of one of the fifty (50) United States, or the District of Columbia.

Before participating in the Casting Call, participant will be provided with a copy of the Eligibility Requirements, Participation and Publicity Release and Waiver of Liability. Participant will be required to read and acknowledge that they understand this information. Participant agrees to cooperate and to follow all directions of the AHA. The AHA's decisions on all discretionary matters shall be final.

Proof of identity may be required.

All statements, remarks, personal identifying details and facts and all other information of any kind or nature which participant gives or relates in connection with the Casting Call are and must be true, correct and accurate; and further, participant will not have omitted or withheld information in connection with participation in the Casting Call for the purpose of misleading anyone or misrepresenting any facts or circumstances being presented on the Casting Call. Participant's statements or actions must not in any way violate any state or federal laws or infringe on the rights of any person or entity.

Participant may not currently be a candidate for public office and shall not become such a candidate for public office for one (1) year after the conclusion of the Casting Call.

2. Entry Guidelines: TWO WAYS TO ENTER

Live Entry: On-site entry at live events will be held at designated locations between February 1, 2010 and February 14, 2010. To view event times in participating markets visit www.goredforwomen.org. Participant will be offered an opportunity to tell a story of approximately two to three minutes relating to the entrant's or an acquaintance's heart health. The participant's presentation will be videotaped. Entries will be accepted as long as time permits, up to 15 minutes prior to the close of the Casting Call.

Online Entry: Enter online at www.goredforwomen.org. Entry must include a written version of Participant telling a story relating to the Participant's or an acquaintance's heart disease or stroke. Entries will be accepted online from 12:01 a.m. PST on February 1, 2010 to 11:59 p.m. PST on February 14, 2010. The Participant must be the person that shares the story.

Only one entry per person is allowed, either online or in person. As a condition of entry, participant agrees to assign all rights, title and interest in entry submissions to the American Heart Association. Online submissions will not be returned. A completed Participation and Publicity Release and Waiver of Liability agreement assigning all ownership and intellectual

property rights to AHA is required as a condition of being selected to participate in the Casting Call.

Casting Criteria: Both on-site and online entries:

All entries will be evaluated with the criteria stated below:

- **30% Story/Substance** (Including the compelling and/or inspirational nature of the story)
- **25% Personality**
- **25% Memorability**
- **20% Suitability** (i.e., How well the entrant represents goals and objectives of the “Go Red For Women” movement.)

Casting will be based on above criteria. The story or video submitted may not defame or invade the privacy rights of any person, living or deceased, or otherwise infringe upon any third party’s personal or proprietary rights. Response entries must be consistent with the AHA’s reputation. Entries which, in the AHA’s sole discretion, contain any type of vulgarity or objectionable content will be disqualified. Entries that do not meet these stated criteria, or entries that in the AHA’s sole discretion may technically meet the stated criteria but do not reflect the intent and/or the spirit of the provisions related to the “Go Red For Women” movement, are not eligible.

3. Casting Call Responsibilities - AHA:

AHA may, at its sole discretion, provide the following opportunities to entrants.

- Attendance at a live Casting Call or participation via online entry submission;
- Participation in video and photo shoots and consent to all related releases;
- Participation in interviews with media outlets;

4. Casting Call Responsibilities - Participant:

Participant acknowledges that Participant has been fully advised by AHA that if Participant is chosen to represent AHA Casting Call will involve Participant’s revealing and being questioned about many areas of Participant’s private, personal and public life and revelations in connection therewith. Such areas may include, but are not limited to, the following: Participant’s private personal life experiences; confidences and secrets from birth to the present; personal relationships, confidences and secrets with family, friends, significant others, etc. (whether living or dead), including, without limitation, these third persons’ private, personal and public lives/physical appearance/habits; personal characteristics/habits (both physical and mental); medical treatment/history (both physical and mental). Participant acknowledges and agrees that additional information may be revealed in background checks such as educational and employment history; military history; criminal investigations charges and records, including, without limitation, history of violence against self and others; financial information/history; personal views and opinions about life, the world, politics, religion, etc. Participant acknowledges that this information which may be revealed during the Casting Call may be embarrassing, unfavorable, humiliating, derogatory and/or surprising to Participant or may portray Participant in a false light (collectively “Personal Revelations”); and

Participant further acknowledges that participating in the Casting Call may include, but is not limited to, experiences which are difficult physically and mentally for Participant (“Experiences”). “Personal Revelations” and “Experiences” collectively referred to herein as “Risks.”

5. Screenings:

Participant acknowledges that Participant is in good physical condition and is not aware of any health or other reason why Participant may not be able to participate in the Casting Call. Participant further acknowledges that Participant is voluntarily participating in the Casting Call with full and complete knowledge of the risks associated with the foregoing and Participant hereby accepts and assumes any and all risks, known or unknown of any nature whatsoever associated therewith.

6. Participation. Participant shall:

Comply with all of AHA's instructions and regulations in connection with the Casting Call in acknowledgment of AHA's complete and exclusive financial and creative control of the Casting Call;

Understand and accept that AHA's decision on all matters, (including selection of participants and participation in Casting Call, as well as the determination and selection of persons) shall be final, and that if the Casting Call is halted for any reason or in the event of a malfunction of any nature whatsoever affecting the Casting Call, AHA's decision with respect to the handling of a resumption or termination of the Casting Call shall be final;

Understand and accept that if Participant participates in the Casting Call, AHA has no obligation to exploit, telecast, publicize or otherwise continue to use the Casting Call, or engage in any activity whatsoever regarding the Casting Call may terminate the Casting Call at anytime, in the AHA's sole discretion.

Understand and accept that AHA may cancel the Casting Call at any time.

7. Assignment of Rights:

By entering the Casting Call, Participant explicitly acknowledges and agrees that AHA reserves the right to publish in any media, including on AHA or other health related web sites for online public viewing, any or all video content with or without first and last name credit to the entrant; and entries that attempt to restrict this right will not be considered. All entries become the property of AHA and AHA shall hold all copyright, ownership, title and right thereto. An entrant's submission of an entry constitutes permission for AHA to use the entrant's name, answers and other material provided in the entry for any purpose, including for promotional purposes in any media without compensation. Participant shall execute at AHA's request such assignments and other documents as may be necessary to confirm or enact this assignment.

8. Release and Waiver of Liability:

Entry constitutes acceptance of all rules. All federal, state and local laws and regulations apply. Participant is voluntarily participating in the Casting Call and accepts full responsibility for any and all injuries or damages ("injuries" and "damages" collectively "Injuries"), including, without limitation, physical, mental, emotional and monetary damages ("Damages") that may result from the Risks, and from participating in the Casting Call.

Participant waives and releases AHA, and all other companies associated with the production of the Casting Call and all their licensees, sponsors, successors and assigns, including, without limitation, all their respective directors, officers and employees (collectively, "Releasees") from any and all claims, demands, actions, causes of action whether in law or at equity or otherwise or any damages of whatever kind or nature (collectively "Claims") for any Injuries and Damages that Participant, his or her heirs, successors, or assigns may now have or hereafter acquire as a result of Participant participating in the Casting Call and agrees that as part of the lawful consideration for AHA allowing Participant to participate in the Casting Call neither Participant nor Participant's legal representatives will institute or support any Claims or prosecute the Releasees on any legal theory whatsoever, including, without limitation, (i) defamation, violation of rights or privacy and/or publicity, depiction in a false light, intentional infliction of emotional distress, copyright infringement, and/or any other tort in connection therewith; (ii) personal injury, physical disability, death or damage to property or any other violation resulting from the gross, active or passive negligence or other acts, however caused by any of the Releasees as a result of Participant's participation in the Casting Call and/or any advertising or publicity issued in connection with the Casting Call. Participant expressly waives any right to pursue any Claims against AHA and/or Releasees in a court of law or equity arising out of the Risks, Injuries, Damages, or the Casting Call, or arising out of or in connection with this Agreement and Release. Participant acknowledges that the AHA is allowing Participant to enter into the Release and participate in the Casting Call in specific reliance on Participant's acceptance of responsibility and waiver and release of the AHA and Releasees.

Participant agrees to indemnify the Releasees and each of them and hold them harmless from any and all liability, claims and actions, including attorneys' fees, of any nature whatsoever, caused by or arising out

of: (a) Participant's statements or actions made in or in connection with Participant's participation on the Casting Call; (b) Participant following the AHA's advice; (c) any injuries or damages of any kind whatsoever, including, without limitation, personal injury, physical disability, property damage, that any person or other entity may sustain as a result of or incident to Participant's participation in the Casting Call, or related opportunities which Participant may receive related to the Casting Call; and (c) any and all Claims associated with the Risks enumerated above.

9. Consideration:

Participant acknowledges and agrees that Participant shall receive no compensation for Participant's participation in the Casting Call except for the opportunity to participate in the Campaign.

10. Health Story Rights:

Non-disclosure Prohibition re Granting Health Story Rights: Participant represents that Participant has not granted to any other person or entity, the right to use events in Participant's life, events concerning Participant's application to become a Participant in the Casting Call, or any events which occur in connection with the Casting Call or any observations by Participant in connection with the Casting Call or any other information learned by Participant in connection with the Casting Call ("Rights") as a basis of a book, article or a program (for exploitation in any media) or segment of such (whether for news or entertainment).

11. Background Check(s):

Participant agrees and consents to any background check, including a criminal records and background check, or otherwise, that AHA may choose to perform, and Participant shall provide any information and additional content required for such background checks upon AHA's request.

12. Other Commercial Endorsement Prohibited:

Participant shall not "plug", promote or mention any commercial product or service during the Casting Call for which participant may receive any compensation or other valuable consideration.

13. Additional Rules:

If for any reason the Casting Call, including the online portion, is not capable of running as planned, including disruptions caused by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other cause that corrupts, affects or compromises the administration, security, fairness, integrity, proper conduct or intended play of the promotion, AHA reserves the right at its sole discretion to disqualify any individual AHA deems responsible and AHA further reserves the right to cancel, terminate, modify or suspend the Casting Call.

AHA assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications failure, theft, destruction or unauthorized access to, or alteration of, entries, including any erroneous appearance of qualification for a prize.

AHA is not responsible for any problem or technical malfunction of any telephone network or lines, computer online systems, servers or provider, computer equipment, software, failure of any e-mail or entry to be received by AHA due to technical problem or traffic, congestion on the internet or at any web site, or any combination thereof, including 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 .

WARNING: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.