

2018 BGE Wires Down Video Challenge

Official Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN.

1. ELIGIBILITY: The BGE Wires Down Video Challenge (the “Contest”) is open to residents of Maryland who are full-time students in grades Kindergarten through 5th and attend a public or private school with a 501(c)(3) certification that receives electric service distribution service from the Baltimore Gas and Electric Company (“Sponsor”) and is located in all or part of one of the following Maryland counties; Baltimore City, Anne Arundel, Baltimore, Calvert, Carroll, Harford, Howard, Montgomery, and Prince George’s (each, a “Participating County” and such school being an “Eligible School”). Each video submitted in the Contest must be facilitated by an administrator or faculty/academic staff member currently employed and in good standing at an Eligible School and responsible for supervising and/or advising such students (each, a “Facilitator”). Participating students must have the written consent of their parents or legal guardians prior to participating and applicable forms must be submitted by Facilitator. Children of employees of BGE and Weber Shandwick and their respective parents, subsidiaries, affiliates, promotion and advertising agencies (collectively, the “Contest Organizations”) and members of the employees’ immediate families (spouse, mothers, fathers, sisters, brothers, wards, daughters or sons and their respective spouses, regardless of where they reside) and persons living in the same household of such employees, whether or not related, may not appear in on-camera roles in any entry video to be eligible to enter or win. The foregoing individuals may only participate in this Contest in off-camera roles (i.e. camera operator, set painter, etc.). Void outside of the Sponsor’s service area and where prohibited by law. Contest is subject to all applicable federal, state and local laws.

2. CONTEST OVERVIEW: The Sponsor is challenging students in Eligible Schools to re-make their own version of BGE’s “Wires Down” TV commercial which aired in the year 2000 and warned about the dangers of downed electricity lines. The original commercial can be viewed at <http://www.youtube.com/watch?v=vYDDXMXRX-o>. Students in grades Kindergarten through 5th in Eligible Schools may submit a video through their Facilitator. The Contest will be divided into four (4) Phases. In Phase 1, Facilitators will submit Contest Entries (as defined below). In Phase 2, six (6) Finalists from each Participating County will be determined by public voting. In Phase 3, a panel of judges, selected in the sole discretion of the Sponsor, will determine five (5) Finalists from among all Contest Entries received throughout the Contest Period. In Phase 4, the Finalist Contest Entries from Phases 2 and 3 will be judged by a separate panel of judges, also selected in the sole discretion of the Sponsor. The Sponsor will award seventeen (17) prizes, five (5) early entry prizes, and five (5) first time entrant prizes.

3. HOW TO ENTER THE CONTEST:

Phase 1 - Contest Entry: This phase of the Contest begins at 12:00AM Eastern Time (“ET”) on January 22, 2018 and ends at 11:59PM ET on April 2, 2018 (“Contest Period”).

Eligible Facilitators may visit the website at www.BGEvideochallenge.com (“Promotion Website”) and follow the directions to download an official entry kit which will include waiver and release forms for the parents or legal guardians of participating students who appear on-camera to sign and return to the Facilitator. Then, the eligible students (while under the guidance and supervision of the Facilitator) will create a video re-make of BGE’s “Wires Down” TV commercial. The Facilitator will also create a short description (in 500 of words or less) of a school enrichment project. Enrichment is defined as learning opportunities and activities that engage students in developing essential knowledge, skills, values, and relationships as a vehicle for inspiring learning and encouraging academic and life success. School projects for math, environmental, science, reading, language arts, fine and performing arts, social studies, technology and career/vocational are examples of enrichment projects.

When in final form, the Facilitator will upload the video, waivers, W-9 (signed and dated within the last six months), parental waiver forms and short description of the school enrichment project to the Promotion Website and complete the online entry form. Videos, documents, waivers and online entry form will be collectively referred to as a “Contest Entry”. Eligible students may participate as a team, class or individually, however, student(s) must participate in the Contest under the guidance and supervision of the Facilitator and all Contest Entries must be submitted by the Facilitator; eligible students are not permitted to submit a Contest Entry on their own. The video must be a minimum of thirty (30) seconds and be no longer than forty five (45) seconds in length. Videos must be submitted in mp4 format and must be no larger than 100 megabytes in size. Only clear and audible videos will be accepted. All Contest Entries must be submitted and received by Sponsor by 11:59PM ET on April 2, 2018 to be considered. Each Contest Entry submitted from within the same Eligible School must be substantially different than the other Contest Entries submitted from such Eligible School or such additional Contest Entries will be void. Contest Entries may be submitted in languages other than English, as long as they translate to have the same meaning as the original “Wires Down” commercial song.

4. EARLY CONTEST ENTRY OFFER: The first five (5) Facilitators to submit a Contest Entry during the Contest Period will each receive a 2200 mAh capacity portable power bank. Exact time each Contest Entry is submitted to be determined by Sponsor, in its sole discretion. Exact make and model of portable power bank to be determined by Sponsor. Offer is limited to one (1) per **Facilitator**. Participation in the Early Contest Entry Offer and/or receipt of an offer item will not influence a Contest Entries’ opportunity to receive a Contest award.

5. NEW ENTRANT OFFER: Five (5) first time Contest entrants will be randomly selected to receive a \$100 gift card to be used to purchase classroom supplies and accessories. Exact specifications for where the gift card is redeemable will be determined by Sponsor. Offer is limited to one (1) per **Eligible School**. Participation in the New Entrant Offer and/or receipt of an offer item will not influence a Contest Entries’ opportunity to receive a Contest award.

6. REQUIREMENTS OF ENTRIES: Contest Entries will be disqualified if they contain, as determined in the sole discretion of the Sponsor any content that:

- includes the depiction of unsafe electricity practices, including but not limited to, touching or coming close to electric wires, even if it is a prop.
- Includes anyone not in grades kindergarten through fifth grade from the Eligible School in on-camera roles.
- contains any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- depicts any individuals in the video other than the students who are eligible to participate and have had their parents or legal guardian's sign and execute the waiver and release provided by Sponsor;
- defames or invades the publicity rights or privacy of any person, living or deceased, or otherwise infringes upon any person's personal or proprietary rights;
- includes a school project referring to sports, sports equipment, facilities, or sports programs;
- is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous, including without limitation activities involving electricity; promotes any particular political agenda or message;
- is obscene or offensive; endorses any form of hate or hate group;
- defames, misrepresents or contains disparaging remarks about other people or companies, including the Contest Organizations;
- contains copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media), without written permission in form satisfactory to Sponsor
- communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate; and/or
- violates any law.

By submitting a Contest Entry, each participant (and his/her parents or legal guardians) acknowledges and agrees that his/her/their Contest Entry may be posted on the Promotion Website and other Sponsor websites during and following the Contest and voted on by the public. Contest Organizations are not responsible for any unauthorized use of Contest Entries by third parties. Contest Organizations do not guarantee the posting of any Contest Entry and Sponsor may remove a posted Contest Entry at any time or for any reason, in its sole discretion.

By participating in the Contest and submitting a video, each participating student (and his/her parents or legal guardians) represent and warrant 1) that the work submitted is original (except for instrumental music, sheet music as well as materials and/or any elements owned by Sponsor, which participating students are permitted to use for the purposes of this Contest), 2) that it complies with this Section 4 of these Official Rules, 3) that the video has not been previously published, 4) that the video does not infringe the intellectual property rights of any other party, and 5) that the video has not won any previous awards. In addition, by submitting a Contest Entry, the participating students (and his/her parents or legal guardians) warrant and represent that he/she consents to the submission and use of the Contest Entry in the Contest and to its use as otherwise set forth in these Official Rules. Participants acknowledge and agree that Sponsor may receive other Contest Entries under this Contest that may be similar or identical to the Contest

Entry submitted by other participants, and waive any and all claims he/she may have had, may have, and/or may have in the future, that any other Contest Entry reviewed and/or used by Sponsor may be similar to his/her Contest Entry.

6. FINALIST DETERMINATION:

Phase 2 – Public Voting Phase: This phase of the Contest begins at 12:00AM ET on April 9, 2018 and ends at 11:59PM ET on April 22, 2018. (“Public Voting Phase”). All eligible Contest Entries will be uploaded to www.BGEvideochallenge.com where individuals who are 13 years of age or older will be able to view the Contest Entries and vote for their favorite. Limit three (3) votes per person per IP address, per Contest Entry throughout the Public Voting Phase. Votes received from any person, or IP address in excess of the stated limitation will be void. Participants are prohibited from obtaining votes by any fraudulent or inappropriate means, including, without limitation, offering prizes or other inducements to members of the public, as determined by Sponsor in its sole discretion. All votes are subject to final verification by Sponsor. Use of script, macro or other automated system to vote or with the intent to impair the integrity of the voting process is prohibited and all such votes will be void. The six (6) Contest Entries in each Participating County with the highest total number of votes (for a maximum total of up to fifty four (54) Contest Entries) will be deemed finalists and advance to the Finalists Judging Phase, subject to verification of eligibility and compliance with these Official Rules. In the event of a tie, an additional, “tie-breaking” judge will determine the finalist(s) based on the criteria set forth in Phase 3. Sponsor reserves the right to advance fewer than six (6) finalists for any Participating County to the Finalist Judging Phase if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Contest Entries from any applicable Participating County.

Phase 3 – Sponsor Judging Phase: This phase of the Contest begins at 12:00AM ET on April 23, 2018 and ends at 11:59PM ET on April 27, 2018 (“Sponsor Judging Phase”). All eligible Contest Entries received from all Participating Counties will be judged by a panel of judges selected in the sole discretion of the Sponsor, based on the following criteria: (20%) creativity; (20%) overall impression; (20%) ability of participating students to depict electric safety; (20%) quality of “Wires Down” rendition and (20%) the amount of student effort and teamwork depicted in the entry. The five (5) Contest Entries with the highest total scores will be deemed finalists, subject to verification of eligibility and compliance with these Official Rules. Sponsor reserves the right to advance fewer than five (5) finalists to the Finalist Judging Phase if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Contest Entries. The finalists selected as a result of the Sponsor Judging Phase may also happen to be selected finalists through the separate Public Voting Phase or may be different.

Phase 4 - Finalist Judging Phase: This phase of the Contest begins at 12:00AM ET on April 30, 2018 and ends at 11:59PM ET on May 6, 2018 (“Finalist Judging Phase”). All finalist Contest

Entries from both the Public Voting Phase and the Sponsor Judging Phase will be judged by a separate panel of judges selected in the sole discretion of the Sponsor based on the following criteria: (20%) creativity; (20%) overall impression; (20%) ability of participating students to depict electric safety; (20%) quality of “Wires Down” rendition and (20%) the amount of student effort and teamwork depicted in the entry.

In the event of a tie for first place, finalist receiving the highest score in “creativity” during the Finalist Judging Phase shall be deemed the winner. In all other categories, the Sponsor, in its sole discretion, shall select an additional “tie breaking” judge who will select the winner and whose determination shall be final and without appeal.

7. FINALIST NOTIFICATION: The Facilitator for each finalist Contest Entry will be notified by telephone, mail and/or email during the month of May 2018. An authorized administrator of the Eligible School will be required to sign an Affidavit of Eligibility, Liability and Publicity Release, which must be returned within seven (7) business days of the date of the initial finalist notification. In the event finalist notification is undeliverable, the finalist fails to sign and return requested documentation within seven (7) business days of date of issuance, or Sponsor’s inability to contact a finalist Facilitator within a reasonable time period or noncompliance with these Official Rules by a finalist will result in disqualification, a runner-up finalist may be notified, at Sponsor’s sole discretion, and the same time frame and requirements will apply to such runner-up.

8. WINNERS & PRIZES: (17 TOTAL)

All prize winners are subject to verification of eligibility and compliance with these Official Rules.

BGE STAR POWER AWARD (1): The one (1) finalist Contest Entry with the highest total score will be deemed the BGE Star Power Award Winner, \$10,000 will be awarded by the Sponsor in the form of a check presented by the Sponsor made payable to the winning Eligible School during a special prize presentation, which may be used to fund a school project.

BGE TEACHER AWARDS (1): \$500 awarded by the Sponsor to the Facilitator of the Eligible School receiving the BGE Star Power Award to fund classroom supplies. Award will be presented by the Sponsor made payable to the winning teacher during a special prize presentation. In addition, the Facilitators of every school that wins an official contest award will receive a \$100 gift card.

BGE SPOTLIGHT AWARD (1): The one (1) finalist Contest Entry with the second highest total score will be deemed the BGE Spotlight Award Winner, \$5,000 will be awarded by the Sponsor in the form of a check presented by the Sponsor made payable to the winning Eligible School during a special prize presentation, which may be used to fund a school project.

CAST N CREW AWARD (1): The one (1) finalist Contest Entry with the highest score in the criteria of “the amount of student effort and teamwork depicted in the entry” will be deemed the Director’s Cut Award Winner, \$3,000 will be awarded by the Sponsor in the form of a check made payable to the winning Eligible School, which may be used to fund a school project.

DIRECTOR’S CUT AWARD (1): The one (1) finalist Contest Entry with the highest score in the criteria of “creativity” will be deemed the Director’s Cut Award Winner, \$3,000 awarded by the Sponsor in the form of a check made payable to the winning Eligible School, which may be used to fund a school project. This award is given to the Contest Entry with the highest score in the criteria of “creativity”.

MUSIC MAESTRO AWARD (1): “The one (1) finalist Contest Entry with the highest score in the criteria of “quality of ‘Wires Down’ rendition” (through vocal and/or instrumentals) will be deemed the Music Maestro Award Winner, \$3,000 will be awarded by the Sponsor in the form of a check made payable to the winning Eligible School, which may be used to fund a school project.

SPECIAL JUDGES PANEL AWARD (1): The one (1) Contest entry (chosen from the finalists) that stood out for quality, creativity, and teamwork in the opinion of the final judging panel. That entry will be deemed Special Judges Panel Award Winner and \$1,000 will be awarded by the Sponsor in the form of a check made payable to the winning Eligible School, which may be used to fund a school project.

SCREEN GEM AWARD (9): The one (1) Contest Entry in each Participating County with the highest total score in their respective Participating County during the Public Voting Phase will be deemed a Screen Gem Award Winner, \$1,000 will be awarded by the Sponsor in the form of a check made payable to each winning Eligible School, which may be used to fund a school project.

ROCK THE VOTE AWARD (1): The one (1) Contest Entry with the highest number of votes during the Public Voting Phase will be deemed the Rock the Vote Award Winner. A BGE branded backpack with safety gear for each student that had material involvement in the Contest Entry that wins the Rock the Vote Award.

PRIZE CONDITIONS: Limit one (1) prize per Eligible School, except for the Rock the Vote Award which may be combined with any other prize in the Contest. Prize checks will be made payable and awarded to the winning Eligible School, as opposed to any participating student, the Facilitator, or any individual faculty/staff member. All prize details are at the sole discretion of the Sponsor. All prizes are awarded “as is” with no guarantee or warranty, either express or implied by Sponsor. No substitution or transfer of prize (or portion thereof) is permitted, except at Sponsor’s sole discretion. Any and all federal, state and local taxes on the prize, and any other costs, fees, and expenses associated with prize acceptance not explicitly stated herein as being awarded are the sole responsibility of the winning Eligible Schools.

9. PRIZE FOOTAGE: Winning Eligible Schools and their participating students may be photographed, videotaped and otherwise recorded by Sponsor (collectively, "Footage") during the prize presentation. Footage will be owned by Sponsor who has the right to use, edit, adapt, post, stream, copy and exploit such Footage and all elements embodied therein, including any school

trademarks, mascots, logos, and the names and likenesses of any persons appearing in the Footage, in any and all media now known or hereafter devised throughout the world, in perpetuity, for advertising, promotional, trade and other purposes. As a condition of receiving the prize, winning Eligible Schools (and the parents or legal guardians of participating students) must agree that their school name, trademarks, mascots and logos and the names, likenesses, of participating students and those of any other individuals present at the presentation may be included in the Footage, in Sponsor's sole discretion. Winning Eligible Schools (and the parents or legal guardians of participating students) agree to help Sponsor obtain necessary releases (as applicable) if requested by Sponsor to do so.

10. GENERAL: By participating, each participant agrees: (a) to abide by these Official Rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Contest; (b) to release, discharge and hold harmless Contest Organizations, and their respective officers, directors, shareholders, employees, agents, the judges, and representatives and their affiliates of the foregoing (collectively, "Released Parties") and their respective affiliates from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from participant's participation in the Contest or any Contest-related activity or the acceptance, possession, use or misuse of any awarded prize; and (c) to the use of his/her name, voice, performance, Contest Entry, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from participant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so.

11. OWNERSHIP/USE OF CONTEST ENTRIES: By entering this Contest, and to the extent allowed by law, participants (and the parents or legal guardians of participating students) (i) agree, that all Contest Entries submitted (whether acceptable/eligible or not, regardless of the form they take, and including, without limitation, any and all copyrights, trademarks, contract and licensing rights, moral rights or "droit moral" and other intellectual property and proprietary rights in Contest Entries) are irrevocably transferred to, assigned to, and conveyed to Sponsor and will be owned exclusively by Sponsor which may license all such rights to others (collectively "Licensees"), (ii) grant Sponsor and Licensees the absolute right and permission to edit, modify, cut, rearrange, add to, delete from, reproduce, encode, store, transmit, produce, publish, rent, lease, distribute (directly or indirectly through multiple tiers), post, broadcast, publicly perform or display, adapt, exhibit and/or otherwise use or reuse or exploit (without limitation as to when or to the number of times used) and use the content of and elements embodied in the Contest Entries and the Contest Entries themselves in perpetuity in any and all media including but not limited to digital and electronic media, computer, DVD, CD, Promotion Website, print, audio and audiovisual media (whether now existing or hereafter devised), in any language, throughout the world, and in any manner, for trade, advertising, promotional, commercial, or any other purposes without further review, notice, approval, consideration or compensation to participants or any third party, (iii) shall execute and deliver documents, at Sponsor's expense, requested by Sponsor or as may be

necessary to vest in Sponsor the rights and waivers provided herein, (iv) agree that email may satisfy any writing requirement that may apply to the assignment, conveyance, transfer, license, or waiver of any of the aforementioned rights, (v) waive and release Sponsor from any and all claims that participants may now or hereafter have in any jurisdiction based on moral rights or "droit moral" or unfair competition with respect to Sponsor's exploitation of Contest Entries without further compensation to participants of any kind, (vi) agree not to instigate, support, maintain, or authorize any action, claim, or lawsuit against Sponsor or Licensees, or any other person, on the grounds that any use of any Contest Entry, or any derivative works, infringe or violate any of participants' rights therein, and (vii) agree that no Contest Entries will be returned to participants. Participants also agree that Sponsor and Licensees shall have the right and permission to use the name, photograph, testimonial or other likeness and/or prize information or personal exposition (and/or any edited portion thereof) for promotional, advertising and/or publicity purposes in any media, now or hereafter known throughout the world in perpetuity, without compensation or notice to, or further consent of, the finalists or to the Winners to the extent permitted by law. Participants also agree that Sponsor may have access to, may have created, or may in the future create designs, ideas and concepts that may have familiarities or similarities to his/her Contest Entry, and that he/she will not be entitled to any compensation or right to negotiate with the Sponsor because of these familiarities or similarities.

12. MISCELLANEOUS: Released Parties are not responsible for late, lost, damaged, inaccurate, delayed, garbled, misdirected, incomplete, undeliverable, destroyed or stolen Contest Entries, videos, or votes; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing or judging of Contest Entries, the tabulation of votes, the cancellation or postponement of any dates set forth in the Official Rules of prize presentation, the announcement of the prizes, or in any Contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or downloading materials from or use of the any website used in connection with this Contest. Persons who tamper with or abuse any aspect of the Contest or any website (including the Promotion Website), who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Contest Entries will be void. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING

ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Contest Entries, or if Contest is unable to run as planned for any other reason, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest and, if terminated, at its discretion, determine the potential winners from all eligible, non-suspect Contest Entries received for the Contest or for the Participating County(ies), if applicable, prior to action taken using the judging procedure outlined above.

13. ARBITRATION: Except where prohibited by law, as a condition of participating in this Contest, participant agrees that (1) any and all disputes and causes of action arising out of or connected with this Contest, or any awards provided, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the participant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with participating in this Contest), and participant further waives all rights to have damages multiplied or increased.

14. CHOICE OF LAW: 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 the Contest, shall be governed by, and construed in accordance with, the substantive laws of the State of Maryland, USA.

15. REQUEST FOR WINNERS' NAMES: For the names of the winners (available after May 28, 2018), send a self-addressed stamped envelope to: BGE Wires Down Contest Winners, 729 East Pratt Street, Suite 100, Baltimore, MD 21202, for receipt no later than June 30, 2018.

SPONSOR: Baltimore Gas and Electric Company, **BGE Wires Down Video Challenge**
ATTN: S. Leach 110 W. Fayette Street, Suite 900, Baltimore, MD 21201

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