

**APPLICATIONS FOR THE 2009 PROGRAM ARE CLOSED  
BUT STAY TUNED FOR UPDATES ON FUTURE PROGRAMS.**

NO PURCHASE NECESSARY. To enter, submit (1) a brief essay on why you want to be part of the Body By Milk Got Noise? music video program (100 words or less), (2) your selected Usher song and music video concept (100 words or less), and (3) your name, birth date, full address, telephone number and email address via the Got Noise? ([www.Got-Noise.com](http://www.Got-Noise.com)) website. Entry is limited to teens 13-18 years of age as of March 1, 2009, and must currently be enrolled in High School or have taken High School classes during the 2008-2009 school year, entrant must also be living in the continental U.S.

Entries will also be accepted by mail. To enter by mail, submit (1) a brief essay on why you want to be a filmmaker (100 words or less), (2) your selected Usher song and music video concept (100 words or less), and (3) your name, birth date, full address, telephone number and email address. Entry is limited to teens 13-18 years of age as of March 1, 2009, entrant must be living in the continental U.S. Mail your entry to:

Body By Milk Got Noise?  
c/o Dreaming Tree Films  
4646 N. Ravenswood  
Chicago, IL 60640

A Body By Milk Got Noise? panel will select 20 winning entries. Pending eligibility screening, these 20 winning "Music Video Filmmakers" will compose the 2009 Body By Milk Got Noise? Teen Production Crew.

A minimum of two winning entries of the 20 total winning entries will be participants who meet all eligibility requirements and are involved with Usher's New Look Foundation as denoted on their online or written application by checking "Yes" to involvement in said Foundation.

Participation of all contributing Body By Milk Got Noise? Teen Production Crew members are subject to written approval by their parents/guardian (as specified by the participant's state of residence) and the approval of Dreaming Tree Films. Dreaming Tree Films also reserves the right to reduce the total number of participants, i.e. Teen Production Crew member, as it deems necessary or appropriate. Teen Production Crew member do not need to live in the production city to be selected as a winning entrant.

The above selection process will result in two (2) Teen Production Crews, each with ten winning "Music Video Filmmakers". Each crew will produce a Music Video for the 2009 Body By Milk Got Noise? Music Video competition. The final music video may be based in part or entirety on an idea submitted by a winning entrant.

All entries must be received by 12 noon (CST), Monday Feb 2<sup>nd</sup>, 2009. Entries must be original music video ideas. By entering, each entrant warrants and represents that he or she is the owner of all rights to the content submitted, including all copyright and publishing rights, including music and all visual images. Previously published entries are not eligible. Submission of entry grants Dreaming Tree Films and its agents the right in perpetuity to reproduce, publish, distribute, use, edit, adapt and/or modify such entry in any way, in any and all media, without limitation and without compensation to entrant. Submission of entry further constitutes the entrant's consent, or in case of a minor, parent's or legal guardian's consent, to (i) irrevocably assign and transfer to Dreaming Tree Films any and all rights, title and interest in the entry, including, without limitation, all copyrights; and (ii) use entrants' names, hometowns or likenesses (except where prohibited by law) for advertising or publicity purposes without further compensation. Incomplete, incorrect, illegible or mutilated entries will be disqualified. Dreaming Tree Films and its agents will not be held responsible for technical difficulties that complicate, prevent or otherwise alter electronic submissions via the web site or other events beyond the direct control of Dreaming Tree Films that impacts this program. Multiple entries are permitted, but must be submitted separately. All entries become the property of Dreaming Tree Films and will not be returned. Dreaming Tree Films and its agents cannot acknowledge or return any entries.

All entries will be judged by editorial and marketing representatives of Dreaming Tree Films or their advertising or promotional agencies. Judges' decisions are final in all matters. A panel of judges selected by Dreaming Tree Films will select all winners and alternates, based on the originality of each submission and appropriateness for the target audience. Examples of inappropriate content include, but are not limited to, violence, sexual situations, drug and alcohol use, obscenity and coarse language. The judges' selections will be subject to the eligibility requirements outlined throughout these official rules. To be eligible, the selected entrants and crew members must also be available during production dates to be outlined by Dreaming Tree Films and the overall contest production schedule. If any of the entrants cannot meet all requirements, the next alternate will be considered according to the same guidelines. Ultimately, two crews, each composed of ten teen crewmembers, will be selected. After selection, the specific duties of each crew member will be outlined by Dreaming Tree Films, in consultation with the entrants. All crew members are subject to the eligibility requirements outlined in these official rules, and subject to approval by Dreaming Tree Films.

A Body By Milk Got Noise? Production Crew, to be composed at the sole discretion of Dreaming Tree Films and consisting of at least an executive producer, creative director, director, producer and technical director, will travel to Los Angeles to help produce the Body By Milk Got Noise? Music Videos. Music Video production will consist of approximately one 7-day workweek. Efforts will be made to schedule film production around local school schedules and holidays. Additional production and post-production work outside of this work period, and at the exclusion of the contest winners, may be necessary. All final creative and tactical direction is at the sole discretion of Dreaming Tree Films.

The selected twenty Teen Production Crew members plus a parent/guardian will be provided travel and accommodations to Los Angeles for the production of the Body By Milk Got Noise? Music Video Competition. Airfare will be provided from the participants' nearest major gateway airport. Participants and their respective Parent/Guardian will be responsible for all travel to and from their home airport, and all travel and meals not provided by the Body By Milk Got Noise? competition while staying in Los Angeles.

Participants will be responsible for attending all production sessions during the 7-day production schedule; failure to attend may result in termination from the Teen Production Crew, including forfeiting of all prizes and winnings and return travel home at Participant's expense. Participants and their respective Parent/Guardian will be responsible for conduct during and after Body By Milk Got Noise? production sessions. Failure to comply with conduct mandates may result in termination from the Teen Production Crew, including forfeiting of all prizes and winnings, and return travel home at Participant's expense.

Two (2) completed Music Video's will be showcased for a voting competition on the Body By Milk Got Noise? web site [www.got-noise.com](http://www.got-noise.com) The video's will be released at the same time, once they are completed. When they become available online, site visitors can view each music video and vote for their favorite music video. All videos will be available for viewing and voting for equal periods of time. Dreaming Tree Films and its agents will not be held responsible for technical difficulties that complicate, prevent or otherwise affect electronic voting via the web site. Furthermore, Dreaming Tree Films and its agents have implemented these official rules in an attempt to create a fair online voting environment and will not be held responsible for measures taken by site visitors to circumvent the voting system, or otherwise affect the outcome of the vote.

At the end of the voting competition period, only the final vote tally, as submitted by Got Noise? site visitors and will determine the final Grand Prize winners. The Teen Production Crew (original filmmaker(s) listed on the entries) who produced the Music Video garnering the most votes will be deemed the Grand Prize winner. The Teen Production Crew (original filmmaker(s) listed on the entries) who produced the video garnering the second-highest number of votes will be deemed the Second Place winners. Grand Prize and Second Place winners will be announced on or around May 1, 2009

The Grand Prize winning crew will receive an Apple Mac Book and Final Cut Pro editing software. The Grand Prize winning crew will win a trip to an Usher concert at a to be determined location. The Grand

Prize winners must be able to travel to this event on dates designated by Dreaming Tree Films. All winners are subject to approval by Dreaming Tree Films. The Grand Prize winning crew plus two chaperones (to be approved by Dreaming Tree Films), will be provided round-trip coach airfare to the TBD Usher concert location from a major gateway city airport closest to the winners' residence, accommodations in or near the concert venue, plus transportation to/from the airport and to/from the TBD Usher concert venue (approximate total prize package value: U.S. \$5,000.) The Second Place winning crew will win Final Cut Pro editing software (approximate total prize value \$1,300.00).

All winning Teen Production Crews will be required to complete, sign and return an affidavit of eligibility and liability and publicity release and photo shoot rights within 14 days of date printed on notification, or an alternate winner will be declared. Dreaming Tree Films reserves the right to revise procedures, events or other specific items mentioned in these rules at any time for any reason. Dreaming Tree Films reserves the right to substitute artist participation and scheduled events subject to availability of the artist, availability of the artist's music, licensing issues or other any other events beyond the direct control of Dreaming Tree Films. Prize is not transferable or redeemable for cash. Dreaming Tree Films reserves right to substitute a prize of equal or greater value. If winners and/or members of the crew are minors, parent or legal guardian must execute and sign affidavits and all releases on minor's behalf including a release approving the minor's participation and/or appearance in the short film and any additional documentary films surrounding the productions. Any unclaimed prizes as of December 31, 2009 will be awarded in a random drawing to be held as necessary.

Contest is open to residents of the continental United States ages 13 to 18 as of March 1<sup>st</sup> 2009. Contest is void where prohibited by law. Residents of Rhode Island and employees of Apple Computer, National Fluid Milk Processor Promotions Board, JPat Management, Dreaming Tree Films, their affiliates, their parent and subsidiaries, their respective advertising, promotion and production agencies subsidiaries (and their immediate families) are not eligible. Winners are responsible for any associated costs and taxes. By acceptance of prize, winning Teen Production Crews agree to release Dreaming Tree Films, National Fluid Milk Processor Promotions Board, JPat Management, Apple Computer, their parent and subsidiaries, and their respective advertising, promotion and production agencies from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property that may be sustained in connection with production of the author's submission, the receipt, ownership or use of any prize, or while traveling to or from any prize-related activity. For a list of the twenty (20) winners selected for film production (available March 15, 2009), send a SASE to: Dreaming Tree Films, Body By Milk Got Noise? 2009 WINNERS LIST 4646 N. Ravenswood, Chicago, IL 60640.