

ASP Stage My Home Contest

OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

THESE RULES GOVERN ALL ASPECTS OF PARTICIPATION AND PRIZE AWARD FOR THE IAHSP® Atlanta Regional Chapter ASP® Stage® My Home Contest.

Introduction: This promotion (the "Contest") is sponsored and promoted by the IAHSP Atlanta Regional Chapter (IAHSPARC). One homeowner will win free Staging services, in addition to free services provided by our prize sponsors. All prizes awarded are for the purpose of selling a home.

Contest Sponsor & Promoter: IAHSP Atlanta Regional Chapter (the "Contest Sponsor") c/o PO Box 2806, Cumming, GA 30028, atlantachapter.iahsp.com, the sponsor and promoter of the Contest, whose decisions regarding the selection of the winner and all other aspects of the Contest shall be final and binding in all respects. Contest Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest.

Prize Sponsors, Prizes & Estimated Retail Values: All prizes are awarded "AS IS" and "WITHOUT WARRANTY OF ANY KIND," expressed or implied (including without limitation, any implied warranty of merchantability for fitness for a particular purpose). All values are estimated, as the actual value may vary depending on needs of the home selected. Maximum values are noted below.

IAHSPARC: Home Staging consultation and Staging services, est. value of \$2,500.00

No substitution, assignment or transfer of prizes permitted, except by Contest Sponsor and Prize Sponsors who reserve the right to substitute any prize with another prize of greater or equal value. Winners are solely responsible for reporting and paying any and all applicable fees and taxes (including income tax) associated with prize receipt and use, if any.

Selection process: One (1) winner will be selected from among all entries within Atlanta and surrounding communities. The winner selected will be chosen by the Contest Sponsor through a committee of judges, with some level of subjectivity. All decisions of the judges are final and binding in all respects. Extra consideration will be taken into account for answers provided by the homeowner on the application including but not limited to: special interest perspective, condition of house, amount of projected work, realistic expectations, realistic asking price, location feasibility, before and after potential. IAHSPARC reserves the right to determine the final criteria in order to select the winner. IAHSPARC may choose up to (5) finalists and schedule to visit the finalists' homes to assess the potential for a Staging transformation prior to selecting the contest winner. Finalists will be notified of such visit in advance.

Additional rules:

1. Applicant(s) must own AND currently live in the house that they are submitting.
2. The house must be located in the metro Atlanta area or the surrounding community (defined as a 45 mile radius of Atlanta).
3. The house must have been on the market for at least three months between 1/1/2009 and the 5/1/2010.
4. The house must be currently listed with a Real Estate Agent and in at least one of the Georgia multiple listing services (GAMLS or FMLS). Photos of the interior and exterior of the house must be posted on either GAMLS or FMLS. Additional photos may be sent with the entry, however, they will not be returned.
5. The house must be free of any major structural damage and must be generally in good condition. Applicant(s) must also be willing to complete small repairs or upgrades.
6. Applicant(s) must be current on their mortgage payments
7. The winner must allow IAHSPARC and its sponsors to erect a promotional sign on the winner's front lawn beginning June 21, 2010. The sign must remain in the front yard for the duration the house is on the market.
8. The home must not be currently staged.

Odds: The odds of winning depend on the number of entries received. All entries must be received by June 19, 2010, to the address noted above. Void where prohibited.

Timing: The Contest begins at 12:00 AM (ET) on May 7, 2010, and ends at 11:59 PM (ET) June 19, 2010 ("Promotion Period"). Applications must be received by 11:59 PM (ET) June 19, 2010. ASP Staging and sponsors' services will take place between June 20 and 30, 2010.

Eligibility: The Contest is open to homeowners who are 21 years or older and legal residents of the U.S.A. at the time of entry who are actively selling their house. House must also be actively listed on the MLS with a Real Estate Agent at the time of entry through and including the Promotion Period plus four (4) additional weeks thereafter for consideration and receipt of prizes. House must be located in the Atlanta metro area and/or a surrounding community (defined as a 45 mile radius of Atlanta). Employees, officers and

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directors of the Contest Sponsor and Prize Sponsors, their respective parents, subsidiaries, and agents, as well as the immediate family (defined as parents, spouses, children, siblings and grandparents) and household members of each such employee, officer director and agent are not eligible. By participating, each entrant accepts and agrees to abide by these Official Rules and the decisions of the Contest Sponsor, which are final and binding in all respects.

For application: Go to www.homestagingcontest.com. Follow the instructions for entry. After you have completely filled out the application form, submit application online or to the address or fax included in the application.

For All Entries: LIMIT: one (1) entry per household. All entries must be received by the Contest Sponsor during the Promotion Period. All entries must be received by 11:59 p.m. ET on June 19, 2010. Completed applications may be submitted online or via fax or be mailed to PO Box 2806, Cumming, GA 30028.

All entries become the exclusive property of the Contest Sponsor, and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by the Contest Sponsor. Contest Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Selection of Potential Winner: On or about June 20, 2010, the Contest Sponsor will select one (1) potential Winner from among all eligible entries received during the Promotion Period. Entrant selected must comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all homeowner agreement requirements. The potential winner will be notified by phone and/or email. Except where prohibited, potential winner must execute and return the Homeowner(s) Release & Waiver of Liability Agreement within 48 hours of notification. If a potential winner cannot be contacted within 48 hours of the first attempt to contact him/her or if he/she fails to sign and return the Homeowner(s) Release & Waiver of Liability Agreement within the required time period, an alternate entrant will be selected in his/her place from among selected finalists. Contest Sponsor reserves the right to verify the eligibility qualifications of any winner.

Publicity: Except where prohibited, participation in the Contest and acceptance of prize constitutes winner's consent to Contest Sponsor's and Prize Sponsors' use of before and after video, photographs or other recordings of the winning home (interior and exterior) and winner's name, likeness, voice, opinions, hometown, state/province and country for advertising, trade and promotional purposes in any media worldwide without further notification, permission, payment or other consideration.

General Conditions: Contest Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Contest should computer virus, bugs, tampering, unauthorized human intervention, technical failures or any other factor beyond Contest Sponsor's reasonable control corrupt the administration, security, fairness, integrity or proper operation of the Contest. In such event, Contest Sponsor reserves the right to award the prize at random from among the eligible entries received up to the time of impairment. Contest Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with or otherwise abusing the entry process or the operation or to be acting in violation of these Official Rules or any other Promotion or in an unsportsmanlike or disruptive manner.

Any attempt by any person to deliberately damage Contest Sponsor's web site or undermine the legitimate operation of this may be a violation of criminal and civil laws, and, should such an attempt be made, Contest Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Contest Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Release. By accepting any prize, winner agrees that Contest Sponsor and Prize Sponsors, and each of their respective parents, subsidiaries and affiliated companies, and the agents, employees, members, directors and officers of these entities or companies, are not liable whatsoever for any claims, causes of action, costs, injuries, losses or damages of any kind arising out of or resulting in whole or in part, directly or indirectly, from the acceptance, possession, use or misuse of any prize or from winner's participation in the Contest, 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.

Limitations of Liability: Sponsor and promoters, Stagedhomes.com and the International Association of Home Staging Professionals are not responsible for: (1) incorrect or inaccurate transcription of entry information or late, lost, stolen, illegible, incomplete, misdirected or postage due entries or entries received through impermissible or illegitimate channels, all of which will be disqualified; (2) technical failures of any kind, including but not limited to the malfunctioning of any telephone, computer, network, hardware or software; (3) the unavailability or inaccessibility of any Web site or service; (4) unauthorized human intervention in any part of the entry process or the Contest; (5) electronic or human error which may occur in the administration of the Contest or the processing of entries; or (6) any injury or damage to persons or property, including but not limited to entrant's computer, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the or from downloading any material from Sponsor's or Promoter's Web site(s), regardless of whether the material was prepared by Sponsor, Promoter or a third party, and regardless of whether the material is connected to Contest Sponsor's Web site by a hypertext link.

Disputes: Entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Contest, or any prizes awarded, other than the administration of the Contest or the determination of winners shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Northern District of Georgia or

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the appropriate Georgia State Court located in Cobb County, Georgia, U.S.A.; (2) any and all claims, judgments and awards shall be limited to actual out of pocket costs incurred, including costs associated with entering this Contest but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant, Sponsor and Promoter in connection with the Contest shall be governed by, and construed in accordance with, the laws of the State of Georgia, U.S.A., without giving effect to any choice of law or conflict of law rules of provisions (whether of the State of Georgia, U.S.A., or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Georgia, U.S.A. All federal, state, provincial and local laws apply.

Data Collection & Privacy Notice: The Contest Sponsor may collect personal information about you (such as your name, postal address, telephone number and email address) that you provide voluntarily as a condition of entry in the Contest. Contest Sponsor may use such information to contact you if you are a winner and to identify your product and service preferences, to notify you of new or additional features, products or services and for other marketing and promotional purposes. Contest Sponsor does not and will never sell or rent your personal information. All such information provided by you may be shared with Prize Sponsors so that they can meet your needs and match your interests. Contest Sponsor does not control and bears no responsibility for other prize sponsors' use of your personal information, and their use of your information will be in accordance with their own privacy policies. **If you do not wish your information to be used and/or shared in this manner, you may opt not to participate in this Contest.**

Winner's List/Official Rules: For the name, city and state of prize winner and a set of Official Rules, send a self-addressed, stamped envelope to PO Box 2806, Cumming, GA 30028. Please indicate: "Winner/Rules Request" Winner and rules requests must be received by June 30, 2010.

Questions: All questions regarding the Contest should be sent to atlantaStaging@iahsp.com.