

## Neighborhood Storage Center "CLEAN HOUSE" CONTEST

### OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. CONTEST OPEN ONLY TO LEGAL RESIDENTS OF THE US AND FLORIDA 21 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY. VOID WHERE PROHIBITED.

1. CONTEST DESCRIPTION AND PERIOD: Neighborhood Storage Center Clean House Contest the "Contest" starts on 7/1/2010 at 12:00 am (ET) and the time period for entry ends 7/31/2010, 11:59 p.m. (ET). Participants are invited to upload one color image for a chance to win **one (1) year of free storage and other prizes**. Limit one entry per person, family or household/homeowner. Entries become sole property of Neighborhood Storage Center Co., the Sponsor, and will not be returned.

2. HOW TO ENTER: To enter, access the Neighborhood Storage Facebook Page on Facebook® at <http://www.facebook.com/pages/Ocala-FL/NeighborhoodStorageCenter/9054478634?ref=ts> or through the Facebook page link at [www.NeighborhoodStorage.com](http://www.NeighborhoodStorage.com) at the bottom of the homepage and, if currently a Facebook account holder, log-in, or if not a Facebook account holder create a Facebook account. There is no fee or charge to become a registered Facebook member. After logging-in, follow the instructions to access the entry form to enter the Contest. You must complete and submit the entry form as instructed and upload one picture and provide written essay. Essay must comply with length, content and any other instructions or limits provided with the entry form. As part of the Contest entry process, entrants will be required to indicate that they have read, accept, and agree to be bound by these Official Rules. If any individual in the sole discretion of Sponsor is suspected of registering on Facebook more than once or submits entries in excess of the disclosed maximum, by any means, including but not limited to establishing multiple e-mail accounts, will be disqualified from participation in this Contest. The name of the person submitting the Contest entry must be the authorized account holder of such email address, otherwise, entry may be deemed void. In the event of a dispute over the identity of a potential winner, the entry will be declared made by the authorized Facebook account holder and/or holder of the email address submitted at the time of entry, and potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such email address. It is the sole responsibility of the entrant to notify the Sponsor in writing if the entrant changes his or her Facebook account, e-mail, or postal address during the Contest Period.

Proof of submission of entry does not constitute proof of delivery or entry. All entries become the property of Sponsor and will not be returned to entrant. Each entry submission must be manually key stroked and manually entered by the individual entrant; automated and/or repetitive electronic submission of entries or votes (including but not limited to entries made using any script, macro, bot or Contest service) will be disqualified and transmissions from these or related email or IP addresses may be blocked.

3. TERMS OF ENTRY: To be eligible, each entry must also comply with the following guidelines and must not (1) include trademarks or copyrighted material not owned by entrant or used without permission (including, but not limited to, company names, brand names, etc); (2) use individuals' names, in whole or in part without permission; (3) refer to public figures; (4) contain profanity, pornographic, or sexual content, content promoting alcohol, illegal drugs, tobacco, firearms, or weapons, hateful content of any kind (including racism, sexism, etc.), content that promotes violence or harm to another living creature, or any other offensive, obscene, or inappropriate content; (5) defame, misrepresent, or contain disparaging remarks about other people or companies, including, but not limited to Sponsor; (6) promote a political agenda regardless of the political affiliation; (7) contain materials embodying the names or other identifying elements of any person, living or dead, without permission; (8) mention, or refer to, any competitors of Neighborhood Storage Center, Facebook, Inc. and/or Wildfire Interactive.

Sponsor (as defined in Section 12 below), and/or designated representatives, will review all entries received and will only post those entries on the Contest website that conform to these Official Rules as determined by the Sponsor and/or Administrator in their sole discretion. Entries that do not comply with these Official Rules, as determined in Sponsor and/or Administrator's sole discretion, will be disqualified from the Contest and may not appear on the contest website. Decisions of the Sponsor are final and binding.

Any entry information collected from the Contest shall be used only in a manner consistent with the consent given by entrants at the time of entry, with these Official Rules, and with Neighborhood Storage Center's and/or Facebook's Privacy Policy. All entries become the property of Sponsor and will not be returned to entrant. Each entry submission must be manually key stroked and manually entered by the individual entrant; automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or Contest service) will be disqualified and transmissions from these or related email or IP addresses may be blocked.

4. WINNER SELECTION: All entries meeting the minimum eligibility requirements will be posted to the Neighborhood Storage Center Clean House Contest promotion page located on Neighborhood Storage Page on Facebook. Visitors will have the opportunity to vote for the winner. The Voting Period will be held between 8/01/2010, 12:00 a.m. (ET) and 8/10/2010, 11:59 p.m. (ET), when the Contest ends. Prize will be awarded according to total number of votes received, based on voters' assessment of the content of the essays and photos using the criteria set forth below. The entrant who receives the greatest number of votes will be declared the winner. Limit one (1) vote per person and per Facebook account per day. Subsequent votes in excess of stated maximum will be disqualified. In the event of a tie for determining the potential winner, all tied entries will be re-judged by an additional "tie-breaking" panel of Neighborhood Storage Center employees. The Sponsor's decisions are final and binding in all matters relating to this Contest.

The judging criteria to be applied by voters and the judges are: creativity of essay; degree of need for self storage as depicted in photo; quality of photo; and humor. All criteria apply equally. Sponsor reserves the right to verify the facts and authenticity of any answers and photos, and to disqualify any entrant submitting false or fictitious information or photos.

5. PRIZE: One (1) Grand Prize will be awarded. The Grand Prize is one year of free rent on a 10X20 non-climate controlled unit at Neighborhood Storage Center located at 2930 SE 58<sup>th</sup> Avenue Ocala, FL, \$150 in Home Depot gift cards, \$100 in Olive Garden gift cards, Free Truck rental with move-in (not to exceed 7 hours and subject to availability) and \$50 worth of boxes and moving supplies from Neighborhood Storage Center. Space rental agreement must be executed between 9/1/2010 and 12/31/2010. Space rental must take place between 9/1/2010 and 12/31/2011. No substitution, cash redemption, or assignment of prize permitted. However, Sponsor reserves the right to substitute a prize or portion of a prize with one of equal value in the event prize is unavailable. Winner will be issued an IRS Form 1099. All federal, state and local taxes are sole responsibility of winner. All federal, state and local laws and regulations apply.

6. WINNER NOTIFICATION: The winner's name will be posted on Facebook on 8/11/2010 and notified by email within five (5) business days of the close of the Voting Period. Any winner notification returned as undeliverable without a forwarding address will result in prize forfeiture and an alternate winner may be selected at Sponsor's discretion. By entering contest and/or accepting prize, entrant grants permission to Sponsor and its agencies to use winner's name(s) and/or likeness, essay and photo(s) for purposes of advertising/trade, including right to own, reproduce, alter, amend, edit, publish and use essay, without further compensation to entrant, unless prohibited by law.

7. CONDUCT: By entering this Contest, entrants agree to be bound by these Official Rules and the decisions of the Sponsor and judges that shall be final and binding in all respects. These Official Rules are accessible from [www.neighborhoodstorage.com](http://www.neighborhoodstorage.com) throughout the Contest Period. Failure to comply with these Official Rules may result in disqualification. Entries must not have previously won any contest or award and the right to use the entry or any portion or contents thereof by Neighborhood Storage Center, Facebook, Inc. and/or Wildfire Interactive, must not be restricted in any way. All essay submissions must be in English. Entry submissions cannot defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights. Modifying, enhancing or altering a third party's pre-existing work does not qualify as Entrant's original creation. If the entry submitted includes likenesses of third parties or contains elements not owned by the Entrant, Entrant must be able to provide legal releases ("Releases") for such use including Sponsor's use of such entry, in a form satisfactory to Neighborhood Storage Center, Facebook, Inc., and/or Wildfire Interactive. Neighborhood Storage Center, Facebook, Inc. and/or Wildfire Interactive are not responsible for typographical errors or any other errors in entries submitted. By submitting an entry, each Entrant represents and warrants that it is wholly original with her/him, she/he owns all right, title and interest in and to the entry, that she/he has committed no fraud or deception in connection with such entry, and that she/he has the sole and exclusive right to grant, transfer and assign all rights in and to such entry to Neighborhood Storage Center, Facebook, Inc. and/or Wildfire Interactive. Neighborhood Storage Center, Facebook, Inc., and/or Wildfire Interactive assume no responsibility for any third party use of any essay, photo or other entry material or content posted online.

Sponsor reserves the right at its sole discretion to disqualify any individual suspected of tampering with the entry process or the operation of the Contest; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND COSTS (INCLUDING WITHOUT LIMITATION, ATTORNEY'S FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

8. LIMITATIONS OF LIABILITY: Neighborhood Storage Center, Facebook, Inc., and/or Wildfire Interactive assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Contest; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Contest; (d) inaccessibility or unavailability of the Internet or any combination thereof, or; (e) any injury or damage to participant's or to any other person's computer which may be related to or resulting from any attempt to participate in the Contest or download any materials in the Contest. If, for any reason, the Contest is not capable of running as planned for reasons which may include without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest in whole or in part.

9. GENERAL RULES: Officers, directors and employees of Neighborhood Storage Center Co., Facebook, Inc., and/or Wildfire Interactive and each of their respective parents, subsidiaries and affiliated companies, advertising, promotional and judging agencies, persons engaged in the development, production or distribution of materials for this Contest and the immediate family members (parent, child, sibling, and spouse of each) of and/or persons living in the same household as such individuals (whether related or not) are not eligible to participate. This Contest is void where prohibited by law.

No correspondence regarding the contest and judging of entries will be acknowledged or entered into. By accepting prize, winner agrees to hold the foregoing entities, their respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of this contest and use of the prize. Winner assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this Contest or use/redemption of any prize. Entrants agree to be bound by the Official Rules.

Entries containing materials submitted to other contest(s) or previously published or subject to proprietary rights of third party(s) will be disqualified.

10. ADDITIONAL CONTEST TERMS: By entering this Contest, and to the extent allowed by law, entrants grant Neighborhood Storage Center, Facebook, Inc., and/or Wildfire Interactive and each of their affiliates, licensees, promotional partners, and third party marketing entities the absolute right and permission to edit, modify, cut, rearrange, add to, delete from, copy, reproduce, translate, dub, adapt, publish, exploit, and use the content of and elements embodied in the entries, in perpetuity in any and all media, including but not limited to digital and electronic media, computer, audio and audiovisual media (whether now existing or hereafter devised), in any language, throughout the world, and in any manner, for trade, advertising, promotional, commercial, or any other purposes without further review, notice, approval, consideration, or compensation.

12. SPONSOR: Neighborhood Storage Center Co. 101 NE 1<sup>st</sup> Ave Ocala, FL 34470.

13. ACKNOWLEDGEMENTS: Facebook® is a registered service mark of Facebook, Inc. All other company and product names may be trademarks of their respective companies.