

THE RETURNED by Jason Mott Contest sponsored by Harlequin

OFFICIAL RULES

NO PURCHASE NECESSARY TO PARTICIPATE OR RECEIVE PRIZES. PURCHASE OR ACCEPTANCE OF A PRODUCT OFFER DOES NOT IMPROVE YOUR CHANCES OF WINNING.

1. SPONSORS: Riot New Media Group, Inc., Suite #2M, 616 East 18th Street, Brooklyn, NY 11226 ("RNMG") and Harlequin Enterprises Limited, 225 Duncan Mill Road, Toronto, Ontario, M3B 3K9 ("Harlequin") (each a "Sponsor" and collectively, the "Sponsors").

2. ELIGIBILITY: THE RETURNED by Jason Mott Contest sponsored by Harlequin (the "Contest") is open only to legal residents of the fifty United States and the District of Columbia who have reached the age of majority in their state of residence. Void where prohibited by law. The following individuals are not eligible: (a) employees of the Sponsors and their respective parent companies, affiliates and subsidiary companies; and (b) members of the immediate family (i.e., husband, wife, spouse, mother, father, brother, sister, son and/or daughter) of a person in (a) and/or those living in the same household as a person in (a). All federal, state and local laws and regulations apply. Entrants agree to be bound by the terms of these official rules and by the decisions of the Sponsors, which are final and binding on all matters pertaining to this Contest.

3. HOW TO ENTER: To enter, entrants must visit the Promotion Website at <http://bookriot.com/> and submit an original image with accompanying original text explanation. The Contest begins on August 27, 2013 at 12:00AM United States Eastern Time and ends on September 3, 2013 at 11:59PM United States Eastern Time (the "Contest Period"). Entries using macro, script or other forms of automatic entry will be disqualified. You may also enter the Contest by writing THE RETURNED by Jason Mott Contest sponsored by Harlequin, your name, street address, telephone number and information requested on the online entry form on a 3 x 5 card and mailing it with first-class postage affixed to: Riot New Media Group, Inc, 616 East 18th Street, Suite 2M, Brooklyn, NY 11226. All mail-in entries must be handwritten and received by September 3, 2013 ("End Date"). No mechanically reproduced entries permitted. Limit one entry per outer envelope. All entries must be submitted during the Contest Period, regardless of method of entry. The Sponsors are not responsible for late, lost, incomplete, inaccurate, illegible, or misdirected entries or entries not received for any reason. All entries become property of RNMG and will not be acknowledged or returned. Limit one entry per person.

4. AUDIENCE CHOICE: Within 5 business days of the End Date, five (5) Finalists will be selected by RNMG editorial staff based on the following Judging Criteria:
(a) Original interpretation of the call to action theme as stated on the Promotion Website

Decisions of the judges are final and binding in all respects. Finalists will be notified by e-mail at RNMG's discretion. If RNMG cannot locate a finalist within 7 days of attempted notification, the

finalist spot may be forfeited and an alternate finalist may be selected. Upon notification of all Finalists, RNMG shall make a page available on the Promotion Website containing a polling mechanism ("Voting Page") where visitors to the page may vote for one (1) Finalist. Voting is restricted to one vote per IP Address. Votes will be accepted for the period specified on the Voting Page. The one (1) Finalist receiving the most votes will be the Contest Winner ("Contest Winner"). All federal, state and local laws and regulations apply.

5. PRIZES and APPROXIMATE RETAIL VALUE: There will be five (5) prize(s) awarded ("Prize(s)"), consisting of the following:

(a) Finalist Prize: four (4) Finalists will receive a copy of THE RETURNED by Jason Mott delivered by Harlequin in the format of Harlequin's choosing (approximate value of \$25.00 USD).

(b) Contest Winner Prize: one (1) Contest Winner will receive a copy of THE RETURNED by Jason Mott delivered by Harlequin in the format of Harlequin's choosing (approximate value of \$25.00 USD) and a one hundred dollar (\$100.00 USD) gift card, supplied by RNMG, to the Winner's book retailer of choice.

Odds of winning are dependent on the total number of eligible entries received and the quality of the submissions, as determined based on the Judging Criteria.

6. ALL PRIZE CONDITIONS: Specifics of prize will be determined by the Sponsors in their sole discretion. No substitution or transfer of a prize will be permitted, except that the Sponsors reserve the right to substitute a prize of equal or greater value if the advertised prize is unavailable. Prize cannot be transferred by winner or redeemed for cash and is valid only for the items detailed above, with no substitution of prize by winner. If a Prize element is not available for any reason, the remaining elements of the prize shall constitute full satisfaction of the Sponsors' prize obligation to winner, and no additional compensation will be awarded. Each Sponsor has no responsibility for cancellations, delays, or any other change by any company or person providing any element of the prize due to reasons beyond that Sponsor's control, and is not responsible or liable for any expenses incurred as a consequence thereof. The prize is awarded without warranty of any kind from the Sponsors, express or implied, without limitation.

7. CONDITIONS OF PARTICIPATION

(a) Eligibility

By participating in this Contest, all entrants represent and warrant that they are eligible to participate.

(b) Release

By participating in this Contest all entrants agree to release, indemnify and hold harmless the Sponsors from and against any liability, injury, death, loss or damages to entrant or any person or entity, including without limitation damage to personal or real property, caused in whole or in part, directly or indirectly, by reason of their participation in this Contest (or related activities) or their acceptance, possession or use/misuse of a prize.

(c) Publicity

Except where prohibited, entrants hereby grant the Sponsors the right to use their names, likenesses, voices, opinions and biographical information for publicity, advertising, trade or promotional purposes. Entrants also agree that all information received as part of this Contest will be subject to RNMG's Privacy Policy located at <http://bookriot.com/privacy>.

(d) Entry Errors/Internet

The Sponsors are not responsible for lost, late, incomplete, damaged, stolen, invalid, unintelligible or misdirected information. The Sponsors are not responsible for lost or late entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions or failure to receive entry information by the Sponsors or presenter on account of technical problems or traffic congestion on the Internet or at any Web site or any combination thereof. If for any reason the program 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 the the Sponsors which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, the Sponsors reserve the right in their sole discretion, to disqualify any individual who tampers with the entry process, violates these official rules, or acts in a disruptive or unsportsmanlike manner, and to cancel, terminate, modify or suspend the Contest. The Sponsors reserve the right to select winners from eligible entries received as of the termination date. Without limiting the foregoing, the Sponsors may reject any entrant, if in the Sponsors' sole judgment, the entrant has been disqualified, has questionable eligibility or is otherwise ineligible to enter or participate. CAUTION: A PERSON WHO ATTEMPTS DELIBERATELY TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE SUBJECT TO CIVIL AND/OR CRIMINAL PENALTIES AND FINES; AND THE SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. If there is a dispute as to the identity of the entrant, the prize will be awarded to the authorized account holder of the email address. The "authorized account holder" is defined as the natural person to whom the email address is assigned. The Sponsors are not responsible for any typographical or other error in the printing of the offer, administration of the Contest or in the announcement of the prize.

(e) Failure to comply with any requirement listed herein, as determined in the Sponsors' sole judgment, may result in forfeiture of the prize and an alternate winner may be selected.

8. Governing Law: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of participants or the Sponsors in connection with the Contest shall be governed by and construed in accordance with the internal laws of the state of New York without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state laws. Claims may not be resolved through any form of class action. Venue for all suits will be in federal or state courts located in Kings County, New York.

9. SEVERABILITY: If any provision(s) of these Official Rules are held to be invalid or

unenforceable, all remaining provisions hereof will remain in full force and effect.

10. Winners' List: A copy of the winners' list may be obtained by sending a written request to RNMG postmarked within 15 calendar days of the End Date.