

WHAT'S YOUR EFFECT?

OFFICIAL RULES FOR THE "WHAT'S YOUR EFFECT?" GIRL EFFECT CONTEST

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. This Contest is sponsored by NIKE, Inc., One Bowerman Drive, Beaverton, Oregon 97005 ("NIKE"). Sponsor reserves the right to modify or cancel this Contest at any time and, in the event of cancellation, substitute another in its place.

2. AMATEUR ATHLETE DISCLOSURE. Sponsor reserves the right to withhold use of the Submission (defined below) if doing so may compromise a student or amateur athlete's ability to play NCAA college, or other amateur sports. If you currently participate, or plan to participate, in a school-sponsored or amateur organized sport, participation may affect your eligibility, both immediately and in the future.

3. ELIGIBILITY: Open only to NIKE employees -- (both full-time and part time) who are 18 years or older as of **June 20, 2008**. Winner must have a valid passport.

4. CONTEST PERIOD: This Contest begins at **11:00 am (PST) on June 20, 2008** and ends at **5:00 pm (PST) on October 13, 2008 ("Entry Period")**. Submissions not meeting the subject matter criteria will not be considered. Sponsor may choose to accept or reject your submissions based on the sole judgment of Sponsor. All entries become the property of Sponsor and will not be acknowledged or returned.

5. CONTEST SUBMISSION:

a. During the Entry Period, create the ultimate three (3) minute video, which must be your own work, communicating your "effect" as it relates to the Girl Effect. We want to tap your creativity, passion and innovation as a NIKE employee. We want your ideas. Maybe it's an idea of how you'd bring the girl effect to your own community. Maybe you have a way for your work team to raise attention. Or maybe you have the yellow-wristband-idea for the girl cause. Get your idea on video. You don't need to be Spielberg. Just show us what you'd do or simply talk to the camera (the "Submission").

(For inspiration check out www.girleffect.org or come to the NIKE Foundation Center at WHQ in Pete Sampras at 11 a.m. on Friday, June 20, 2008. There we'll unveil a new design to spark thinking around the girl issue and share detail on the contest.)

Visit the link on Zero to view the Official Rules or send an email to myeffect@nike.com for more information.

b. Video Submission Requirements:

- Cannot wear a team uniform on camera, or mention a team name.
- The following file types are accepted for video entries: .wmv; .mov; .avi; .mpg; .mpeg; .mp4; asf; .3gp; and .3g2.
- Must not exceed three (3) minutes in length. Entries over three minutes long will not be considered.

- Must comply with all Content Restrictions listed in Section 6 below.

c. Upload Phase: Email your Submission to myeffect@nike.com. Any Submission that includes content that is deemed inappropriate, indecent, obscene or otherwise does not comply with the Content Restrictions listed in Section 6 below, as determined by Sponsor in its sole discretion, will not be eligible. All Submissions become the exclusive property of Sponsor, and no submissions will be acknowledged or returned. Sponsor shall have the right to edit, adapt, and publish any or all of the Submissions, and may use them in any media without attribution or compensation to the Participant, his/her successors or assigns, or any other entity. ENTERING A SUBMISSION IN THIS CONTEST CONSTITUTES PARTICIPANT'S IRREVOCABLE ASSIGNMENT, CONVEYANCE, AND TRANSFERENCE TO SPONSOR OF ALL RIGHT, TITLE, AND INTEREST IN THE SUBMISSION, INCLUDING, WITHOUT LIMITATION, ALL COPYRIGHTS. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected entries which are void. In addition, by entering, Participants represent and warrant that the entries that they submit: are their own original creations, do not infringe any other person's or entity's rights, have not been submitted previously in a contest of any kind, **and that they have obtained permission from the people featured in the Submission to enter this Contest.** Participants who disregard these Official Rules may be declared ineligible.

Limit: Each Participant may enter one (1) Submission during the Entry Period. Multiple Participants are not permitted to share the same email address. Any attempt by any Participant to enter more than one (1) Submission by using multiple/different email addresses, identities, registrations, or any other methods will void all Submissions entered by that Participant and that Participant, at the sole discretion of Sponsor, may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the registrant or Participant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder.

6. CONTENT RESTRICTIONS: The Submission must NOT contain:

- Nudity, lewd or vulgar behavior;
- Material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights;
- Images and/or artwork that that are copyrighted, trademarked, protected by trade secret or otherwise subject to third party proprietary rights, including privacy and publicity rights, unless you are the owner of such rights or have permission from their rightful owner to post the material;
- Gratuitous violence;
- Dangerous stunts;
- Real weapons of any kind, including, but not limited to, guns, knives or projectiles;
- Drug use;
- Smoking;
- Material that is hateful, tortuous, defamatory, slanderous or libelous;
- Material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or any other basis protected by Federal, State, or Local Law, Ordinance, or Regulation; and
- Material that is unlawful, in violation of or contrary to the laws or regulations in any state where the Submission is created.

Failure of any Submission to comply with the above restrictions (collectively, the "Content Restrictions"), as determined by Sponsor in its sole discretion, will result in disqualification.

7. JUDGING/REQUIREMENTS OF CONTEST WINNERS:

We'll put your ideas in front of a panel of judges who will decide the finalists based on creativity, reach and feasibility. Then we'll invite all NIKE employees to vote. The Submissions from five (5) finalists will be posted at www.YouTube.com on **November 18, 2008**, based on the following criteria (the "Judging Criteria"): 50% creativity and originality and 50% adherence to assignment and required topic, and

feasibility. Qualified judges chosen by Sponsor, whose decisions regarding the Contest and related matters are final, will choose one (1) Grand Prize Winner, (the "Potential Winner"). The Potential Winner will be chosen on or about **December 20, 2008** and will be notified by email within approximately 7 days ("Prize Notification"). If the Potential Winner declines to accept the prize, sign a contract with Sponsor, has violated any of these Official Rules, does not respond to the award notification by the date listed on the notification, or is found to be ineligible they will be disqualified and, at Sponsor's discretion, an alternative Potential Winner shall be chosen. The Potential Winner will be required to sign and return a Declaration and Release and a Contract with Sponsor within 7 days of notice or they will be disqualified and an alternative prize winner shall be chosen. The Winner releases Sponsor, its affiliated companies and all employees, agents, and representatives from all liability and responsibility of any kind which is related in any way to the prize (including without limitation any property loss, damage, personal injury or death) and consent to the use of their names and likenesses for advertising and promotional purposes without additional compensation, except where prohibited by law. Acceptance of a prize shall constitute and signify the Winner's agreement and consent that Sponsor may use the winner's name, address (city, state), likeness, and/or prize information for contextual purposes worldwide, including the internet, without limitation and without further payment or consideration, except where prohibited by law.

8. PRIZES:

One (1) GRAND PRIZE WINNER will receive the privilege of:

- The NIKE Foundation will support the execution of the idea showcased in the Grand Prize Winner's video.
- Winner will receive an all expense paid trip (including meals, hotel and transportation) to see work on the ground at one of the NIKE Foundation's programs in Africa, Asia or Latin America. Specific dates and location TBD.

Grand Prize Winner must have a valid passport.

Total approximate retail value for all prizes: up to \$20,000

Actual trip dates subject to change solely at Sponsor's discretion. Departure dates and times are subject to availability and at the sole discretion of Sponsor. Certain restrictions and black out dates may apply. Actual value of the prize may vary depending on city of origination, available flights and fluctuations in airfare. Winner is responsible for all Federal, State and local taxes, if any, as well as insurance and any other costs and expenses associated with acceptance and use of a prize not specified herein as being awarded. No substitution or transfer of prize or cash redemption is permitted, but Sponsor may at its option substitute cash value or another prize it believes is of equal or greater value. Taxes, if any, are the responsibility of winner.

9. GENERAL RULES: Void where prohibited. This Contest is subject to all applicable Federal, State and local laws and regulations. By entering or participating in the Contest, Participants agree to be bound by these Official Rules. Sponsor assumes no responsibility for electronic hardware, programming or software malfunctions, or failures, or line connections, accessibility or availability, or technical failures of any kind, or unauthorized human intervention, or the incorrect or inaccurate capture of any Submission or other information, or for the failure to capture any such information. Sponsor is not responsible for: (1) any incorrect or inaccurate information, whether caused by Participants, or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Contest; or (4) technical or human error which may occur in the administration of the Contest or the processing of entries. Further, if for any reason the Contest is not capable of running as planned by reason of infection by virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of the Sponsor, may corrupt or effect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest, and select the winner for the Contest from the entries received prior to the action taken or in other such manner as deemed fair and appropriate by Sponsor.

Participants, by participating in this Contest, hereby waive and release, and agree to hold harmless, Sponsor, all Contest and advertising agencies, and their respective parents, subsidiaries, affiliates, and distributors, and all of their respective officers, directors, employees, representatives and agents, from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death and property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of the prize in the Contest, or their participation in the Contest, or their participation in any Contest or prize related activity, or any travel related to the Contest or any travel for any prize related activity. Winner also further acknowledges that Sponsor, all Contest and advertising agencies, and their respective parents, subsidiaries, affiliates, and distributors, and all of their respective officers, directors, employees, representatives and agents, have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law relative to any prize or this Contest including but not limited to quality, condition or fitness for a particular purpose. Except where prohibited, Participant agrees that any and all disputes, claims, and causes of action arising out of or in connection with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a Federal or State court within the State of Oregon; (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 Participant be permitted to obtain awards for, and Participant 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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Participant and Sponsor in connection with this Contest, shall be governed by, and construed in accordance with the laws of the State of Oregon, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Oregon or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Oregon.

10. HOW DO I OBTAIN A WINNERS LIST?

To receive a list of prize winners, send a self-addressed, stamped envelope after **December 20, 2008** to: Girl Effect Contest, c/o NIKE Foundation, One Bowerman Drive, Beaverton, Oregon 97005. All winners' list requests must be received by **January 20, 2009**.

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