

## **LEGAL DISCLOSURE**

### **CRD Analytics:**

The *SmartView™ Eco Entrepreneur Challenge* is conducted by CRD Analytics, 116 23rd Street, New York, NY 10011. CRD Analytics is the leading provider of independent sustainability investment analytics.

### **Eligibility:**

The Contest is open to residents of the United States and Canada (excluding Quebec) who are 18 years of age or older as of April 1, 2010. Employees, officers, directors, agents, representatives and independent contractors (and their immediate family members and members of the same households, whether related or not) of CRD Analytics are not eligible to participate. In addition, all sponsors, partners and collaborators of the SmartView™ Roundtable are ineligible for nomination in the contest. The Contest is subject to all federal, state and local laws and regulations and is void where prohibited by law or regulation. Participants agree to abide by the terms of these official rules, and the decisions of the panel of judges, which are final and binding on all matters pertaining to the Contest. CRD Analytics, its partners and sponsors reserve the right to disqualify any participant that it determines, in its sole discretion, is ineligible to participate in the Contest.

### **Official Contest Rules:**

Entrants must be present in the United States or Canada at the time they enter the Contest. To enter click here: [1st. Annual SmartView™ Eco Entrepreneur Challenge](#). Entries made via any other method except the above web page will be considered void and ineligible for the contest. Entries generated by a script, macro or other automated means are void. Entries which are mutilated, altered, incomplete, tampered with, illegible, inaccurate, forged, irregular in any way, or otherwise not in compliance with these Official Rules are also void.

CRD Analytics and its affiliates are not responsible for any failure of any electronic equipment, computer transmissions and/or network connections. CRD Analytics and its affiliates are not responsible for any inaccuracies in information, which may be used in the Contest, or for any technical or human error, which may occur in the processing of entries, including data entered by entrants. CRD Analytics and its affiliates reserve the right to discontinue the Contest at any time, in which event, only entries received prior that date will be considered.

Entries and other submitted material are subject to the [Creative Commons Attribution-Share Alike 3.0 United States license](#). For details on what this license means, visit <http://creativecommons.org/licenses/by-sa/3.0/us/>. CRD Analytics will not be required to acknowledge or return submitted materials. CRD Analytics and those working for or on the behalf of CRD Analytics, will not be responsible for lost, late, misdirected, damaged, or postage due mail or e-mail and for Internet, computer hardware and software, phone, and other technical errors, malfunctions, and delays. In the event of a dispute concerning who submitted an e-mail entry, the entry will be deemed to have been submitted by the authorized holder of the e-mail account from which the entry is made. The "authorized account holder" is the natural person to whom an email address is assigned by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) responsible for assigning email addresses for the domain associated with the submitted email address. Official Rules are posted on our website [http://www.crdanalytcs.com/SmartView\\_Eco\\_Challenge.html](http://www.crdanalytcs.com/SmartView_Eco_Challenge.html). All times and dates in these Official Rules are Eastern Standard Time.

CRD Analytics reserves the right in its sole discretion to modify or cancel all or any portions of the Contest

because of technical errors or malfunctions, viruses, hackers, or for other reasons that corrupt the Contest in any manner. CRD Analytics also reserves the right in its sole discretion to disqualify any entrant who fails to comply with these Official Rules, who attempts to enter the Contest in any manner or through any means other than as described in these Official Rules, or who attempts to disrupt the Contest or to circumvent any of these Official Rules.

Entrants agree to release and hold harmless CRD Analytics, its affiliates and subsidiaries, and each of their respective directors, officers, employees, agents, successors, and assigns, from any damage, injury, death, loss, or other liability that may arise from entrant's participation in the Contest, the content of the entrant's personal web pages, or the awarding, acceptance, use, or misuse of any prize. All entrants agree that United States law shall apply exclusively to the Contest and that any dispute with respect to the Contest shall be resolved in either the federal or state courts located in the State of New York.

The Contact Person at CRD Analytics for the Contest is **Oluwatosin Taylor**, CRD Analytics, Inc. 116 W. 23rd. Street, 5th Floor, NY, NY 10011

#### Prizes:

Winners will be eligible to:

- Meet with and have lunch with Prof. Mervyn King.
- Receive a signed copy of Prof King's new book, *Transient Caretakers*.
- Be featured in our photo shoots.
- Meet one-on-one with any two (2) conference attendees during the networking hour.
- Address the conference attendees in person/via video feed for up to 5 mins.
- Be featured in all CRDA marketing and promotional material for up to 1 week before the conference and one week after.

#### Cost:

There is not cost to participate in the Contest. No purchase is necessary.

#### Dates:

Contest begins at 11:59 p.m. EST on April 6, 2010 and ends at 11:59 p.m. EST on April 25, 2010. All entries will be tallied, and results will be posted on April 30, 2010.

#### Notification and Publication:

Some nominees may be notified by phone, email, or postal service and may be required to submit additional information. At the sole discretion of CRDA, Winners will be asked to attend the SmartView™ Roundtable Event on May 14, 2010. If asked to attend the SmartView™ Roundtable Event, Winners will be responsible for obtaining all proper documentation (e.g., Visa, Passport) prior to travel. Whether or not compensation will be provided for any portion of such travel will be in CRD Analytic's sole discretion. A Winner may be disqualified at CRD Analytic's discretion if he/she chooses not to or is unable to attend the Awards Ceremony.

Winners to be featured online or on-air may be required to sign an affidavit verifying their eligibility in this Challenge including, but not limited to, liability releases, tax acknowledgment forms and, except where prohibited by law, use of name and likeness releases ("Release Documents") and return such documents within seven (7) days of issuance of notification. Execution of the Winners Documents will grant CRD Analytics the right, unless prohibited by law, to use the Winners' names, voices, likenesses, and any of the material provided

by them or about them without compensation, for the purpose of advertising and publicizing the services of the CRD Analytics, all matters related to the *SmartView™ Eco Entrepreneur Challenge* in any medium, throughout the world in perpetuity. If at any point a Winner becomes ineligible, chooses not to participate in the SmartView™ Eco Entrepreneur Challenge or is disqualified for any reason, CRDA reserves the right to select an alternate Winner.

Judging:

The panel of 10 judges will select the winners in accordance to the following formula:

- 30% based on number of views received on YouTube.com.
- 30% based on submittals – 500 word informational summary YouTube Video of why you should win.
- 40% based on Judges Discretionary Vote.

Please note judges decision will be final and binding.

Limitation of Liability:

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