

OFFICIAL RULES FOR SAMSUNG MOBILE FRESH FILMS 2008

NO PURCHASE NECESSARY. To enter, submit (1) a brief essay on why you want to be a filmmaker (100 words or less), (2) your film story idea (100 words or less), and (3) your name, birth date, full address, telephone number and email address via the Samsung Mobile Fresh Films web site (www.fresh-films.com). If more than one person contributes to your entry, each person must enter separately, as only the person whose name is listed on the entry will be considered. Entry is limited to teens 14-19 years of age as of September 1, 2008 living as residents in the continental United States. To enter by mail, submit the entry information above via U.S. Mail to:

Samsung Mobile Fresh Films
c/o Dreaming Tree Films
4646 N. Ravenswood Ave. 2nd Floor
Chicago, IL 60640

Production Cities: For each of the nine (9) production cities (St. Louis MO, New Orleans LA, Dallas TX, New York NY, Portland OR, Los Angeles CA, Chicago IL, Boston MA, Salt Lake City UT), a Fresh Films panel will select 11 winning entries. Pending eligibility screening, these 11 winning “filmmakers” will compose the 2008 Samsung Mobile Fresh Films Teen Production Crew in their city and will work together to produce a film for the competition. Teen Production Crew members do not need to live in the production city to be selected as a winning entrant.

Participation of all contributing Samsung Mobile Fresh Films Production Crew members is subject to written approval by their parents/guardians and the approval of Dreaming Tree Films. Dreaming Tree Films also reserves the right to reduce the total number of participants (Teen Production Crew members) as it deems necessary or appropriate.

The above selection process will result in 9 Teen Production Crews who will each produce a film for the 2008 competition. The final film productions may be based in part or in entirety on an idea submitted by a winning entrant.

All entries must be received by 10:00 a.m. (CST), Monday, May 5, 2008. Entries must be original story ideas. By entering, each entrant warrants and represents that he or she is the owner of all rights to the content submitted, including all copyright and publishing rights, including music and all visual images. Previously published entries are not eligible. Submission of entry grants Dreaming Tree Films and its agents the right in perpetuity to reproduce, publish, distribute, use, edit, adapt and/or modify such entry in any way, in any and all media, without limitation and without compensation to entrant. Submission of entry further constitutes the entrant's consent, or in case of a minor, parent's or legal guardian's consent, to (i) irrevocably assign and transfer to Dreaming Tree Films any and all rights, title and interest in the entry, including, without limitation, all copyrights; and (ii) use entrants' names, hometowns or likenesses (except where prohibited by law) for advertising or publicity purposes without further compensation. Incomplete, incorrect, illegible or mutilated entries will be disqualified. Dreaming Tree Films and its agents will

not be held responsible for technical difficulties that complicate, prevent or otherwise alter electronic submissions via the web site. Multiple entries are permitted, but must be submitted separately. All entries become the property of Dreaming Tree Films and will not be returned. Dreaming Tree Films and its agents cannot acknowledge or return any entries.

All entries will be judged by editorial and marketing representatives of Dreaming Tree Films or their advertising or promotional agencies. Judges' decisions are final in all matters. A panel of judges selected by Dreaming Tree Films will select all winners and alternates, based on the originality of each submission, appropriateness for the target audience, interest in filmmaking and ability to work in a team. Additional specific criteria may be provided to representatives for use in judging each entry. Examples of inappropriate content include, but are not limited to, violence, sexual situations, drug and alcohol use, obscenity and coarse language. The judges' selections will be subject to the eligibility requirements outlined throughout these official rules. To be eligible, the selected entrants and crew members must also be available during production dates based on the winner's geographical location, as outlined by Dreaming Tree Films, and the overall contest production schedule, and be able to get himself/herself to the production headquarter location for all production dates,. If any of the entrants cannot meet all requirements, the next alternate will be considered according to the same guidelines. Ultimately, nine crews, each composed of eleven teen crewmembers, will be selected. After selection, the specific duties of each crewmember will be outlined by Dreaming Tree Films, in consultation with the entrants. All crew members are subject to the eligibility requirements outlined in these official rules, and subject to approval by Dreaming Tree Films.

A Samsung Mobile Fresh Films Production Crew, to be composed at the sole discretion of Dreaming Tree Films and consisting of at least two professional filmmakers, acting as executive producer, creative director, director, producer and/or technical director, will travel to each of the selected cities to help produce the contestants' films. Film production will consist of one 7-day workweek during the summer. Efforts will be made to schedule film production around local school schedules and holidays. Additional production and post-production work outside of this work period, and at the exclusion of the contest winners, may be necessary. All final creative and tactical direction is at the sole discretion of Dreaming Tree Films.

Preliminary Competition: Completed films will be showcased on the Fresh Films website sponsored by Samsung Mobile (www.fresh-films.com). When they become available online, site visitors can view each film and vote for their favorite film via online or SMS text voting. Standard text messaging rates apply. All films will be available for viewing and voting for equal periods of time, which may or may not overlap. Dreaming Tree Films and its agents will not be held responsible for technical difficulties that complicate, prevent or otherwise affect electronic voting via the web site or SMS cellular communication providers. Furthermore, Dreaming Tree Films and its agents have implemented these official rules in an attempt to create a fair online voting environment and will not be held responsible for measures taken by site visitors to circumvent the

voting system, or otherwise affect the outcome of the vote. At the end of the preliminary competition periods, only the final vote tally, as submitted by Samsung Mobile Fresh Films site visitors and SMS text voting will determine the Weekly Audience Choice winner for each trio of competing genre films. A total of nine films, three each week for three consecutive weeks, will compete to move onto the Secondary Competition for Overall Best Audience Choice film.

Concurrently, a jury made up of film industry professionals will judge three films each week, and select a weekly genre winner. The winning films, named Juried Best Comedy, Juried Best Drama/Thriller and Juried Best Action, will be selected by the jury based on the following criteria: Originality of Film, Creative Execution, Overall Production, Story telling & Acting Quality. Additional specific criteria will be provided to jury members and will be used to judge each entry. The jury will be made up of at least five persons, and no jury member will be an employee of Dreaming Tree Films or its sponsors. Jury members may be compensated for their time, but at no time will they be compensated for their selections. Jury selections are final in all matters and will be announced at the end of the weekly online viewing and voting for each trio of films. A Juried Best-Selected film can also receive the most online or SMS text votes and receive the Weekly Audience Choice award in addition to Juried Best.

Secondary Competition: Weekly Audience Choice winning films will be part of a Secondary Competition where online site visitors can view and vote for their favorite Overall Audience Choice film online or via SMS text message. At the end of this Secondary Competition period, the film that has the highest vote tally, as submitted by Samsung Mobile Fresh Films site visitors and SMS text voting will be named the Overall Audience Choice award winner. Winner of the Secondary Competition will be announced on or around August 27, 2008. The winners involved in the film will win a trip to the Samsung Mobile Fresh Films premiere event, to take place in either Los Angeles, California or New York City, New York. Secondary Competition winners must be able to travel to this event on dates designated by Dreaming Tree Films. All winners are subject to approval by Dreaming Tree Films. The winning teen production crew (up to 11 people per crew) plus up to two chaperones (to be approved by Dreaming Tree Films) will be provided round-trip coach airfare to a Los Angeles area airport if the Premiere Event is in Los Angeles, or to a New York City airport, if the Premiere Event is in New York City, from a major gateway city airport closest to the winners' residence, double-occupancy accommodations near the event location, plus transportation to and from the Los Angeles or New York City area airport and to/from the featured event). Approximate Prize Package Value: \$1,500 (USD). Winners may also win additional prizes as deemed appropriate and available by Dreaming Tree Films and/or its sponsors.

All winning "Teen Production Crew" will be required to complete, sign and return an affidavit of eligibility and liability and publicity release and photo shoot rights within 14 days of date printed on notification, or an alternate winner will be declared. Dreaming Tree Films reserves the right to revise procedures mentioned in these rules at any time. Prize is not transferable or redeemable for cash. Dreaming Tree Films reserves right to substitute a prize of equal or greater value. If winners and/or members of the crew are

minors, parent or legal guardian must execute and sign affidavits and all releases on minor's behalf including a release approving the minor's participation and/or appearance in the short film and any additional documentary films surrounding the productions. Any unclaimed prizes as of December 31, 2008 will be awarded in a random drawing to be held as necessary.

Contest is void where prohibited by law. Residents of Rhode Island and employees of Samsung Telecommunications America, 7-Eleven, LM&O Advertising, Do Something and Dreaming Tree Films, their affiliates and subsidiaries (and their immediate families) are not eligible. Winners are responsible for any associated costs and taxes. By acceptance of prize, winning Teen Production Crews and their "Casts" agree to release Dreaming Tree Films, Samsung Telecommunications America, 7-Eleven, LM&O Advertising, the Army Reserve National Guard, its parent and subsidiaries, and their respective advertising, promotion and production agencies from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property that may be sustained in connection with production of the author's submission, the receipt, ownership or use of any prize, or while traveling to or from any prize-related activity. For a list of the ninety-nine (99) winners selected for film production (available June 15, 2008), send a SASE to: Dreaming Tree Films, SAMSUNG MOBILE FRESH FILMS 2008 WINNERS LIST, 4646 N. Ravenswood 2nd Floor, Chicago, IL 60640.