



Butterfly Show Photo Contest Rules and Regulations!

The Butterfly Show is April 18 – June 21, 2009 at the Krohn Conservatory. The show and Cincinnati.Com/NKY.com have teamed up for this Butterfly Show Photo Contest. All photographs must be taken by amateur photographers at the 2009 Butterfly Show at Krohn Conservatory and then uploaded to www.Cincinnati.Com/share in the butterfly show photo gallery.

The contest begins April 18, 2009 and you have until 11:59 p.m. May 24 to submit your photos to the butterfly show photo gallery on Cincinnati.Com or NKY.com. For more information on the Butterfly Show, visit www.butterflyshow.com

HOW IT WORKS

To enter, simply post photos you've taken at Krohn Conservatory during the Butterfly Show on Cincinnati.com or NKY.com. Use our SHARE tool by visiting www.Cincinnati.Com/share and post your photos to the Butterfly Show gallery. SHARE is free and easy to use. Each SHARE account-holder may enter up to 10 photos in the Butterfly Show contest.

WINNERS AND PRIZES

The judges will select a group of finalists which will be revealed June 1. Readers may vote from June 1 – June 8 for their favorite. The top three finishers will receive four tickets to the 2009 Butterfly Show and a \$25 gas gift card, a commemorative admission pin and the Panoramic Parks hardcover coffee table book.

OFFICIAL RULES

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

2. **Eligibility.** Subject to the additional restrictions below, the Butterfly Show Contest (the "Contest") is open to U.S. residents (excluding Puerto Rico) who are 18 years or older at the time of entry. Employees and the children and legal dependents of employees of The Butterfly Show, Cincinnati.com ("Sponsor"), NKY.com, The Enquirer, Gannett Co., Inc., The Community Press and Recorder newspapers and each of their respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win.

3. **How To Enter.** The Contest will begin at 5:00 p.m. (E.D.T.) on April 18, 2009 and end at 11:59 p.m. (E.D.T.) on May 24, 2008 (the "Contest Period"). Enter the contest on the site that includes your own community's page.

To enter, go to: Cincinnati.Com or NKY.com and complete all required information and follow all posted instructions by clicking on the SHARE link during the contest period. If you do not already have a free SHARE account, you'll need to create one.

Submit your photos to: the Butterfly Show category in SHARE! You may submit up to 10 pictures.

Photos must include caption information. Please note who or what is in the picture, where the subject(s) are from, and where the picture was taken. When prompted to select a community page, post to your own and the communities of every person, site, pet, etc. in each picture.

Photos only will be accepted digitally: through the SHARE submission process.

Sponsor will not be responsible: for incomplete, lost, late or misdirected entries or for failure to receive entries 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. Ad-blocking software on your computer needs to be disabled so that it doesn't interfere with processing your entry.

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.

All entries become property of Sponsor. Contestants acknowledge and agree that Sponsor shall have the right to edit, adapt, modify, reproduce, publish, promote, create a sound recording of, broadcast, or otherwise display or use entries in any way it sees fit without limitation or compensation to entrants.

Any questions: regarding the number of entries submitted or the owner of an ISP account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Contest. Sponsor further reserves the right to disqualify any entry that is alleged to infringe on any third-party's intellectual property rights, or that Sponsor deems obscene, offensive or otherwise inappropriate for viewing by a general audience.

4. Winner selection. A panel of judges will select finalists for the Butterfly Show Photo Contest. Readers will then have an opportunity on the Cincinnati.Com network to vote for their favorite.

A panel of qualified judges selected by Sponsor will select finalists from among all eligible entries after the contest deadline, judging all eligible entries according to the following criteria: clarity of photo, composition of photo, unique portrayal of the theme, and emotional impact of the image (equal weight will be given to each criterion).

Decisions of judges and Sponsor shall be final and binding in all respects.

5. Prizes and Odds. The top three vote getters will receive a \$25 gas gift card, a Panoramic Parks book and an admission pin.

6. Winner Notification and Acceptance. Winners will be notified on or about June 9, 2009, via the telephone number or e-mail address submitted with their entries. Failure to reach winner by phone or failure to respond to electronic mail may result in disqualification of winner, forfeiture of his or her interest in all prizes, and selection of a substitute winner from among all remaining eligible entries. Winners may waive their right to receive prizes. Prizes are non-assignable and nontransferable. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes.

Winners may be required to complete an affidavit of eligibility/liability certifying that the entrant's submission is entrant's original work, that entrant owns right to the work, that the submission has not previously won an award or prize in a contest and has not previously been published, and that entrant has complied with the Official Rules of the Contest, and a liability and publicity release (except where prohibited by law) which must be returned within ten (10) days of date of personal delivery or date of postmark. Failure to sign and return the affidavit or release within ten (10) days, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner.

Except where prohibited, acceptance of any prize constitutes winner's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose without limitation. 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 Sponsor. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Sponsor. 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, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Contest. Should the Contest be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date.

8. Copyright. By entering the Contest, each contestant grants to Sponsor an exclusive, royalty-free and irrevocable right and license to publish, print, edit or otherwise use the contestant's submitted entry, 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. Each contestant further agrees that if his/her entry is selected by Sponsor as the winning entry, he/she will sign any additional license or release that Sponsor may require, and will not publicly perform or display his or her submission without the express permission of Sponsor.

9. Construction. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

10. Sponsor. The Butterfly Show Photo Contest is sponsored by The Butterfly Show, Cincinnati.com and its NKY.com channel. The decisions of Sponsor and the Contest judges regarding the selection of winners and all other aspects of the Contest shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest. For a list of winners (available after June 10, 2009), or a copy of these Official Rules, contact Carey Rennekamp, Marketing Partnership Coordinator at Crennekamp@enquirer.com. Please include telephone number.

Photo Nights Held at Krohn Conservatory

5:30pm-7:30pm - \$10

Amateur Photographer Night (adults only)

Mondays: April 27 - June 1 (except 5/25)

www.butterflyshow.com