

KICK IT UP FIRST COAST: STUDENT EDITION

OFFICIAL CONTEST RULES

1. **NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. SUBJECT TO APPLICABLE FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS. VOID WHERE PROHIBITED.**

2. **Eligibility.** Subject to the additional restrictions below, “Kick It Up First Coast: Student Edition” contest (the “Contest”) is open to legal U.S. residents of the following counties in Florida and Georgia: Florida: Baker, Bradford, Columbia, Clay, Duval, Nassau, Putnam, St. Johns, Union; Georgia: Brantley, Charlton, Camden, Glynn, Pierce or Ware, who are 18 years or older, and enrolled as a student of a high school, community college, career institute, vocational college, university, technical school or other higher learning institution located in the above-referenced counties at the time of entry. Employees of WTLV-TV and WJXX-TV, Memorial Hospital, YMCA of Florida’s First Coast (collectively, “Sponsor” or “Sponsors”), and Gannett Co., Inc., and each of their respective affiliated companies, subsidiaries, advertising or promotional agencies, and other agents, and the immediate family members of, and any persons domiciled with such employees, are not eligible.

3. **How to Enter.** The Contest will begin at 8:00 a.m. (E.T.) on Monday, July 18, 2011 and end at 12:01 p.m. (E.T.) on Tuesday, December 13, 2011 (the “Contest Period”). All entries must be received by 11:59 p.m. (E.T.) on Friday, August 12, 2011(the “Entry Period”). Enter by visiting the “Kick It Up First Coast” official registration page on www.firstcoastnews.com or www.kickitupfirstcoast.com, upload at least one current (within the last 12 months) photograph or video of the Contestant with a written explanation (in English and of no more than 300 words) explaining the reasons Contestant believes he/she should be selected to participate in the Contest, such as to lose weight, improve overall health, or get back in shape after an injury. . Alternatively, a Contestant may enter by submitting a specific URL address (link) to www.firstcoastnews.com with a posting of the Contestant’s entry form, photo, or video, and an up to 300 word written explanation of the reasons the Contestant believes he/she should be selected to participate in the Contest. The maximum length of each video is three (3) minutes. Videos of longer length will be disqualified. Email files and videos submitted directly to any Sponsor will not be accepted. Each photo submission must be an authentic, original photograph and the Contestant must own the copyright in the photo. Contestants certify that individuals other than themselves shown in the photos have been informed that their photo has been entered in a Contest and have no objection to the submission and Sponsor’s display and posting of such photo for the purposes of the Contest. All digital entries should be at the highest resolution possible. Sponsor will accept the formats of jpeg and tiff. Sponsor reserves the right to disqualify or withdraw any entry that is alleged to infringe on any third-party’s intellectual property rights, or that Sponsor deems to be obscene, offensive or otherwise inappropriate for viewing by a general audience. Your computer must accept cookies, or any successor or similar technology that may be used for the purpose of entry tracking. Ad blocking software on your computer should be disabled so that it won’t interfere with processing your entry. Complete all required fields on entry form and submit your entry by clicking on the “SEND” button. Maximum of one (1) entry per Contestant. **All entries must be received by 11:59 p.m. (E.T.) Friday, August 12, 2011.**

All entries become property of Sponsors and will not be returned. Contestants agree that Sponsor shall have the right, in its sole discretion, to post any Contestant’s submitted photo or video online on Sponsor’s website, www.firstcoastnews.com. Sponsors will not be responsible for incomplete, lost, late, misdirected or illegible entries or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any telephone connection, network, hardware or software, whether originating with sender or Sponsor.

All Contestants must be willing to be available to be interviewed during the Semi-Finalist selection phase (details below), and allow Sponsor to conduct a background check. Finalists (as defined below) will need to be available for multiple appearances on WTLV's program "*First Coast Living*" on dates selected by Sponsors. Sponsors will inform Finalists of the appearance schedule but reserve the right to change the schedule. Finalists will need to be available for Sponsors' related publicity and promotions.

4. **Winner Selection.** **SEMI-FINALISTS:** Up to fifty (50) Contestants will be selected as Semi-Finalists from all eligible entries received on or about August 15, 2011, by a committee of Sponsor representatives according to the following criteria: 25% enthusiasm, 25% motivation, 25% need, and 25% health issues. Semi-Finalists will be notified on August 16, 2011 by telephone and e-mail by a Sponsor representative. Semi-Finalists will be required to appear in person at The YMCA of Florida's First Coast ("YMCA") Williams Facility at San Jose Blvd. Jacksonville, FL 32257 for a fifteen (15)-minute interview on or about, Tuesday, August 24, 2011, as part Finalist selection process. Sponsor will inform each Semi-Finalist Contestant of the specific time period designated for their interview. During the interview process, Sponsors' representatives will evaluate each Semi-Finalist's level of commitment, motivation, and reason for participating in the Contest. At the interview each Semi-Finalists will be informed of the specific requirements and obligations required of each Semi-Finalist if selected as a Finalist. Decisions of Committee and Sponsor shall be final and binding in all respects.

FINALISTS: Using the same criteria outlined above Sponsors will select twelve (12) Finalists, on or about Friday, August 26, 2011, to compete in the finalist phase beginning Tuesday, September 13, 2011 and ending on Tuesday, December 13, 2011 (the "Finalist Phase"). A Sponsor representative will notify Finalists by telephone call and e-mail on or about Friday, August 26, 2011. Each Finalist will be required to attend a Finalists meeting on or about Tuesday, September 13, 2011 at WTLV's business office located at 1070 E. Adams Street, Jacksonville, Florida, 32202 from 2:00pm (EST) to approximately 4 p.m. (EST) (the "Meeting"). At the Meeting, Finalists will (1) be required to sign Sponsors release/waivers as a requirement to participate as a Finalist; (2) receive a schedule of dates for appearances on selected WTLV broadcasts; (3) have an initial weigh-in; (4) receive suggested meal plan and dietary guidelines provided by Memorial Hospital and the YMCA at no charge to Finalists; (5) be introduced to their designated exercise trainer from the YMCA ("Trainer"); (6) receive additional instructions and requirements necessary for participating in the Finalist Phase, all provided at no charge to Finalists; and (7) provide proof of valid and current health insurance. Finalists will be required to submit a signed medical clearance from their primary care physician by 2:00 pm (EST), on Tuesday, September 13, 2011. Finalists will be required to follow the "Kick It Up First Coast Students" diet and exercise plan.

Each week, each Finalist will be required to appear at WTLV's business office for weigh-ins and videotaping, as determined by Sponsor. Progress of the Finalists' weight loss will be reported by WTLV on any of its locally-produced programming, including "First Coast Living", and the newscasts at Noon, 5:00 PM, 5:30 PM, 6:00 PM, 7:00 PM, "Good Morning Jacksonville" "Good Morning Jacksonville Saturday", or "Good Morning Jacksonville Sunday", and on its related websites, including www.firstcoastnews.com, www.firstcoastnews.com, www.kickitupfirstcoast.com and www.firstcoastliving.net. Finalists are encouraged, but not required, to post news of their weight loss progress on WTLV-related websites www.firstcoastnews.com, www.kickitupfirstcoast.com. www.firstcoastliving.net.

GRAND PRIZE WINNER: The Grand Prize Winner will be the individual who loses the highest percentage of weight at the final weigh-in on December 13, 2011.

5. **Prizes and Odds.** The Grand Prize will receive a one-year membership to the Jacksonville, Florida area YMCA, valid from January 1, 2012 through December 31, 2012 (ARV: \$1,500), and a \$500 gift card to a local shopping mall within the Jacksonville, Florida metropolitan area selected by Sponsor (ARV: \$500.00). (Total ARV \$2,000.)

6. **Grand Prize Winner Notification and Acceptance.** Selection of the Grand Prize Winner will be broadcast live, with the Grand Prize Winner present, on WTLV's "First Coast Living" program broadcast at 11:00 a.m. (E.T.) on Tuesday, December 13, 2011. The Grand Prize Winner may waive her right to receive the Grand Prize. The Grand Prize is non-assignable and nontransferable. No substitutions allowed, except that prizes and individual components of Grand Prize package is subject to availability and Sponsors reserve the right to substitute prizes of equal or greater value. Prizes are not redeemable for cash. The Grand Prize Winner is solely responsible for reporting and payment of any taxes on prizes. The Grand Prize Winner may be required to complete an affidavit of eligibility, a medical release, and a liability and publicity release which must be returned within twenty-four (24) hours after receipt. Failure to complete, sign and return the affidavit or releases within 24 hours, or to comply with any term or condition of these Official Rules, may result in the Grand Prize Winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the Grand Prize to an alternate winner. Except where prohibited, participation in the Contest constitutes Contestants' consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

7. **Participation.** By participating, Contestants agree to be bound by these Official Rules and the decisions of the judges. Sponsors reserve the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Sponsors. In the event the Contest is compromised by a virus, non-authorized human intervention, tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the Contest, Sponsors reserve the right in its sole discretion to suspend, modify or terminate the Contest, or repeat the Contest. Should the Contest be terminated prior to the stated expiration date, Sponsors reserve the right to award prizes based on the entries received before the termination date. Gannett Co., Inc. and their respective affiliates and subsidiaries and their respective directors, officers, employees, agents, successors and assigns are not responsible for any illness or injury which may result from participation in this Contest. Sponsors will not be responsible for incomplete, lost, late, postage-due, misdirected or illegible entries, poor quality photos, or for failure to receive entries or other electronic communications due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. In the event of a dispute, all online entries will be deemed to have been submitted by the owner of the ISP account from which they were sent. For these purposes, an ISP account holder shall mean the natural person assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account. Any questions regarding the number of entries or the owner of an ISP account shall be determined by Sponsors in its sole discretion.

8. **Copyright.** By entering the Contest, each Contestant grants to Sponsors an exclusive, royalty-free and irrevocable right and license to publish, print, edit or otherwise use the Contestant's submitted entry, (including photos, narrative, and video) in whole or in part, for any purpose and in any manner or media (including, without limitation, the Internet) throughout the world in perpetuity, and to license others to do so, all without limitation or further compensation.

9. **Construction.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any Contestant and Sponsors, shall be governed by, and construed in accordance with the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules or provisions (whether of Florida, or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Florida. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. If any such

provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the valid or enforceable provision was not contained therein.

10. **General Release.** By entering the Contest, Contestants release WTLV-TV, WJXX-TV, Gannett Co., Inc., Memorial Hospital, YMCA of Florida's First Coast, participating advertisers, any other promotional sponsors, and each of their respective affiliated companies, directors, officers, employees, representatives, partners and agents from any liability whatsoever for any claims, costs, injuries, medical complications or risks, losses or damages of any kind arising out of or in connection with their participation in the Contest, the Contest, or with the acceptance, possession or use of any service or prize (including, without limitation, claims, costs, injuries, losses or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light).

11. **Sponsors.** The Kick It Up First Coast: Student Edition contest is sponsored by WTLV-TV, WJXX-TV, Memorial Hospital, and YMCA of Florida's First Coast, whose decisions regarding the selection of winners and all other aspects of the Contest shall be final and binding in all respects. For a list of winners (available after December 31, 2011) or copy of this Official Rules, visit www.firstcoastnews.com or www.kickitupfirstcoast.com or send a self-addressed, stamped envelope to "Winners List/Official Rules" (as applicable) to Kick It Up First Coast: Student Edition Contest at the address below. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest. If you have any questions regarding this Contest, please contact Bonnie Solloway bsolloway@firstcoastnews.com, or 904-633-8849, WTLV-TV, 1070 E. Adams Street, Jacksonville, FL 32202.