



Win with EFI® Connect 2011 Video Contest OFFICIAL RULES

NO PURCHASE NECESSARY. A purchase or payment of any kind will not increase your chances of winning.

1. Sponsor: Electronics For Imaging, Inc., 303 Velocity Way, Foster City, CA 94404 ("Sponsor" or "EFI").

2. Eligibility: The Win with EFI® Connect 2011 Video Contest (the "Contest") is open only to employees of companies in the printing business or that use commercial printing equipment (each a "Company") located in the fifty (50) United States and the District of Columbia (excluding Puerto Rico and all other territories and possessions of the United States). The entering employee must be at least 21 years old as of the commencement of the Contest. Employees of Sponsor and its affiliates, subsidiaries, advertising or promotional agencies, as well as the immediate family (e.g., spouses, parents, siblings, children) and persons living in the same household of each such employee, are not eligible. The Contest is subject to all applicable federal, state, and local laws and regulations. Void outside the 50 United States and the District of Columbia and where prohibited or restricted by law.

3. Agreement to Official Rules: By participating in the Contest, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and Judges, which are final and binding in all matters related to the Contest. Each entrant agrees to comply with his/her Company's policies on participation in a promotional contest, as well as the Company's decision whether or how to accept any prize that may be awarded to the Company as a result of this Contest.

4. Timing: The Contest begins on August 11, 2010 at 9:00 a.m. Pacific Time ("PT") and ends on March 4, 2011 at 5:00 p.m. PT (the "Contest Period"). Sponsor's computer is the official time-keeping device for the Contest.

5. How to Enter: Create a video entry (maximum of 3 minutes in length) ("Entry") that shows how your Company uses or plans to use EFI products to help its business succeed (the "Theme"). During the Contest Period, visit www.efi.com/videocontest (the "Website") and follow the links and instructions to upload and submit your Entry. Entrants are required to fully complete a registration form, including Company name and Company address ("Registration Form"). Multiple employees from the same Company can enter, but each employee may only enter once. By completing the Registration Form and submitting your Entry, you agree that your Entry conforms to the Video Guidelines and Content Restrictions as defined below (collectively, the "Guidelines and Restrictions") and that Sponsor, in its sole discretion, may remove your Entry and disqualify you from the Contest if it believes, in its sole and absolute discretion, that your Entry fails to conform to the Guidelines and Restrictions or it determines the Entry to be inappropriate for any other reason. Sponsor is not responsible for any changes or effects caused to entrant's computer system or video equipment as a result of submitting an Entry. Sponsor may, in its discretion, post or not post any Entry(ies) on its web site or on any other web site, such as YouTube, for public display.

Video Guidelines:

- The video must be in .FLV, .MP4, .WMV or .AVI format;
- The video must not exceed 3 minutes in length;
- The video must not exceed 30 MB in size;
- The video must not exceed 640 pixels wide; and

- The video cannot have been submitted previously in a promotion of any kind.
- Each video may be submitted one (1) time. Multiple submissions of same video will be void.
- All videos will be screened. Entries violating any guidelines may be disqualified. Sponsor may take appropriate time for the screening process.

Content Restrictions:

- The video must be the entrant's original work and must not contain any music, images or artwork not created by entrant;
- The video must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The video must not contain any brand names or trademarks, other than those of Sponsor's or the entrant's; the video may not portray Sponsor or Sponsor's brands or products in any way that might tend to subject any of them to public contempt, scandal, disrepute or ridicule;
- The video must not contain dangerous stunts, or activity that could result in physical harm or property damage;
- One or more people of any age may be featured in the video, however entrant must have the permission to use the audio and visuals of everyone featured in the video in any and all media without compensation. If any person in the video is a minor, then consent must be obtained from the minor's parent or guardian. If the person filming or producing the video is someone other than the entrant, the entrant must obtain permission and release from such person to use the video in any and all media without compensation. Entrant must submit all required consent and releases at Sponsor's request, including a release from all persons featured in the video and all persons filming and producing the video.
- The video must not contain material that is inappropriate, indecent, illegal, obscene, hateful, pornographic, profane, violent, vulgar, threatening, harassing, tortious, defamatory, slanderous or libelous;
- The video must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age;
- The video must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where video is created; and
- The video must not transmit anything that contains viruses or anything else that's harmful.

For all Entries: All Entries will become the exclusive property of Sponsor, and none will be acknowledged or returned. Sponsor shall have the right to edit, adapt and publish any or all of the videos, and may use them in any and all media, whether now existing or later developed, without attribution or compensation to the entrant, his/her successors or assigns, or any other entity, in perpetuity without restriction of any kind whatsoever. TO THE EXTENT ALLOWED BY LAW, SUBMITTING AN ENTRY IN THIS CONTEST CONSTITUTES ENTRANT'S IRREVOCABLE ASSIGNMENT, CONVEYANCE AND TRANSFERENCE TO SPONSOR OF ANY AND ALL RIGHT, TITLE AND INTEREST IN THE VIDEO INCLUDING, WITHOUT LIMITATION, ALL COPYRIGHTS. Each entrant agrees, upon request, to confirm such assignment in writing. Sponsor and affiliates, subsidiaries, employees, directors, officers, agents, assigns, and licensees are not responsible for lost, late, incomplete, invalid, un-intelligible or misdirected videos, which are disqualified.

CAUTION: ANY ATTEMPT BY ANY ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL OR CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY THE LAW.

Use of any automated system to participate is prohibited and will result in disqualifications. In the event of a dispute as to the identity of any entrant, the authorized account holder of the email address used to submit the Entry will be deemed the entrant. The "authorized account holder" is the natural person or Company 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.

6. Winner Determination: The winning Entry will be selected by a panel of judges determined by Sponsor in its sole discretion ("Judges") based on the following criteria ("Judging Criteria"):

- **Creativity (25%)**
- **Originality (25%); and**
- **Fit with the Theme (50%) (How your Company uses or plans to use EFI products to help its business succeed).**

The person submitting the winning Entry will be notified by mail, email or phone, using the information supplied with the Entry, on or around March 25, 2011, and will be sent an Affidavit of Eligibility, Liability & Publicity Release to sign, as well as a consent/acceptance form for his/her Company to sign (collectively "Affidavit"). Entrant will be responsible for obtaining all releases for anyone featured in or anyone filming the submitted video Entry. Affidavit must be signed and returned to Sponsor within three (3) business days of the date notice or attempted notice is sent. If the person submitting the potential winning Entry cannot be contacted or fails to execute and return the Affidavit within the required time period, he/she may be disqualified and an alternate winning Entry may be selected.

7. Prize: One (1) grand prize will be awarded to the Company where the person submitting the winning Entry works. The prize comprises the following items:

(a) Registration for one representative of the Company (the "Representative") to attend EFI's Connect 2011 conference, scheduled to take place April 26-29, 2011 in Las Vegas, Nevada (the "Conference"). Selection of Representative is in discretion of Company. Approximate Retail Value ("ARV"): \$1,095.

(b) Three (3) nights' hotel accommodations for the Representative during the Conference at the Wynn Las Vegas, or another hotel determined by Sponsor in its sole discretion, checking in no earlier than standard hotel check-in time on April 26, 2011 and checking out no later than standard hotel check-out time on April 29, 2011. Hotel reservations must be made per Sponsor's instructions via Conference registration web site. Major credit card may be required at check-in to cover any incidentals. ARV: \$467.

(c) a \$5,000 credit towards the future purchase of EFI products, including the EFI products featured at the Conference. ARV: \$5,000. The credit (i) cannot be applied to prior orders and (ii) is not valid towards the purchase of any EFI services.

Accommodations are subject to availability. All expenses and costs of attending the Conference not expressly stated in the description above, including but not limited to, airfare or other transportation costs to and from the Conference, ground transportation, meals, incidentals, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses, are the responsibility of the Representative and/or Company. No refund or compensation will be made in the event of the cancellation, delay or postponement of the Conference, in which event the remaining portions of the prize will be awarded as the complete prize, and no substitution will be provided except as in Sponsor's sole discretion. Total ARV: \$6,562. Actual value may vary based on hotel cost fluctuations. Winner will not receive difference between actual and approximate retail value.

Prizes are non-transferable and no substitution will be made unless Sponsor, in its sole discretion, determines otherwise. If the winning Company's representative is already registered for the Conference, Company may elect reimbursement of the amount actually paid for such registration in lieu of part (a) of prize, up to a maximum reimbursement of \$1,095. Sponsor reserves the right to substitute a prize for one of equal or greater value should it become unavailable for any reason.

Representative must be available to appear at the Conference to acknowledge the winning Entry and receive the prize on behalf of his/her Company. Failure to be available and to attend the Conference may result in disqualification and selection of alternate winning Entry. Public announcement of the winning Entry will not be made until an event at the Conference. Acceptance of prize constitutes agreement by

the person submitting the winning Entry, his/her Company, and the Company's Representative not to publicly disclose any information about the prize award until such time.

Company will be issued an IRS Form 1099 for the value of any prize it accepts, and Company is responsible for all taxes and fees associated with prize receipt and/or use.

8. Releases: Acceptance of prize constitutes agreement by the Company, the entrant and the Representative to: (a) release and hold harmless Sponsor and its subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any and all claims or causes of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize; and (b) consent that Sponsor may use the releasor's name, city, state, likeness, Entry and/or prize information in connection with the Contest worldwide, including the Internet, without limitation and without further payment or consideration, except where prohibited by law.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or those of any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10 Disclaimer of Warranties: THE RELEASED PARTIES MAKE NO WARRANTIES, EXPRESS OR IMPLIED, ORAL OR WRITTEN, CONCERNING THE CONTEST. ANY IMPLIED WARRANTIES THAT MAY BE IMPOSED BY APPLICABLE LAW ARE LIMITED IN ALL RESPECTS TO THE DURATION OF THE CONTEST. Some states do not allow limitations on how long an implied warranty lasts, so the above limitation may not apply to you. You may also have other rights, which may vary from state to state.

11. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing errors 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 entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize; (7) misdirected or undeliverable entries or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof; or (8) any typographical/other error in entries, selection announcement or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with this Contest. IN NO EVENT WILL THE RELEASED PARTIES OR ANYONE ELSE INVOLVED IN THE CREATION OR OPERATION OF THE CONTEST BE LIABLE FOR, AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM, ANY DAMAGES WHATSOEVER, INCLUDING WITHOUT LIMITATION, DIRECT OR INDIRECT, INCIDENTAL, PUNITIVE OR CONSEQUENTIAL DAMAGES. Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you.

12. Governing Law and Jurisdiction: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules (whether of

the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California. Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded 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 California or the appropriate California State Court located in San Mateo County, California.

13. Privacy: In connection with the Contest, Sponsor will be collecting personal data about entrants in accordance with its privacy policy. Please review Sponsor's privacy policy at <http://www.efi.com/privacy-information.asp>. By participating in the Contest, entrants agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

14. Winner List: Winner will be announced publicly during the Conference. Winner List requests will only be accepted after the Conference end date of April 29, 2011. For the Winner List, write to Win with EFI Connect 2011 Video Contest, c/o Corporate Communications, Electronics For Imaging, Inc., 303 Velocity Way, Foster City, CA 94404. Requests must be received by July 31, 2011.