

REALITY REDESIGNED SEASON ONE AWARDS CONTEST

OFFICIAL CONTEST RULES

Void Where Prohibited By Law

No Purchase is Necessary to Enter, Participate or to Win a Prize

all dates and time-periods are tentative and subject to change

Please read these Official Rules carefully before entering the Reality Redesigned Season One Awards Contest ("Contest"). By entering the Contest, you (and your parent/legal guardian on your behalf if you are a Minor) agree that you have read, and are legally bound by, the Terms and Conditions set forth below as if you had actually signed them. If you (and your parent/legal guardian on your behalf if you are a Minor) do not agree to be legally bound by the Terms and Conditions set forth below, you may not enter in the Contest. By entering the Contest, you (and your parent/legal guardian on your behalf if you are a Minor) acknowledge and agree that these Official Rules are a legally binding contract between you and the Sponsor (as defined below). Except as set forth below, the Sponsor may modify the Terms and Conditions of these Official Rules and you agree to familiarize yourself with any modifications by visiting the Contest Website.

1. Void in Quebec, Canada and Where Prohibited or Restricted by Law. All federal, state, provincial/territorial and local laws and regulations apply to the Contest. The Contest is void in Quebec, Canada and any state, province/territory or local jurisdiction where it is prohibited or restricted by law or regulation.

2. Contest Overview: No purchase of any product or service is necessary to enter or participate in the Contest or to win a Prize. The Contest is intended to promote an interest in design and engineering and to inspire innovation among school age youth. The Contest consists of four steps leading to a Final Round that is scheduled to be broadcast live via the World Wide Web at the "Rapid Conference" in Atlanta, Georgia on May 24-25, 2012. The steps to the Final Round are: **A.) Entry/Submission** of a design in one of three (3) Mountain bike related categories ("Mountain-bike suspension", "Mountain-bike component" and "Mountain-bike frame" (each a "Category" or collectively, "Categories"); **B.) Screening** by the Sponsor; **C.) Semi-Final Round;** and **D.) Final Round.** A Grand Prize, Second Prize, and Third Prize will be awarded to the eligible Entrants (defined below) associated with the winning designs in each Category at the conclusion of the Final Round. Additionally, one (1) "Pinkbike Member's Choice" award will be awarded in April 2012 to an eligible Entrant (defined below) who submit a design that achieves the highest number of eligible "Pinkbike Member's Choice" votes (as determined by the Sponsor in its sole and absolute discretion on the Pinkbike.com website between March 1 and April 12, 2012. [See Rule 6B (i)].

3. Sponsor/Official Rules Are Binding: The Contest is sponsored by Edge Factor, Inc., 3860 Quarry Rd, Beamsville, Ont l0R 1B2, and the SME Educational Foundation, Inc., 1 SME Drive, P.O. Box 930, Dearborn, MI 48121-0930 (collectively, the "Sponsor") and the Contest

is hosted by www.Pinkbike.com (the “Pinkbike Website”) and www.edgefactor.com. (The “Edge Factor Website.”).

These Official Contest Rules (“Official Rules”) shall be binding on any person (and his/her parent/legal guardian on his/her behalf if he/she is a Minor) that enters the Contest (“Entrant”) at the time such Entrant makes any Submission to Sponsor. Entrants must be eligible under these Official Rules in order to participate in the Contest or to win a Prize. Further, each Entrant is also subject to the Terms and Conditions of the Edge Factor Website. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these Official Rules shall prevail, govern and control. If any Entrant (and his/her parent/legal guardian on his/her behalf if such person is a Minor) does not agree to be bound by these Official Rules and any Website Terms and Conditions, their only recourse is to discontinue use of the Website and to not enter the Contest.

4. Eligibility: No purchase is necessary to enter or win any Prize in the Contest. The Contest is open to natural persons (not legal entities) who are legal residents of the United States and Canada (excluding Quebec) who, at the time of making their Submission, are 15 years of age or older and enrolled and attending, as a full-time student at any accredited school college or university in the United States or Canada (excluding Quebec). Any Entrant who is less than 18 years of age at the time of entry (individually and collectively a “Minor”) must upload and complete a “Parent or Guardian Permission Form” (available on the Edge Factor Website) at the time they make their Submission.

NOTE TO MINORS: The Sponsor reserves the right, in its sole and absolute discretion, on a random audit basis to contact a Minor’s parent/legal guardian for the purpose of verifying his/her: (i) agreement to be legally bound by these Rules; (ii) consent to the Minor’s participation in the Contest; and/or (iii) consent to the collection of the Minor’s personal information. Failure of the Minor’s parent/legal guardian to complete any such required verification to the satisfaction of the Sponsor may, in the sole and absolute discretion of the Sponsor, result in the disqualification of the Minor.

All Entrants may enter the Contest by submitting a design in any of the three Categories to the Edge Factor Website between December 16, 2011 and February 24, 2012. In order to be eligible, an Entrant must: (i) be a legal resident of the United States or Canada (excluding Quebec); (ii) at the time of making his/her Contest Submission (“Submission”) are 15 years of age or older and enrolled and attending, as a full-time student at any accredited school college or university in the United States or Canada excluding Quebec; (iii) assent to the Contest Rules and the Edge Factor Website Terms and Conditions; (iv) have reasonable access to the internet and capability to submit to Sponsor a valid Submission; and, (v) make a Submission. Additionally, each Entrant must be the rightful owner (or have authorized use) of the e-mail address identified in the Submission. In the event of a dispute as to the identity of any Entrant, the Entrant will be deemed to be the natural person in whose name with which the e-mail account is associated provided the e-mail address is registered. An Entrant may be required to provide proof (in a form acceptable to the Sponsor – including, without limitation, government issued identification establishing that he/she is the authorized account holder of the email address associated with an

entry.

Entrants may make only one (1) Submission to the Contest. Any Submission submitted by the same Entrant after their initial Submission will be rejected by the Sponsor. If it is discovered that any person has attempted to: (i) obtain more than one Submission per person; and/or (ii) use, or attempt to use, multiple names, identities and/or more than one email address to enter the Contest; then (in the sole and absolute discretion of the Sponsor) he/she may be disqualified from the Contest. Use or attempted use of multiple names, identities, email addresses and/or any automated, macro, script, robotic or other systems or programs to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Sponsor. The Contest Entities (defined below) are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Submissions.

Employees, shareholders, officers, directors, agents, and representatives of Edge Factor, Inc., Pinkbike.com, Inc., and/or the SME Educational Foundation, Inc. (collectively, "Contest Entities") and each of their respective parent companies, affiliates, divisions, subsidiaries, agents, representatives and promotion and advertising agencies, together with the immediate family members (defined for the purposes of this Contest as: spouse, partner, mother, father, legal guardian, in-laws, grandmother, grandfather, brother, sister, children and grandchildren) and those living in the same household of such persons (whether related or not), are not eligible to participate in the Contest. This Contest is void in Quebec, Canada and where prohibited by law and is likewise void anywhere but the United States and Canada.

5. How to Enter: Between December 16, 2011 and February 24, 2012, eligible Entrants may enter the Contest by visiting the Edge Factor Website and following the on-screen instructions to make a written Submission (English Only) of a design in one of the Categories. The Edge Factor Website will explain a four part electronic Submission process. Each Entrant (and his/her parent/legal guardian on his/her behalf if he/she is a Minor) shall, among other things, attest that he/she has read, or has had read to him/her and understands these Contest Official Rules and agrees to be bound by the terms and all applicable conditions of the Contest set forth in these Official Rules and the Edge Factor Website Terms and Conditions. Submissions without proper registration on the Edge Factor Website will be declared ineligible and will not be screened. Additionally, Entrants must submit their Submission in accordance with the instructions on the Edge Factor Website and these Official Rules. No other method of submission will be accepted.

The Sponsor will award Prizes to the winning designs in three (3) separate design Categories as defined above in Rule 2: "Mountain-bike suspension", "Mountain-bike component" and "Mountain-bike frame." At the time of Submission, each Entrant must identify the Category in which his/her Submission will be entered. Selection of a Category at the time of Submission is final and may not be changed after the Submission is made. An Entrant may select only one (1) Category for his/her Submission and Entrants may submit only one Submission.

Entrant (and his/her parent/legal guardian on his/her behalf if he/she is a Minor) hereby represents and warrants that his/her Submission is not defamatory, trade libelous, pornographic or obscene, and further, it will not contain, depict, include, discuss or involve, without limitation, any of the following: nudity, alcohol/drug consumption or smoking; explicit graphic, excessive

or any other sexual activity or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial or sexual or religious groups; content that endorses, condones and/or discusses any illegal, inappropriate or risky behavior or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); conduct or other activities in violation of these Official Rules; commercial messages, comparisons or solicitations for products or services other than those of the Sponsor (i.e., your Submission must not contain any visible logos, trademarks or other third party materials unless the appropriate consents have been obtained – note: all identifiable third party products, trademarks, brands and/or logos for which consent has not been obtained by the Entrant must be blurred out so as to be unrecognizable); and any other content that is or could be considered inappropriate, unsuitable or offensive, as determined by the Sponsor in its sole and absolute discretion.

By submitting a Submission, each Entrant (and his/her parent/legal guardian on their behalf if he/she is a Minor) shall be deemed to represent and warrant that the Submission does not violate any copyright, trademark, service mark, or other intellectual property right of any party and, in addition, each Entrant (and his/her parent/legal guardian on his/her behalf if he/she is a Minor) shall indemnify, defend and hold harmless the Sponsor from and against any claims or liabilities with respect thereto.

Submissions must be submitted in the formats as provided in the instructions on the Edge Factor Website. The Sponsor reserves the right, within Sponsor's sole discretion, to reject any Submission for any reason.

The Contest Entities agree that they will claim no right of ownership of the intellectual property of any Submission. However, by entering the Contest and submitting a Submission, each Entrant (and his/her parent/legal guardian on his/her legal behalf if he/she is a Minor) (i) grants to the Sponsor a non-exclusive license (See Rule 10); (ii) waives all moral rights in and to his/her Submission (and each component thereof) in favor of the Sponsor; and (iii) agrees to release and hold harmless the Releasees (as defined below) from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action. For greater certainty, this means that while the Entrant shall retain all rights to the intellectual property, Entrants grant the Contest Entities the right to use all Submissions for broadcast-related or other purposes including, without limitation, telecasting and/or publishing any Submission during any Reality Redesigned program or advertisement and/or on the Website without notice of, or compensation to, or acknowledgment of, the Entrant. Submission materials will not be returned to the Entrant.

6. The Contest/Mandatory Time Periods: The Contest consists of four (4) steps leading to a Final Round. The following is a description of each step, together with a mandatory time period. Violation of the time periods provided in these Official Rules will result in disqualification of an Entrant and rejection of his/her Submission:

A. Entry/Submission: Beginning at 12:01 a.m. Eastern Time ("ET") on December 16, 2011 and closing at 11:59 p.m. ET on February 24, 2012 (the "Submission Period"), eligible Entrants must follow the on-screen instructions on the Edge Factor Website to upload a design in one (1) of the following three (3) Categories: "Mountain-bike suspension," "Mountain-bike

component,” and “Mountain-bike frame” to the Edge Factor Website. Submissions presented before or after the Submission Period will be rejected by the Sponsor.

B. Screening Round: In the Screening Round, Submissions will be screened and scored with equal weighting on innovation, usefulness, function and manufacturability. Submissions will be scored as they are received by Jeremy Bout of Reality Redesigned and such other persons selected by the Sponsor (in its sole and absolute discretion) from within the Mountain Bike industry “Screening Judges.” The Screening Period will commence at 12:01 a.m. ET on December 16, 2011 and close at 11:59 p.m. ET on February 24, 2012. Throughout the Submission Period, the fifteen (15) Entrants in each Category whose Submissions have received the highest scores (as determined by the Screening Judges in their sole discretion) to that date will be listed in order of their score on the Edge Factor Website and the Pinkbike Website “Contest Leader Board.” The Contest Leader Board will change throughout the Submission Period as additional Submissions are received and scored by the Screening Judges. At the end of the Submission Period, the fifteen (15) Entrants in each Category whose Submissions have received the highest scores (as determined by the Screening Judges in their sole discretion) will advance to the Semi-Final Round (See Rule 6C), subject to compliance with these Official Rules.

In the event of a tie, based on score in the applicable Category, the Screening Judges will determine, in their sole discretion, the Semi-Finalists based on the overall level of skill and creativity involved in creating each of the tied Submissions in the applicable Category.

The eligible Semi-Finalists will be notified by Sponsor at least fourteen (14) days before the Semi-Final Round begins. The Sponsor or its designated representative(s) will make a minimum of three (3) attempts to contact each eligible Semi-Finalist by telephone or email (using the information provided at the time of entry) within ten (10) days after the end of the Submission Period. If an eligible Semi-Finalist cannot be contacted with ten (10) days as outlined above, or if there is a return of any notification as undeliverable, then he/she will be disqualified and will forfeit all rights to be a Semi-Finalist and the Sponsor reserves the right, in its sole and absolute discretion, to select an alternate eligible Contest Entrant based on the next highest score in the applicable Category in accordance with these Official Rules to be an eligible Semi-Finalist (in which case, the foregoing provisions of this section shall apply to such new eligible Semi-Finalist).

i. Pinkbike Member’s Choice Award: During the Contest, and until April 12, 2012 members of Pinkbike.com will be given an opportunity to cast a maximum of five “thumbs-up” votes for their favorite design among the top point score earners as posted on the Website. The single Submission among any of the three (3) Categories with the most eligible thumbs-up votes (as determined by the Sponsor in its sole and absolute discretion) on the Pinkbike Website at 11:59:59 p.m. ET on April 12, 2012 *and* which earns the highest score from the Submission Judges on the single criteria: “innovation” will be eligible to win a “Pinkbike Member’s Choice Award Prize” as described below (subject to compliance with these Official Rules). Only one Pinkbike Member’s Choice Award will be available to be won in this Contest.

Thumbs up votes will not increase an Entrant's points or their standing in the top fifteen (15) for the applicable Category. In the event of a tie, the Screening Judges will determine, in their sole discretion, the Pinkbike Members Choice Award Prize Winner for March/April 2012 based on the overall level of skill and creativity involved in creating each of the tied Submissions.

RULES FOR PINKBIKE.COM MEMBERS WHO CHOOSE TO VOTE IN THE CONTEST: Only members of Pinkbike.com may vote in this Contest. Pinkbike.com members may cast a maximum of five (5) Thumbs Up "Votes" (as defined below) during the Contest. A Pinkbike.com member may use only one (1) email address to vote in the Contest. If it is discovered that a Pinkbike.com member has attempted to: (i) obtain more than one (1) Pinkbike.com membership during the Contest Period; and/or (ii) use (or attempt to use) multiple names, identities and/or more than one (1) email address to vote or otherwise participate in, the Contest; or (iii) cast or attempted to cast more than five (5) Thumbs Up votes, then (in the sole and absolute discretion of the Sponsor) he/she may be disqualified from participating in the Contest and all of his/her Votes may be disqualified. Use (or attempted use) of multiple names, identities, email addresses and/or any automated system to Vote, or otherwise participate in this Contest is prohibited and is grounds for disqualification. The Releasees are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Voter information and/or Votes.

If it is discovered that attempts were made to: (i) Cast more than five (5) Thumbs up Votes per Pinkbike.com member/email address/computer during the Contest; (ii) use (or attempt to use) multiple names, identities, email addresses and/or any automated, script, macro or robotic program(s) to submit Votes; and/or (iii) engage in proxy voting and/or any other systematic voting from the same computer/IP address; then it may result in the disqualification, in the sole and absolute discretion of the Sponsor, of the Votes, Submission and/or entrant to which such Votes relate. Any Votes determined by Sponsor to be in violation of these Rules (including, without limitation, Votes determined to be coming from any source other than a valid Pinkbike.com member) are subject to disqualification in the sole and absolute discretion of the Sponsor.

All Votes and Pinkbike.com memberships are subject to verification. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) from any Pinkbike.com member (or any individual purporting to be a Pinkbike.com member) to participate (i.e., Vote) in this Contest or for any Votes entered, or purportedly entered, by such voter to be considered valid for the purposes of this Contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification of the applicable Votes that cannot be verified to the satisfaction of the Sponsor, in its sole and absolute discretion.

IMPORTANT NOTE: Individuals may encourage other individuals to vote for a Submission (e.g., via various social media sites and platforms). However, no form of incentive, inducement, prize or chance of receiving any incentive, inducement, or prize may be offered as part of such encouragement in furtherance of receiving such

individual's vote for any Submission. In addition, proxy voting schemes are hereby expressly prohibited. Any individual determined by the Sponsor and/or its representative to be engaging in such behavior will be disqualified, and the corresponding Votes, Submission and/or Entrant is subject to disqualification in the sole and absolute discretion of the Sponsor.

NOTE FOR CANADIAN ENTRANTS: Prior to being declared the Pinkbike Members Choice Award Prize, if the eligible Winner is a resident of Canada, then he/she will be required to correctly answer a mathematical skill testing question without mechanical or other aid.

C. Semi-Final Round: The Semi-Final Round will begin at the conclusion of the Screening Round. The top fifteen (15) Semi-Finalist Submissions in each Category, as selected during the Screening Round (See Rule 6B) will be evaluated and scored by persons selected in the Sponsor's sole discretion from within the Mountain biking industry ("Semi-Final Round Judges"). The criteria for scoring the Semi-Final Round will be with equal weighting on innovation, creativity, fit, form and function, usefulness, ridability, engineering and manufacturability. The top three (3) Semi-Finalists in each Category whose Submission has received the highest scores as determined by the Semi-Final Round Judges (in their sole and absolute discretion) will advance to the Final Round (See Rule 6D), subject to compliance with these Official Rules.

In the event of a tie, based on the score in the applicable category, the Semi-Final Round Judges will determine, in their sole discretion, the Semi-Finalists based on the overall level of skill and creativity involved in creating each of the tied Submissions in the applicable Category.

The Winners of the Semi-Final Round will be notified by Sponsor at least seven (7) days before the Final Round begins. The Sponsor or its designated representative(s) will make a minimum of three (3) attempts to contact each eligible Finalist by telephone or email (using the information provided at the time of entry) within seven (7) days after the end of the Semi-Final Round. If an eligible Finalist cannot be contacted within seven (7) days as outlined above, or if there is a return of any notification as undeliverable, then he/she will be disqualified and will forfeit all rights to be a Finalist and the Sponsor reserves the right, in its sole and absolute discretion, to select an alternate eligible Entrant based on the next highest score in the applicable Category in accordance with these Official Rules to be an eligible Finalist (in which case, the foregoing provisions of this section shall apply to such new eligible Finalist).

D. Final Round: The top three (3) Submissions in each Category will again be evaluated and scored by persons selected, in the Sponsor's sole discretion, from within the Mountain biking industry (the "Final Round Judges") at the Rapid Conference in Atlanta, Georgia. The scoring criteria for the Final Round will be, with equal weighting, on innovation, creativity, fit, form and function, usefulness, ridability, engineering and manufacturability with more rigorous testing of each Submission utilizing finite element (FEA) software. Each category will be judged separately as part of a broadcast of the acclaimed Reality Redesigned television and web-based series before a live audience. The top Finalist in each Category whose Submission has received the highest score (as determined by the Final Round Judges in their

sole discretion) will be eligible to receive the Grand Prize, subject to compliance with these Official Rules. The second place Finalist in each Category whose Submission has received the second highest score (as determined by the Final Round Judges in their sole discretion) will be eligible to receive the Second Prize, subject to compliance with these Official Rules. The third place Finalist in each Category whose Submission has received the third highest score (as determined by the Final Round Judges in their sole discretion) will be eligible to receive the Third Prize, subject to compliance with these Official Rules. In the event of a tie, the Final Round Judges will determine, in their sole discretion, the Grand Prize, Second Prize and Third Prize Winners based on the overall level of skill and creativity involved in creating each of the tied Submissions.

7. **Prizes/Odds:** The Contest will award only one prize per person. The following prizes (“Prize” or collectively, “Prizes”) will be awarded, one each, to the Grand Prize, Second and Third Place Winners (“Winners”) in each Category (as determined in accordance with Rule 6 – subject to compliance with these Rules):

A.	Grand Prize/Total Value of Grand Prize:	\$19,800.00
1.	Cash Prize (payable in the form of a check)	\$ 8,000.00
8.	Airfare and Lodging for the Grand Prize Winner and a Guest to the closest airport to the chosen intern destination for one week	\$ 4,000.00
9.	A choice of one week internship at StraitLine Components, Intense or Cane Creek—where the Winner will see his/her design “come to life.”	\$ 2,500.00
10.	A Solidworks EDU Powered Design Workstation	\$ 3,500.00
11.	A Limited Edition Edge Factor Jacket	\$ 200.00
12.	A Drift Camera Kit	\$ 475.00
13.	A Solid Works EDU Edition	\$ 200.00
14.	A Mastercam-EDU Edition	\$ 200.00
15.	A Pair of Straitline Pedals	\$ 200.00
16.	A 3DConnexion Mouse	\$ 250.00
17.	A Pair of Designer Spy Optic Eyewear	\$ 250.00
18.	A Reality Redesigned T-Shirt	\$ 25.00

Without limiting the generality of the foregoing, the following general conditions apply to the Grand Prize: (i) Grand Prize must be accepted as awarded and is not transferable or convertible to cash (no substitutions except at Sponsor’s option); (ii) all travel related to the Grand Prize must occur within the dates specified above (otherwise the Grand Prize will be forfeited in its entirety); (iii) the Winner and his/her travel companion must: (a) travel on same itinerary; (b) have all necessary documentation to permit travel (e.g., passport, visa); and (c) not have any barrier to entry into the United States or Canada; (iv) the costs of everything not specifically stated above as included in the Grand Prize are the sole responsibility of the Winner and his/her travel companion, including, without limitation: meals and drinks; gratuities; entertainment; health and travel insurance; transportation for Winner and his/her travel companion to and from the international airport nearest the Winner’s residence; transportation while in the destination

city; excess baggage fees; and items of a personal nature (NOTE: Winner may be required to present a valid major credit card in Winner's name at the time of hotel check-in to cover any incidental expenses); (v) if the Winner (and/or his/her travel companion) does not utilize any part(s) of the Grand Prize, then any such part(s) not utilized will be forfeited in its entirety and nothing will be substituted in its place; (vi) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Grand Prize or any component thereof; and (b) substitute the Grand Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award; (vii) all travel arrangements relating to the Grand Prize must be made through the Sponsor or its designated agents; (viii) by accepting the Grand Prize, the Winner agrees to waive all recourse against the Releasees if the Grand Prize or a component thereof does not prove satisfactory, either in whole or in part; and (ix) the Winner's travel companion must sign and return the Sponsor's release (by the date indicated on the release form) indicating that he/she waives all recourse against the Releasees relating to their participation in the Grand Prize (including, without limitation, any travel related thereto). The Winner's travel companion must be over the age of majority in his/her state or province/territory of residence. The Grand Prize will only be awarded to the Entrant whose full name and valid e-mail address appears on the Official Contest entry form.

B.	Second Prize/Total Value of Second Place Prize:	\$ 5,600.00
1.	Cash Prize (payable in the form of a check)	\$ 4,000.00
2.	A Drift Camera Kit	\$ 475.00
3.	A Solid Works-EDU Edition	\$ 200.00
4.	A Mastercam EDU Edition	\$ 200.00
5.	A Pair of Straitline Pedals	\$ 200.00
6.	A 3Dconnexion Mouse	\$ 250.00
7.	A Pair of Designer Spy Optic Eyewear	\$ 250.00
8.	A Reality Redesigned T-Shirt	\$ 25.00
C.	Third Place/Total Value of Third Place Prize	\$ 3600.00
1.	Cash Prize (payable in the form of a check)	\$ 2,000.00
2.	A Drift Camera Kit	\$ 475.00
3.	A Solid Works—EDU Edition	\$ 200.00
4.	A Mastercam—EDU Edition	\$ 200.00
5.	A Pair of Straitline Pedals	\$ 200.00
6.	A 3Dconnexion Mouse	\$ 250.00
7.	A Pair of Designer Spy Optic Eyewear	\$ 250.00
8.	A Reality Redesigned T-Shirt	\$ 25.00

Pinkbike Member's Choice Award: The following prizes will be awarded to the one (1) Pinkbike Member's Award Prize Winner (as determined in accordance with Rule 6B(i) – subject to compliance with these Official Rules:

D.	Pinkbike Member's Choice Award Total Value of Prizes	\$ 4,475.00
1.	A Pimped Out Intense Bike	\$ 4,000.00
2.	A Drift Camera	\$ 475.00

E. Semi-Finalist Consolation Award: The six (6) Semi-Finalists that do not advance to the Final Round will each be awarded a Drift Camera Kit with a value of \$475.00.

The odds of winning the Grand Prize, Second Prize and Third Prize, and Semi-Finalist Consolation Award will depend on the nature, quality, and quantity of Entries submitted in accordance with these Official Rules. For the Pinkbike Member's Choice Award only, the odds of winning will depend on the number of votes from Pinkbike.com members and the scores awarded by the Submission Judges during the Submission Round. Betting or wagering on the outcome of this Contest is strictly prohibited and any breach of this provision will result in disqualification.

8. Affidavits/Releases: If required by Sponsor, all Prize Winners may be required to sign and return additional releases of liability, declaration of eligibility, and where lawful, a publicity consent agreement, prior to participation in the Semi-Final and/or Final Rounds or to the receipt of a Prize.

9. Payment of Taxes and Other Fees/Loss or Substitution of Prize: The award of any Prize is subject to verification by Sponsor. No assignment or transfer of any prize or other substitution is permitted except at Sponsor's sole discretion. If a Prize Winner is a Minor under applicable law, Sponsor reserves the right to award the applicable Prize in the name of his/her parent or legal guardian. Sponsor will not replace a Prize that is lost or stolen once it is in the possession of the Prize Winner. Any costs associated with accepting or redeeming a Prize, including tax, government surcharges, fees or expenses will be the responsibility of the Prize Winner. Any unclaimed Prizes will be forfeited by the Prize Winner and will remain the property of Sponsor. No Prize will be awarded to any person, whether eligible or not, in any jurisdiction where this Contest is prohibited. Sponsor will not permit substitution, transfer, or payment of a cash equivalent for any Prize except that Sponsor, at its sole discretion, may substitute any Prize (or component thereof) with a prize or prizes of equal or greater value, as a result of the unavailability of a Prize or for any other reason.

FOR U.S. RESIDENTS ONLY: Winners will be required to provide Sponsor with his or her social security number or other tax identification number for tax purposes within the United States.

Except as otherwise stated in these Official Rules, all trademarks and logos used in connection with the stated prizes are the property of third parties who are neither associated with nor endorse this Contest.

10. General Conditions of Participation in This Contest: Subject to applicable law the Contest and these Official Rules are subject to modification, cancellation, or limitation at the Sponsor's discretion, with or without notice. The Contest is subject to these Official Rules and all laws and regulations in any federal, state, province territory, or local jurisdiction. All decisions of Sponsor are final, binding, and not open to challenge in any forum.

The Sponsor reserves the right, in its sole and absolute discretion and without prior notice,

to adjust any of the dates and/or timeframes stipulated in these Official Rules, to the extent necessary for purposes of verifying compliance by any Entrant or entry with these Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Official Rules.

Except where prohibited by law, Winner's Submission and/or acceptance of a Prize constitutes permission of Winner (or, if a resident of a jurisdiction that deems him/her to be a Minor, his/her parent or legal guardian) for Contest Entities to use, without notice or further compensation, worldwide and in perpetuity in any and all forms of media, now known and hereafter devised, such Winner's name, likeness, pictures, photographs, voice, biographical information, and statements for purposes of advertising, trade, promotion, and publicity. Additionally, and without limiting the generality of Rule 5, by submitting a Submission for this Contest, each Entrant (and his/her parent/legal guardian on his/her behalf if he/she is a Minor) hereby grants to the Contest Entities the non-exclusive, fully paid, worldwide license to use, copy, sublicense, transmit, distribute, publicly perform, publish, delete or display such Submission, or any portion thereof, in any media now known or hereafter devised including, but not limited to Pinkbikes.com and/or Edgefactor.com and the telecast of Reality Redesigned. Each Entrant authorizes the Contest Entities, and any entities affiliated or in privity with the Contest Entities, to utilize on a non-exclusive basis, for eternity and in any manner the Contest Entities see fit, the Submission submitted to Sponsor, and to make derivative works from such materials. Each Entrant agrees that the results and proceeds of such use shall become the property of Sponsor and/or Sponsor's licensees, and shall be freely assignable by Sponsor, and that Sponsor and its assignees and licensees shall have no obligations whatsoever to Entrant.

Sponsor reserves the right, in its sole discretion, to disqualify any individual it (or its authorized designee hosting any Website) finds to be: (i) tampering with the entry or Submission process or otherwise tampering with the operation of the Contest (including, but not limited to, the use of automated computer programs or any non-human mechanism, entity, or device), the Website, or any web page or web banner ad related to the Contest; (ii) acting in violation of the Official Rules; (iii) acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, harass, harm, mislead, or defraud any other individual or entity; or, (iv) otherwise in violation of law or these Official Rules as solely determined by Sponsor. Any person attempting to defraud the Contest Entities or in any way tamper with the Contest will be ineligible to win a Prize and Sponsor may seek any and all remedies available to it, including, if appropriate, filing complaints with legal authorities.

If, for any reason, the Contest or the Website (or any portion thereof) becomes corrupted, or is not capable of running as originally planned, or does not allow the proper playing of the Contest entries/Submissions/votes and processing of Contest Entries in accordance with these Official Rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by Entrants, fraud, technical failures, or any other causes, in the Sponsor's sole opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of the Contest or the granting of the Prizes or any component thereof, Sponsor reserves the right, in its sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend the Contest or any portion thereof or to continue the Contest and award any of the Prizes from all eligible, salvageable Submissions received (if any), prior to and/or after (as appropriate)

the action taken by Sponsor or otherwise in a manner that is fair and equitable as determined by Sponsor.

In the event that Sponsor determines that there are no eligible Entrants, Sponsor reserves the right in its sole discretion, to not award any Prize.

11. Limitation of Liability: The Sponsor is not responsible or liable for entries that are illegible, late, forged, destroyed, lost, misplaced, stolen, misdirected, tampered with, incomplete, deleted, damaged, garbled, altered, or otherwise not in compliance with these Official Rules, whether caused by Sponsor, another Contest Entity, the Entrant, or a third party. All entries are subject to verification at any time. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of the identity and/or eligibility (in any form acceptable to the Sponsor – including without limitation, government issued photo identification) to participate in this Contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification.

By entering the Contest, each Entrant (or his/her parent/legal guardian if the Entrant is a Minor in the jurisdiction he/she resides) irrevocably agrees and acknowledges to be bound by the Official Rules and all applicable laws and decisions of the Sponsor and/or Screening Round Judges, Semi Final Round Judges, and/or Final Round Judges (collectively, the “Judges”) which are final and binding in all respects; to forever and irrevocably waive all of his/her rights to claim ambiguity with respect to the Official Rules and to waive all of his/her rights to bring any claim, action, or proceeding against the Sponsor, the Judges or the Contest Entities in connection with the Contest; and to forever and irrevocably release, indemnify, and hold harmless the Sponsor, the Judges, the Contest Entities, and the Sponsor, Judges and Contest Entities’ respective officers, directors, employees, or agents including outside attorneys, shareholders, representatives, successors, and assigns (collectively the “Releasees”) from any liability (including, but not limited to, liability for defamation, libel, slander, invasion of privacy, infringement of publicity or any intellectual property rights, any property loss, damage, personal injury, bodily injury, death, expense, accident, delay, inconvenience or irregularity, and any indirect, incidental, consequential, special, punitive or exemplary damages of any kind, even if the Releasees have been advised of the possibility of such loss or damages), costs and expenses (including, without limitation, reasonable outside attorneys’ fees) that may arise from, result from, or are in connection with: (a) the Contest including, but not limited to, any Contest-related activity or element thereof and the Entrant’s entry, participation, or inability to participate in the Contest; (b) the violation of any privacy, personal, publicity or proprietary rights; (c) typographical errors in these Official Rules or any Contest promotional materials; (d) acceptance, attendance at, participation in, possession, defects in, use, misuse, or inability to use a Prize; (e) any change in the prizing (or any components thereof) due to unavailability, business or creative considerations, or due to reasons beyond Sponsor’s control including, but not limited to, by reason of any acts of God, any action(s), regulation(s), order(s), or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s), or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond any of the Contest Entities’ control, or as otherwise permitted in these Official Rules; (f) any

interruptions in or postponement, cancellation, or modification of the Contest; (g) human error; (h) incorrect or inaccurate transcription, receipt, or transmission of any part of the Contest Entry (including, without limitation, the Contest Entry information or any parts thereof); (i) any system, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider utilized by any of the Contest Entities or by an Entrant; (j) interruption or inability to access the Contest, the Website, or any other Contest-related web pages or any online service via the internet due to hardware or software compatibility problems; (k) any damage to Entrant's (or any third person's) computer and/or its contents related to or resulting from any part of the Contest; (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other destroyed, incomplete, undeliverable or damaged Contest Entries; (m) any wrongful, negligent, or unauthorized act or omission on the part of any of the Contest Entities, or any of their agents or employees; (n) cancellations, delays, diversions, or substitutions or any act or omissions whatsoever by the air carrier(s) or other transportation companies, hotel(s), or any other persons providing any of these services and accommodations to passengers, including any results thereof such as changes in services or accommodations necessitated by same; (o) lost, stolen, damaged, delayed, or misdirected baggage; or (p) lost, late, stolen, misdirected, damaged, or destroyed prize (or any element thereof). Each Entrant (and his/her parent/legal guardian if the Entrant is a minor in the jurisdiction he/she resides) hereby acknowledges that the Contest Entities have neither made nor are in any manner responsible or liable for any express or implied warranty, representation, or guarantee, express or implied, in fact or in law, relative to a Prize in the Contest.

12. Interpretation of Official Rules. All issues and questions concerning the construction, validity, interpretation, and enforceability of the Official Rules or the rights and obligations of the Sponsor in connection with the Contest shall be governed by, and construed pursuant to, the sole discretion of the Sponsor.

13. Arbitration; Waiver of Injunctive Relief; Governing law: BY ENTERING THE CONTEST, EACH ENTRANT (AND HIS/HER PARENT/LEGAL GUARDIAN, IF THE ENTRANT IS A MINOR) AGREES THAT ANY CONTROVERSY OR CLAIM ARISING OUT OF OR RELATING TO THESE OFFICIAL RULES, THEIR ENFORCEMENT, ARBITRABILITY, OR INTERPRETATION SHALL BE SUBMITTED TO FINAL AND BINDING ARBITRATION, TO BE HELD IN OR NEAR DETROIT, MICHIGAN, AS DETERMINED BY SPONSOR, BEFORE A SINGLE ARBITRATOR UTILIZING THE RULES AND PROCESSES OF THE AMERICAN ARBITRATION ASSOCIATION. EACH PARTY SHALL BEAR THEIR OWN LEGAL EXPENSES IN SUCH ARBITRATION.

THE INTERNAL SUBSTANTIVE LAWS (AS DISTINGUISHED FROM THE CHOICE OF LAW RULES) OF THE STATE OF MICHIGAN AND THE UNITED STATES OF AMERICA APPLICABLE TO CONTRACTS MADE AND PERFORMED ENTIRELY IN MICHIGAN SHALL GOVERN THE VALIDITY AND INTERPRETATION OF THESE OFFICIAL RULES AND ALL OTHER CAUSES OF ACTION (WHETHER SOUNDING IN CONTRACT OR IN TORT) ARISING OUT OF OR RELATING TO THE CONTEST OR THESE OFFICIAL RULES.

14. Collection of Information. Respecting your privacy is a priority for us. The information you provide to us upon successfully entering into the Contest is processed in our computer

system in the United States. As a participant in the Contest, you have consented to receive information sent to you by the Sponsor. However, you will be given the opportunity to opt-out of emails from the Sponsor. Your information will not be shared with third parties. Any individual participant in this Contest agrees to be bound by the Rules and Laws, including the terms of use and data protection provisions stated at the Website and such provisions are specifically incorporated by reference into these Official Rules.