

Not-So-Flat-Ajax Categories & Prizes

1. **AUTOMATIC WINNERS** – The first 100 entrants will automatically receive a copy of RED FIRE!

2. **COMPETE FOR THE GRAND PRIZES!**

Most Imaginative Date – Was your date with Ajax completely out-of-this-world? If you've got the corner on the most unique date with our Spartan hero, enter to possibly win an Nintendo Wii ©

How Greek Are You? – Does your sorority have the most Greek spirit? Prove it! Show us how well you and your sorors treated Ajax during his stay and win an Nintendo Wii ©

3. **WIN A \$25.00 AMEX GIFT CARD IF YOU GRAB TOP BILLING IN THESE THEMED CATEGORIES!**

Most Creative Around the House – What sorts of things did you an Ajax do when you were nice enough to host him during his journey? Did you put him to work cutting the grass or cleaning the gutters? Or maybe just bring him breakfast in bed?

The Consummate Sportsman – Ajax likes to keep in shape and is a major threat on the playing court, but he's also up for a wily game of chess. Watch your purses though, he's bound to take all your money in a round of Texas Hold'Em! Show us how Ajax beat you at your own game.

Party Boy -- Ajax has a great personality and is always the life of the party. What outrageous thing did he do at your latest event?

Smooth Operator -- Ajax has a romantic side. He loves walks in the park and candle lit dinners. How did Ajax send your heart aflutter?

Jack of All Trades -- Over the past 2500 years, Ajax has picked up more than a few skills. From blue collar to white – he's the king of multitask. Put Ajax to work, and give yourself the day off!

Far From Home – Did you remember to pack Ajax for your trip to the beach, backpacking across Italy or maybe just across state lines to Grandma's house? How many miles away from Deidre Knight's home base in Georgia was your destination?

If You Can't Stand the Heat, Get Ajax in the Kitchen! – Is Ajax whipping up some amazing culinary delight in your kitchen? Show us what tasty treats Ajax dazzled you with. May the best dish win!

4. **OR WIN AN AUTOGRAPHED COPY OF RED FIRE!**

On the Road Again – Keep Ajax on the move. The objective is to bring Ajax to as many cities as possible to help him find Shayanna. We know how hard it will be to part with the oh-so-scrumptious Ajax, but set selfishness aside and send Not-So-Flat Ajax along to a friend. Make sure to write your name, location and e-mail address on the back of the Ajax poster before mailing and remind your friend to do the same.

The Ajax that has traveled to the most places and has accumulated the most names on the back of the poster will make winners out of every person listed on the back of that Ajax. Please mail all Not-So-Flat Ajaxes to Nancy Berland Public Relations, Inc., 2816 NW 57th St., Suite 101, Oklahoma City, OK 73112 by December 31, 2008 to be considered for the "Most-Traveled Ajax prize." The winners in the other contest categories will be determined based on photographs uploaded to www.DeidreKnight.com.

Not-So-Flat-Ajax Photo Contest Rules

NO PURCHASE NECESSARY TO PARTICIPATE OR RECEIVE PRIZES. DEIDRE KNIGHT RESPECTS YOUR PRIVACY AND PROMISES NOT TO SHARE, RENT OR SELL HER READER LIST.

- Eligibility:** This Contest is open to legal residents of the U.S. and Canada (excluding Quebec) as well as international candidates who have reached 18 years of age by the time of entry. The following individuals are not eligible to participate in the Contest: employees and immediate family members of the Sponsor (Deidre Knight) and its parent company, affiliates, and subsidiaries, and all agencies, entities and persons engaged in the marketing and/or administration of this Contest, and immediate family members of Deidre Knight. **The Sponsor reserves the right, in its sole discretion, to immediately disqualify, without notice, any and all entries that the Sponsor deems to violate any law, infringe upon any third party's rights, or contain any material that is obscene, or otherwise objectionable.** Contest is governed by the laws of the U.S.A. All federal, state and local laws and regulations apply. Void where prohibited
- To Enter:** The Contest begins at 12 p.m. ET, August 22, and ends at 11:59 p.m. ET, December 31, 2008. Online entries must be received by 11:59 p.m. ET, December 31, 2008. To enter, visit www.DeidreKnight.com and follow the instructions, which instruct entrants to upload a photo containing a picture of entrant with the 8.5" x 11" Not-So-Flat-Ajax photo. Entrants will be required to read the full rules and provide; 1) a completed entry form, which will include: entrant's name, email address, mailing address, daytime phone number; and 2) uploaded photograph with a description of what's taking place in the photo. To enter via mail, entrants may hand-print (or type) on an 8.5" x 11" plain piece of paper, their full name, mailing address, daytime telephone number, printed photo of entrant with Not-So-Flat-Ajax and a description of what's happening in the photo. Mail-in entries must be postmarked by December 31, 2008 and received by January 7, 2009. To obtain a copy of these Official Rules, or to request a Not-So-Flat-Ajax photo by mail, send a self-addressed, stamped envelope (postage not required from residents of VT) to: Nancy Berland Public Relations, Inc. c/o Deidre Knight Not-So-Flat-Ajax Contest, 2816 N.W. 57th St., Suite 101, Oklahoma City, OK 73112. Limit one (1) entry per person. If more than one (1) entry is received from the same person, only the first eligible entry submitted will be considered. By entering the Contest, entrants agree to be bound by these Official Rules and the decisions of Sponsor, which are final and binding.
- Submissions:** By participating in this Contest, entrant represents and warrants that the brief description of his/her photograph: (i) does not contain any material that is libelous, defamatory, profane or obscene; (ii) is original and all rights, title, and interest (including copyright) therein and thereto is owned and/or controlled by the entrant to the full extent necessary to enable the Sponsor to use the submission as contemplated by these Official Rules; and (iii) does not infringe upon the intellectual property or other statutory or common law rights of any third party. Sponsor reserves the right to use entries in all print

and electronic media, and to edit it for brevity and clarity. All entries and submissions become the sole property of the Sponsor and none will be returned. No communication or correspondence will be exchanged with entrants except with the entrants selected for the prizes.

4. **Judging:** Photos will be selected by a panel of judges, including Deidre Knight and a representative from Nancy Berland Public Relations, Inc. based on the following criteria:

Originality / Creativity—60%

Fun—30%

Photo Quality—10%

All entries will be judged using the criteria above. Judges' decisions are final and binding in all respects. Deidre Knight will select ten (10) winners. See "Prizes" for distribution information.

5. **Prizes:** On or about February 1, 2009, ten (10) potential winners will be selected by the judges and will be notified by email or mail. If a potential winner fails to respond within the stated timeline, or if a prize notification is returned as unclaimed or undeliverable, the potential winner will be disqualified, and an alternate potential winner will be selected. Delivery of each prize requires a full street address (P.O. boxes are not accepted), which may be requested by the Sponsor. All taxes, if any, are the winner's responsibility. The Sponsor will not be responsible for any loss, liability or damage arising out of the prize winner's acceptance or use of the prize. All prizes are guaranteed to be awarded. The Grand Prize winner(s) will be required to execute an affidavit of eligibility, and a media use release within two (2) weeks from the date of the notification letter, or an alternate finalist may be selected. Each prize winner will have their photo posted in a DeidreKnight.com photo gallery.

Winner Categories

Most Imaginative Date

How Greek are you? (Fraternity / sorority)

Most Creative Around the House Photo

Best Sporting Photo

Best Party Photo

Best Romantic Photo

Best On-the-Job Photo

Best Vacation Photo

Best Dining or Food Photo

Most Traveled Ajax

the Ajax that exchanges hands the most times. (A person receives Ajax, writes his/her name on back and mails that Ajax to another person who writes his/her name on back and mails to next person, etc.)

Prizes for each Category

Nintendo© Wii Gaming System
(Prize value = \$250)

Nintendo© Wii Gaming System
(Prize value = \$250)

\$25 AMEX Shopping Card

\$25 AMEX Shopping Card

\$25 AMEX Shopping Card

\$25 AMEX Shopping Card

\$25 AMEX Shopping Card

\$25 AMEX Shopping Card

\$25 AMEX Shopping Card

Autographed RED FIRE book for
(Prize value = \$10 ea.)

6. **Conditions:** The Sponsor, its parent company, affiliates and/or subsidiaries, are not responsible for printing, clerical or typographical errors of any kind or nature. In no event will the Sponsor be obligated to award more than the stated number of prizes. **Entrant consents to the Sponsor's use of his/her name, city and state, province or territory of residence, photograph and likeness throughout the world, in any and all media now known or hereafter devised, for purposes of advertising, trade and/or promotion on behalf of the Sponsor, without further compensation, unless prohibited by law.** The Sponsor assumes no liability for lost, late, incomplete, inaccurate, undeliverable or misdirected entries, notifications and/or responses, or for any computer, online, software, hardware or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an entry. The Sponsor is not responsible for damage to any participant's computer system/software related to or resulting from participation or downloading any materials in connection with this Contest. The Sponsor assumes no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason whatsoever, including but not limited to reasons beyond the control of the Sponsor, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes outside the control of the Sponsor which impair or affect the administration, security, fairness, integrity or proper conduct of this Contest. The Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Contest. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.** The Sponsor assumes no responsibility for undeliverable emails resulting from any form of active or passive email filtering by a participant's Internet service provider and/or email client or for insufficient space in participant's email account to receive email. Contest is void, in whole or part, where prohibited by law and is subject to all applicable laws and regulations.
7. **Termination:** Subject to any governmental approval which may be required, the Sponsor reserves the right to terminate or suspend the Contest, in whole or in part, and/or amend the Official Rules in any way, at any time, for any reason, without prior notice. In such a circumstance, winners will be selected based on entries received to date of termination. Entrants agree to indemnify Sponsor and its affiliated and subsidiary companies from and against any and all claims and liabilities arising out of or in connection with this Contest.
8. **The total number of contestants anticipated nationwide is 200.**

Sponsor: Deidre Knight