

“X1 Panel Challenge”

1) Description of the competition and general objectives

“X1 Panel Challenge” is a competition open to all Internet users, without any limitation, either geographical or of any other kind. Participation in the contest must be individual and does not include groups. The contest has been conceived by MySonyEricssonBlog (MSEB) with the support of Sony Ericsson (SE).

The aim of the competition is to create panels for the Sony Ericsson Xperia™X1 mobile phone.

Note: Pursuant to Italian Presidential Decree no. 430 of October 26th 2001, art. 6 no. 1 a), the initiative does not fall within the category of prize-winning competitions, as it aims at promoting the production and development of projects with artistic or creative contents in the commercial sphere. In this sphere, the awarding of prizes to the authors of winning projects (see regulations) is understood as a recognition of personal merit and encouragement in the community interest.

2) Panel categories

Participants are invited to develop their panels according to the following categories:

News: optimized panels to handle financial news, sports news, etc..

Music: panels created to organize users’ music or to manage users’ music websites.

Entertainment: themed panels devoted to celebrities, movies, TV series or anything that is entertainment.

Social Network: panels which aim at improving the management of the user’s presence on the various SNs.

Personal: improving the user’s experience. Panels created to handle links, services and utilities.

The contents of the proposals are totally free. The competition will exclude all works with contents that are damaging, abusive, insulting about races or religions, obscene, with explicit sexual references, defamatory or reputed to be distasteful in any way or not suitable for the contest . Furthermore, non working panels will not be taken into consideration.

The categories have been framed in order to provide participants with some guidelines for the development of the panels. The judging criteria used by the jury will only be of a general character. The competition does not include prizes for winners of individual categories.

3) Terms of participation

The competition is open to all adult natural persons; it does not include limitations on access associated with the meeting of professional and geographical requirements or any other limitations, subject to the provisions of this announcement.

The competition is open to all users of the Internet. Participation in the contest must be individual and does not include groups. The competition is open (the names of participants must be indicated when entering and will be visible on the competition website).

It is necessary to register for the competition, by completing an online form on the website www.mysonyericssonblog.com. Participation in the competition is concomitant with the presentation of works by the specified deadlines.

The following are not allowed to enter the competition:

- members of the jury or their family members;
- employees of the promoting companies or their family members.

4) Procedures for participation

Each participant may present any number of projects in any category. The method for representing the works is left to the participants' discretion. It is mandatory to enter the competition by completing the form on the website http://www.mysonyericssonblog.com/x1_panel_challenge.

Participants in the competition declare and guarantee that:

- they have exclusive ownership of the works produced for this competition as regards copyright and the rights of economic exploitation of the works. Therefore, there is no exclusive right of third parties on those works;
- the works produced for this competition are original and the result of the personal work of each participant.

The participants acknowledge that the promoting company and its assignees are therefore exonerated from any liabilities for any disputes that may arise regarding the authenticity and ownership of the works. By registering on the website indicated above and forwarding their materials to the promoting company, the participants unequivocally express their full acceptance of the contents of these regulations and their consent to the processing of their personal details.

Registration

On the act of registration for the competition, each candidate must provide the following information:

- Name;
- Surname;
- Nickname;
- Email address - any website;
- Address (street, ZIP code, city, country);
- Mobile phone number;
- Consent to the processing of their details by MSEB and SE in accordance with the Privacy Law;
- Consent to regulation.

Entries and the uploading of panels must take place between March 18th 2009 and May 31st 2009.

5) Selection Procedures

The panels uploaded to the website by candidates must first be evaluated by the editorial staff of the competition; once the correctness of the contents with respect to the regulations stated above has been confirmed, the panels will be visible online on the website www.mysonyericssonblog.com.

After being evaluated by the editorial staff of the competition, all the uploaded contents will be visible online and the users of the blogs can comment on them. The comments are in no way binding for the jury.

The 10 finalist projects identified by the editorial staff of the competition will be judge by the final jury of the competition, who will decide the 3 winners in their own unchallengeable judgment.

6) Jury

The jury of the competition is composed of:

- MySonyEricssonBlog
- Sony Ericsson
- Ambito5 (PR agency of Sony Ericsson)
- Ernesto Assante (La Repubblica)
- Editorial staff of Cellulare Magazine

The commission reserves the right to declare the competition as without a result if no work is considered deserving.

The judgment of the commission is unchallengeable.

It is not possible to submit objections to the decisions of the Commission, even if it judges all the works presented negatively.

7) Prizes

The first 3 classified will receive a Sony Ericsson high-end mobile phone.

Furthermore, the first prize winner will be interviewed by the specialist magazine Cellulare Magazine.

8) Rights of utilization

Through the awarding of prizes to the winner and the other finalists, SE acquires all the rights of ownership and the remaining rights on the drawings, designs, projects and all works created by the participants in order to participate in the competition, pursuant to law 633 of 1941.

The participants authorize MSEB and SE to publish their projects on their websites, in catalogues, books, specialist magazines or other mass media. No sums will be due to the participants for these publications. MSEB e SE will have the obligation to indicate the authors of the works.

9) Obligations of participants

Participation in the competition requires the full acceptance of the contents of this announcement.

Competitors are not allowed to enter into relations with members of the jury or influence their decision. Competitors are not allowed to appeal against the announcement or appeal against modifications made to the announcement if communicated promptly by the editorial staff of the competition.

10) Publications and results of the competition

The organizers of the competition undertake to divulge and utilize the value of the results of the competition through appropriate actions.

The promoting companies will communicate the results of the competition to all participants by **June 15th 2009**, on the website www.mysonyericssonblog.com. The website will publish all uploaded contents that have been approved by the editorial staff of the competition.

11) Privacy

The personal details of each participant will be processed by MSEB (data controller) solely in order to allow participation in the competition and the fulfillment of related activities, as highlighted above.

The details may be processed both on paper and electronically. The providing of data is mandatory; any refusal to provide the data or to allow the processing may result in the impossibility for the entrant to participate in the competition and the inability for the commission to carry out the related activities.

The data provided may be divulged, pursuant to the terms specified above.

The data provided will be processed for the entire duration of the competition and subsequently for the completion of all the activities provided for by these regulations.

The participant may decide to exercise the rights provided for by art. 7 of Legislative Decree 196/2003.

12) Information

For further information, please contact Angela Barison (email: capitano@mysonyericssonblog.com).

Final rules

1. Participation in the competition is free of charge and no reimbursement or fee will be assigned, with the exception of those envisaged for the winners of the competition.
2. The intellectual ownership of the project proposals remains with respective authors.
3. Participation in the selection through the uploading of works involves the automatic acceptance of the present regulations and the agreement, without any reservation, by the participant, to the reproduction of the uploaded material or product, on any means and in any format, for all publications of a documentary or promotional nature relating to the initiative. The participants guarantee that the use of the uploaded material does not damage the rights of third parties, such as other authors, the subjects of portraits, and the assignees of rights.
4. By entering the competition, the participants exempt the organizer from any liability in relation to third parties who might be damaged by their display or by false statements relating to the authorship of the works. Furthermore, the organizers deny any responsibility relating to damage, accidents or anything that might occur before, during and after the competition.
5. The present regulations do not constitute a call for bids, neither are they an offer to the public nor a promise to the public, since the decision regarding the admission of participants into the competition must be taken by the judging committee.
6. Pursuant to Presidential Decree 430 of 26.10.2001, art. 6, the present competition is not a prize-winning competition. Consequently, it does not require ministerial authorization.
7. The organizers reserve the right to modify the present announcement in order to refine the initiative.
8. Due to causes of force majeure, the present announcement may be modified or revoked without any legal claim or entitlement by participants.