

OFFICIAL RULES

Spells Fan Video Contest

SPONSOR

This promotion (the "Sweepstakes") is sponsored by HarperCollins Publishers ("HarperCollins"), 10 East 53rd Street, New York, New York, 10022.

ELIGIBILITY

NO PURCHASE NECESSARY.

Beginning 4/22/2010 and continuing through 5/17/2010, HarperCollins will run the **Spells Fan Video Contest** on the **Spells Fan Video Contest** website at www.castyourspells.com (the "Website")

To enter, the "Director" of the video must visit the Website to upload and submit his/her original "book trailer" video on the "Download & Submit" page. Once the Director submits a video file, a pop up text box appears explaining that video will be sent to the administrator to confirm compliance with the requirements below. Once compliance is confirmed, the administrator will send the Director notification by email and the video will be posted to the Website "User Videos" page. Directors must fill out and submit the form with the following information prior to submitting their video: full name, state, zip code, email, phone number, and date of birth. A Director may enter only one video to the Contest. Any additional videos will be disqualified without notification.

The Contest is open to legal residents of the United States (except residents of U.S. Territories and Possessions) over age 13 at the time of entry, excluding employees (and their immediate family members) of HarperCollins, and its parent, subsidiaries, affiliates, assigns, advertising, promotional and fulfillment agents, attorneys, and other representatives and the persons with whom each of the above are domiciled. Offer void wherever prohibited or restricted by law.

Each Director must be the rightful owner or have authorized use of the email address used to enter. In the event of a dispute concerning the identity of the Director submitting an entry, the winner will be deemed to be the person in whose name the registered account was opened.

Submission Requirements

Prior to beginning work on a video, the Director must carefully review the instructions below and the elements provided for the creation of the “book trailer” video in the fan video kit available at the Website.

For a video to be eligible for consideration, it must meet each of the below requirements:

The Video must be no longer than 0:60. .

The video must be in one of the following formats: wmv, mpg, .mpeg, .mp4, .avi.

The file uploaded should be 40 MB or under.

The video may only contain music available in the fan video kit. There is no requirement that the video include music.

All elements incorporated in the video must be either you own original work or provided to you in the fan video kit.

All performers appearing in the video and models appearing in photographs used in the video must execute a release in the form included in the fan video kit. An executed copy of the release for each performer/model must be submitted with the video.

All elements in the video, except for those provided in the fan video kit, must be the original work of the Director.

The video must not contain material that violates or infringes another's rights, including but not limited to material that violates privacy, publicity or intellectual property rights, or that constitutes copyright infringement. Without limiting the foregoing, the video must not include third party trademarks, logos, insignia, location signage, photographs, artwork, or sculptures.

The video must not contain material which is (or promotes activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing

A video that does not satisfy all of the above requirements will be disqualified without notification.

ENTRY PERIOD

The Contest will commence on April 22, 2010 at 12:00 a.m. The Sweepstakes will be complete on May 17, 21010 at 11:59 p.m.

SELECTION AND NOTIFICATION OF WINNERS

Each video longer than 0:30 seconds will be eligible for consideration in two categories: (i) *Best Overall Representation of Spells* and (ii) *Most Creative*. Videos of 0:30 seconds or less will be considered for *Best Short Video*.

The *Best Overall Representation of Spells* category will be judged on the following criteria: (i) conveyance of the themes from *Spells* (40%), (ii) conveyance of the mood and settings from *Spells* (40%), and (iii) creative execution based upon performances, cinematography, editing and other creative elements (20%).

The *Most Creative* category will be judged on the following criteria: (i) cinematography (30%), (ii) editing (30%), (iii) performance and other creative elements (20%), and (iv) conveyance of themes and setting from *Spells* (20%).

The *Best Short Video* category will be judged on the same criteria as *Best Overall* category.

The winners for each category will be determined by a four person panel of judges including the following persons: Aprilynne Pike (Author), Tara Weikum (Executive Editor), Cristina Gilbert (Senior Marketing Director), and Erica Sussman (Editor). In the event of a tied vote, Cristina Gilbert will compare the tied videos directly based upon the criteria above for the applicable category and make the final determination.

A Director can win a prize in only one category. In the event that a Director wins in more than one category, the Director will be named the winner in the higher category (based on the order of precedence below) and the runner-up in the lower category will be deemed the winner in such category. The categories will be considered in the following order of precedence: (i) *Best Overall*, and (ii) *Most Creative*.

All three prizes will be awarded, provided at least three entries are submitted.

Each potential winning video director or owner will be notified via email and required to return a Declaration of Eligibility (the "Declaration") within seven days of notification. Potential winners who have not reached the age of majority in their state of residence will be required to have their parent or legal guardian execute and return the Declaration. If the Declaration is not received, an alternate winner will be selected.

In HarperCollins's sole discretion, the potential winner may be disqualified and required to forfeit his/her prize, and an alternate winner may be selected in accordance with these Official Rules from among the remaining eligible entries, if sufficient time exists, if potential winner: (i) is unreachable or winner notification is returned as undeliverable; (ii) declines or cannot accept, receive or use the prize for any reason; or (iii) does not comply with these Official Rules. Forfeited prizes may not be awarded.

PRIZES

The three grand prize winners will each receive a phone call from Aprilynne Pike, exceeding no more than twenty minutes that will be scheduled prior to the time of the call. This phone call has no monetary value.

The winners will also receive two personalized signed copies of Spells (valued at \$16.99 each, with a total prize value of \$33.98). Winners must supply the names and spelling to appear.

The approximate retail value of all prizes is: \$102.

Winning videos will also be uploaded and featured on the Aprilynne Pike Harperten website feature by May 25, 2010 at www.harperten.com/aprilynnepike.

CONDITIONS

By participating, entrants agree to be bound by these Official Rules and the results of the selection of the winners, which shall be final, and waive any right to claim ambiguity in the Contest and/or these Official Rules. All federal, state and local tax liabilities arising from this Contest will be the sole responsibility of the winner. Acceptance of prizes constitutes permission to use the winner's name, likeness, biography, and prize won for purposes of advertising, promotion and publicity without additional compensation, except where prohibited or restricted by law.

The entrants release, discharge, and hold harmless HarperCollins and its parent, affiliates, subsidiaries, assigns, attorneys, representatives and agents, including advertising, promotion and fulfillment agencies, from any and all liability or damages arising from the administration of the Contest and the use or misuse of any prize received in this Contest,

including, without limitation, the following: (i) late, lost, incomplete, delayed, misdirected or unintelligible entries, (ii) any printing, typographical, administrative or technological errors in any materials associated with the Contest, and (iii) any damage to the entrant's computer, related equipment, data files, and software resulting from entrant's downloading of information regarding the Contest or participation in the Contest.

By submitting the video, the Director represents and warrants to HarperCollins that (i) the video is wholly original and does not infringe upon or otherwise violate any copyright, trademark, privacy, publicity or other proprietary right of any person or entity, (ii) the Director has secured all rights and releases necessary to submit the video in the Contest in accordance with these Official Rules (excluding the elements provided by HarperCollins in the fan video kit), and (iii) no party other than Director has any right, title or interest in and to the video or any part of the video which would impair the rights granted hereunder. In consideration of HarperCollins considering the video for the Contest, Director grants HarperCollins a perpetual, fully-paid, non-exclusive license to display the video in connection with the Contest throughout the universe in any manner, form, or format now or hereinafter created, including, but not limited to, on the Internet, all without further consent from or payment to Director. The completion, expiration and/or termination of the Contest shall not affect HarperCollins's rights regarding the video or HarperCollins's other rights hereunder.

Director acknowledges that HarperCollins has no obligation to post the video on the Website or otherwise publish it. You understand that your name and video may be posted on the Internet in connection with the Contest. The video as it is webcast by HarperCollins may differ from the video originally submitted due to technical errors, problems, compatibility or other issues, and HarperCollins shall have no liability related thereto.

HarperCollins may only use the personally identifiable information obtained from the entrants in accordance with its privacy policy, which may be found at <http://harperteen.com/footer/privacyPolicy.aspx>

HarperCollins reserves the right, in its sole discretion, to modify, cancel or suspend this Contest should an error, virus, bug, computer problem or other causes beyond HarperCollins's control corrupt the administration, security or proper operation of the Contest and, in such situation, to select the winner from the remaining eligible non-suspect entries received prior to and/or after such action or in such manner as deemed fair and appropriate by HarperCollins in its sole discretion.. HarperCollins may prohibit you from participating in the Contest or winning a prize if, in its sole discretion, it determines that you are attempting to undermine the legitimate operation of the Contest by cheating,

hacking or employing other unfair practices or by abusing other entrants or the representatives of HarperCollins.

ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE OPERATION OF THE CHALLENGE MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND, IN SUCH EVENT, HARPERCOLLINS RESERVES THE RIGHT TO PURSUE ITS REMEDIES AND DAMAGES (INCLUDING COSTS AND ATTORNEY'S FEES) TO THE FULLEST EXTENT OF THE LAW.

Any dispute arising from the Contest will be determined according to the laws of the State of New York, without reference to its conflict of laws principles, and the entrants consent to the personal jurisdiction of the State and Federal Courts located in the State and County of New York over them and agree that such courts have exclusive jurisdiction over all such disputes.

THE ODDS OF WINNING DEPEND UPON THE NUMBER AND QUALITY OF ENTRIES RECEIVED.

For the names of prize winners, e-mail your request to hccsweeps@harpercollins.com at least two weeks after the Sweepstakes has ended or send a self-addressed, stamped envelope (postage not required from Vermont residents) to _Cristina Gilbert c/o HarperCollins Publishers 10 E. 53rd Street, 5th floor, New York, NY 10022. All requests must be received by December 10, 2010.

If you have any problems entering this contest or have questions about this contest, please e-mail hccsweeps@harpercollins.com.