

The Dwell.com + Google SketchUp™ Design Your Dwelling Competition
Official Rules
No Purchase Necessary

The following are the official rules for the Dwell.com + Google® SketchUp Design Your Dwelling Competition (“Competition”):

1. Sponsors: The Competition is sponsored by Dwell LLC, publisher of *Dwell*® Magazine and Dwell.com, located at 40 Gold Street, San Francisco, CA 94133 and Google, Inc., located at 1600 Amphitheater Parkway, Mountain View, CA 94043 (together “Sponsors”).
2. Eligibility: The Competition is open to competitors who are at least 18 years of age. The Competition is subject to all applicable federal, state and local laws and regulations, and is void where prohibited by law. Employees of Sponsors and their immediate families (spouse, parent, sibling, child, and spouse of any of the foregoing) and those living in their immediate households, whether or not related, are not eligible to enter the Competition or to win a prize.
3. Entry Period: The entry period for the Competition begins at 5 p.m. on June 30, 2008, and ends at 11 p.m. PT on August 31, 2008 (“Entry Period”). Entries received before or after the Entry Period will not be considered unless an early entry is resubmitted during the Entry Period.
4. Competition Details: Competition entrants will use Google SketchUp 3D design software (download free at sketchup.google.com) to create a three dimensional exterior design (which may include some interior views) of the entrant’s ideal home located on a pre-designated site viewable with Google Earth, earth.google.com. The floor area of the home may not exceed 2,500 square feet (232 square meters). Renderings will be accompanied by a short narrative, not to exceed 250 words, describing how the design makes the entrant feel “at home in the modern world.” Submissions will be judged on their originality, sustainability, cost-efficiency, and overall design, as well as the designer’s consideration of the location, including climate, views, and nearby public access. Entries will be judged by a panel including *Dwell* NextHouse architect Joel Turkel, members of the Dwell.com editorial staff, and members of the Google SketchUp staff. A selection of entries will be posted on www.dwell.com and the Google 3D Warehouse, sketchup.google.com/3dwarehouse. One winner will be selected from the qualified entries. A physical 3D model will be constructed from the winning entry, displayed at *Dwell*’s San Francisco headquarters, and then gifted to the winner.
5. How to Enter: A complete entry must have all of the following elements: (1) a completed entry form available at www.dwell.com/googlesketchup; (2) up to six .jpg images of the design created using Google SketchUp 3D design software; (3) a link to the 3d model(s) that the entrant has uploaded to Google 3D Warehouse and (4) a narrative, not to exceed 250 words, describing how the design makes the entrant feel “at home in the modern world.” Entries must be submitted at www.dwell.com/googlesketchup and <http://sketchup.google.com/3dwarehouse>. Incomplete entries or entries not created using Google SketchUp will be not be considered for judging. All images and text submitted as part of the entries may be exploited by Sponsors for marketing and other promotional purposes, and will not be returned. Entries must be submitted during the Entry Period to be considered.
6. Ownership Rights in Submissions; Originality; License to Sponsors: You must have all ownership rights in and to your design and the text submitted with it. By submitting an entry you represent and warrant that any design elements and text contained therein are your original

work and that no other person or entity, including any third party architect or designer, has any ownership interest in the design or text or is entitled to any payment for the use of the design or text. Your entry must not have been, and may not be, submitted in any other competition or previously published. Sponsors reserve the right to void and/or disqualify any submission if found in Sponsors' sole discretion to be inconsistent with these representations and warranties, plagiarized, copied, or fraudulent; to infringe upon existing rights of others; or to be incomplete, damaged, obscene, vulgar, offensive or otherwise unsuitable. You agree to indemnify and hold harmless the Sponsors from and against all claims or damages arising out of the use of any design or other materials you submit. By submitting an entry, you grant to Sponsors and their respective successors and assigns an unlimited, worldwide, perpetual license to publish, display, use, exploit, edit the text, adapt, modify, copy, disseminate, post, or dispose of the design, text and other submitted materials online, in print, film, television, or in any other media for editorial, advertising, promotional or other purposes without compensation or notification of any kind to you, except as prohibited by law.

7. Winner Selection: Sponsors' judging team will select a winner from the qualified entries submitted during the Entry Period. Qualified entries will be judged on their originality, sustainability, cost-efficiency, and overall design, as well as the designer's consideration of the location, including climate, views, and nearby public access. Sponsors' decisions in selecting the winner and in all matters relating to the Competition are final and binding. The winning entry and the identity of the winner will be announced on Dwell.com, and the winner will be notified in writing by certified mail, not later than September 5th, 2008.

8. Prize: On or about September 12, 2008, the winner will be flown to San Francisco, California in coach class at Google SketchUp's expense to join members of the *Dwell* editorial staff for lunch at the *Dwell* offices, tour the "site" of the home, and take the *Dwell*/AIA home tours to be held September 13-14, 2008. Two nights' accommodations in San Francisco will be provided by Dwell at a hotel of Dwell's choice. In addition, a physical 3D model of the winning design will be created and displayed at Dwell's San Francisco headquarters from September 30 to October 31, 2008 and then given to the winner. If the winner chooses not to accept the prize, an alternate winner will be chosen. All federal, state, and local taxes on the value of the prize are the sole responsibility of the winner. A 1099 tax statement will be filed with the IRS for the winner and the winner will be required to sign a W-9 form and various agreements, including an Affidavit of Eligibility, a Waiver, and Assignment of Intellectual Property Rights, and a Publicity Release. Failure to do so will result in forfeiture of the prize.

9. Right to Use Name, Likeness, and Other Identifying Information: By submitting an entry, each entrant grants to Sponsors and their respective successors and assigns the right, except where prohibited by law, to use the entrant's name, likeness, city and state, biographical information, entry materials, and written or oral statements, for editorial, advertising and promotional purposes, without compensation. Entrants shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of their name, likeness, city and state, biographical information, or entry. The rights granted under this paragraph are without compensation or notification to the entrant of any kind, except as required by law, and shall extend to all entries and all other submitted materials related to the Competition, including those submitted by non-winners and winners.

10. General Conditions. By participating in the Competition, entrants agree to abide by the terms of these Official Rules and by the decisions of the Sponsors and the judges, which will be final and binding on all matters pertaining to this Competition. Sponsors and their respective

officers, directors, employees, agents, successors and assigns (collectively, the "Released Parties") shall have no responsibility for any injury, losses, or damages of any kind resulting from participation in this Competition. If for any reason the Competition is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsors, which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Competition, Sponsors reserve the right in their sole discretion to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify, or suspend the Competition, and/or to judge entries from among all eligible, nonsuspect entries received prior to such action. Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, or destruction or unauthorized access to, or alteration of, entries. Released Parties are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Dwell LLC on account of technical problems or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in this Competition. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.**

11. Privacy. By entering this Competition, you agree and consent that any information you provide upon entering may be used by Sponsors in accordance with their respective Privacy Policies located at www.dwell.com/privacypolicy and www.google.com/intl/en/privacy. **If you do not want your information used in this manner, do not enter this Competition.**