

2011
Locate Your Love Membership Contest
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **PROMOTION PERIOD:** The Locate Your Love Membership Contest (the “Sweepstakes”) begins at 6:00:01am Eastern Time (“ET”) on April 11, 2011 and ends at 11:59:59pm ET on April 29, 2011 (the “Promotion Period”). The Sponsor’s computer is the official time keeping device for this Sweepstakes. All entries must be received during the Promotion Period. There will be three (3) weekly entry periods as set forth below (each, a “Weekly Entry Period”):

Weekly Entry Period	Start Date 12:00:01am ET	End Date 11:59:59pm ET	Approximate Drawing Date
1	April 11, 2011	April 14, 2011	April 15, 2011
2	April 16, 2011	April 21, 2011	April 22, 2011
3	April 23, 2011	April 28, 2011	April 29, 2011

2. **ELIGIBILITY:** Sweepstakes is open to legal residents of the fifty (50) United States and District of Columbia who are at least eighteen (18) years of age or older as of the date of entry. Subject to all applicable federal, state, and local laws and regulations. Void where prohibited or restricted by law. Individuals who have won a prize from the Sponsor within one hundred eighty (180) days prior to the start date of this Sweepstakes are not eligible.

Employees of Nu-Opp, Inc. (the “Sponsor”) and LocateYourLove.com (collectively, the “Sweepstakes Entities”), and their respective subsidiaries and affiliated companies, divisions, parent companies, officers, directors, agents and employees of agents, and advertising and public relations agencies, as well as members of the immediate family of any such employees, are not eligible to participate and win. The term “immediate family” includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as “in-laws,” or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.

1. **HOW TO ENTER:** To enter, visit <http://www.locateyourlove.com> during the Promotion Period and sign-up for a FREE, BASIC or ADVANCED membership. Prizes will be awarded in random drawings as noted in Section #4 below.

LIMIT: one (1) entry per participant. Multiple participants are not allowed to use the same email address. Any attempt by a participant to acquire more than one (1) entry by using numerous email addresses, registrations, identities, or any other methods will void that participant’s entries and that participant may be disqualified. The use of automated software or computer programs to register or enter the Sweepstakes is prohibited, and any individual who uses or attempts to use such methods to register or to enter will be disqualified. Valid entries must contain all information requested. Incomplete and/or multiple entries per day will be disqualified. In the event of a dispute, the authorized account holder of the email address used to enter will be deemed to be the participant. The authorized account holder is the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses. Sweepstakes winner(s) will be selected from online entries only. One (1) prize per household. The Sponsor will not verify receipt of entries. By entering, participants acknowledge compliance with the Official Rules, including eligibility requirements. Responsibility for receipt of entry rests solely with the participant.

2. **PRIZE DRAWINGS:** On or about the dates set forth in the chart in Section #1 above, a random drawing will be conducted by the Sponsor from among all eligible entries received by 11:59pm ET the previous day (each, a “Weekly Drawing”). Non-winning entries will be carried over into subsequent Weekly Drawings. Odds of winning depend upon the number of eligible entries received per Weekly Drawing. Winners agree to be bound by these Official Rules and the decisions of the Sponsor, whose decisions are final on all matters relating to this Sweepstakes.

3. **PRIZE(S):** **THREE (3) PRIZES:** Advanced Membership for one year to LocateYourLove.com, Kodak Easy Share Camera and Kodak ESP-5 Printer. The total value of all prizes is \$580. Any and all other expenses not specifically mentioned herein are the sole responsibility of each winner. The Sponsor reserves the right to substitute any portion of

the prize for an alternate prize of equal or greater value. No transfer, assignment, or change of the prize is permitted. If a winner cannot be contacted or is disqualified, the Sponsor reserves the right to determine an alternate winner in its sole discretion. Unclaimed prize(s) will not be awarded. Other restrictions may apply. All federal, state, and local taxes on the prize are the sole responsibility of each winner.

4. **RELEASE FORM:** Winner(s) will be notified by telephone, mail, and/or email within five (5) days after each Weekly Drawing and will be given five (5) days to confirm receipt of notification. Sponsor is not responsible for any change of email address, mailing address, and/or telephone number of participants. If a winner cannot be contacted from the information provided on the online entry form, the Sponsor reserves the right to select another winner at its sole discretion. Winner(s) (or his/her parent or legal guardian if a winner is deemed a minor in his/her state of residence) will be required to complete and return an Affidavit of Eligibility/Liability Release (including, where permitted, a Publicity Release) (the "Affidavit") within fourteen (14) days of notification. Failure to return the executed Affidavit within that time may result in forfeiture of prize and random selection of alternate winner from remaining eligible entries. A parent or legal guardian of any participant who is a minor must sign the Affidavit on behalf of the minor for the minor to be eligible to receive a prize. A prize won by a minor may be awarded to the minor's parent or legal guardian in the Sponsor's sole discretion. Winner(s) will be subject to a verification process, to include winner's name, address, home phone number, work/cell phone number, and social security number or taxpayer identification number. The Sponsor is not liable if email is not responded to within the time allowed or prize notification letter is lost in the mail or returned as undeliverable when delivery is attempted by regular mail.

5. **DELIVERY DISCLAIMER:** The Sponsor disclaims all liability for the inability of a participant to complete an online entry due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond their control, or otherwise. The Sponsor disclaims all liability for any delays, misdelivery, loss, or failure in the delivery of any item sent by electronic transmission or other delivery method. The Sponsor is not responsible for human, mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: any form of active or passive filtering, insufficient space in participant's e-mail account to receive e-mail messages, failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet, or on any website, or lost or unavailable network connections which may limit an online participant's ability to participate in the Sweepstakes, and any injury or damage to participant's or any other person's computer related to or resulting from participating in or downloading any information necessary to participate in the Sweepstakes. No mechanically reproduced entries or facsimiles will be accepted. Entries void if incomplete, defective, altered, forged, illegible, or received outside authorized channels. Sponsor reserves the right at its sole discretion, to disqualify any individual (and all of his or her entries, or any portion thereof) who tampers with the entry process. Sponsor reserves the right, in its sole discretion to cancel or suspend this Sweepstakes should fraud, virus, bugs or other causes beyond the control of Sponsor corrupt the administration, security or proper play of the Sweepstakes. In the event of cancellation, Sponsor will determine winners in an equitable manner as determined by Sponsor.

6. **CONSUMER CREATED CONTENT:** If the entry for the Sweepstakes solicits creative material from the participant, by submitting your entry: (1) you agree that your disclosure is gratuitous, unsolicited and without restriction and will not place the Sponsor or Sweepstakes Entities under any fiduciary or other obligation, that the Sponsor is free to disclose the ideas on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you; (2) you acknowledge that, by acceptance of your submission, the Sponsor and Sweepstakes Entities do not waive any rights to use similar or related ideas previously known to Sponsor, or developed by their employees, or obtained from sources other than you; (3) you are verifying that you are the owner and producer of the submitted material and that no third party ownership rights exist to any material submitted, and (4) you are hereby granting the Sponsor and Sweepstakes Entities a perpetual, worldwide, non-exclusive, royalty-free, sub-licensable (through multiple tiers) right and license to use, publish, reproduce, display, perform, adapt, modify, distribute, have distributed and promote such content in any form, in all media now known or hereinafter created, anywhere in the world, for any purpose.

7. **PUBLICITY; USE OF PERSONAL INFORMATION:** By participating, where allowed by law, all participants and winner(s) grant the Sweepstakes Entities permission to use their names, biographical information, characters, photographs, voices, videotape, and/or likenesses in connection with promotion of this and other sweepstakes in any and all media now known or hereinafter invented without territorial or time limitations and waive any claims to compensation, royalty, right, or remuneration for such use. By participating in the Sweepstakes, unless prohibited by law, participants agree that the Sponsor may disclose personal information obtained from participants in the

Sweepstakes to third parties and use such information for marketing and other purposes.

8. **TAXES:** Any valuation of the prize stated above is based on available information provided to the Sponsor, and the value of any prize awarded to a winner will be reported for tax purposes as required by law. Winner(s) are solely responsible for reporting and paying any and all applicable taxes related to the prize and paying any expenses associated with any prize(s) which are not specifically provided for in the Official Rules. Winner(s) must provide the Sponsor with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Any person winning over six hundred dollars (\$600.00) in prizes from the Sponsor will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS.

9. **CONDUCT AND DECISIONS:** By participating in the Sweepstakes, participants agree to be bound by the decisions of Sponsor personnel. Persons who violate any rule, gain unfair advantage in participating in the Sweepstakes, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. The Sponsor will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Sweepstakes and the Sponsor's decisions concerning such disputes shall be final. If the conduct or outcome of the Sweepstakes is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the Sponsor, the Sponsor reserves the right to terminate this Sweepstakes, or make such other decisions regarding the outcome as the Sponsor deems appropriate. All decisions will be made by the Sponsor and are final. The Sponsor may waive any of these rules in its sole discretion. Any attempt by a participant or any other individual to deliberately circumvent, disrupt, damage or undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil laws. Should such an attempt be made, the Sponsor reserves the right to seek civil and/or criminal prosecution and/or damages from any such person to the fullest extent permitted by law.

10. **RELEASE:** As a condition of entering, participants (or their parent/legal guardian if an eligible minor) agree (and agree to confirm in writing): (a) to release the Sweepstakes Entities and their respective subsidiaries and affiliated companies, divisions, parent companies, officers, directors, employees, agents and employees of agents, and advertising and public relations agencies and all others associated with the development and execution of the Sweepstakes, from and against any and all liability with respect to or in any way arising from this Sweepstakes or the use of the participant's entry and the awarding, receipt, possession and/or use or misuse of any prize, including without limitation liability for any travel related to the Sweepstakes, death, personal injury, loss, and/or disability; (b) under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs.

11. **MISCELLANEOUS:** Winner(s) must submit proof of eligibility and sign the Sponsor's Affidavit to claim the prize. The Sponsor may substitute prizes, as well as extend, modify, or discontinue the Sweepstakes at any time without prior notice. The Sponsor disclaims any responsibility to notify participants of any aspect related to the conduct of the Sweepstakes. The Sponsor is not responsible for any typographical error in the printing of these Official Rules, administration of the Sweepstakes, or in the announcement of the Sweepstakes prizes. All entries and information become property of the Sponsor and will not be returned.

12. **WINNERS LIST:** For a winner list, where required by law, send a stamped, self-addressed envelope no later than March 31, 2011 to: Locate Your Love Membership Contest, 4355 Cobb Parkway, Suite J-320, Atlanta, GA 30339. Vermont residents only may omit return postage.

13. **JURISDICTION:** By entering, participants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Georgia without giving effect to any choice of law or conflict of law rules. By entering, participants consent to the jurisdiction and venue of the federal, state and local courts located in Fulton or Dekalb County, Georgia.

14. **SPONSOR:** Nu-Opp, Inc., 4355 Cobb Parkway, Suite J-320, Atlanta, GA 30339.

