

## “How Do You JUNO?” Official Contest Rules

**OPEN ONLY TO CURRENT OWNERS OF ROLAND JUNO PRODUCTS (JUNO-6, JUNO-60, JUNO-106, Alpha JUNO-1, Alpha JUNO-2, JUNO-D, JUNO-G and JUNO-STAGE). NO PURCHASE NECESSARY. VOID WHERE PROHIBITED BY LAW.**

**1) ELIGIBILITY:** Open only to individuals who own a Roland JUNO product and who have a valid user account with YouTube™ (see rule 2 below). The following individuals are not eligible: employees, contractors, directors and officers of Roland Corporation, YouTube, and each of their respective parent, subsidiaries and affiliated companies, distributors, web design, advertising, fulfillment, judging and Contest agencies involved in the administration, development, fulfillment and execution of this Contest collectively, (“Contest Parties”), and the immediate family members (spouse, parent, child, sibling and spouse or “step” of each) and those living in the same households of each. Contest open to United States residents only.

**2) TO ENTER:** Create a 3-minute (or less) video response to the question “How Do You JUNO?” Refer to rules 3-4 below for more details regarding the requirements for your video. To enter your video in the Contest, log onto the YouTube website and complete the following process between 12:00:00am on April 1, 2009 and 11:59:59pm PT on June 30, 2009 (“Contest Entry Period”).

You must complete the following steps:

- Register on YouTube: If you are not an existing user of YouTube, you will be required to create a free user account at <http://www.youtube.com/signup>. Registration on YouTube must be completed before a video can be submitted. When you register for a YouTube account, you will be required to agree to the YouTube “Terms of Service,” located at <http://www.youtube.com/t/terms>, and the YouTube Privacy Policy, located at <http://www.youtube.com/t/privacy>.

- Upload your video: Once registered with YouTube, go to the <http://www.youtube.com/group/howdoyoujuno> web page on YouTube and join the Contest Group. When you have successfully joined the Contest Group, click “Add Videos” and follow the instructions to upload your final, edited video (your “Submission”). Submissions that do not include all required information and adhere to the foregoing and following requirements will be considered void and will not be considered in the judging of this Contest.

- Fill out the Contest registration form: If you do not complete this registration step, your Submission will not be entered into the Contest or eligible for a prize. Entrant must provide Roland with true name, email address, YouTube user name, link (URL) to video, contact information, and other required fields to be officially entered in the Contest and eligible for a prize. This is done by completing the registration form on the <http://www.rolandus.com/howdoyoujuno> web page. Roland is not responsible for Entrant’s failure to timely complete each step of the registration process. Registration must be completed by 11:59:59pm PT on June 30, 2009 or your Submission will not be entered into the Contest. You may enter multiple Submissions as long as the same (or substantially similar) Submission is not uploaded more than once.

**IMPORTANT: Be sure to save your Submission in the original format after uploading it to the YouTube Contest Group. If you are a winner, you will need to provide Roland with your Submission in its original format in order for the Submission to be valid.**

**3) CONDITIONS OF ENTRY:** As conditions of entry into this Contest and by uploading and entering a Submission, Entrant warrants and represents that the Submission (a) is original and has been legally created; (b) does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party; (c) has not been entered in or won previous contests or awards; and (d) has not been published or distributed previously in any media. Entrant represents that he/she owns all rights to his/her Submission, including, without limitation, the copyrights in the recording and the performance contained therein. Entrant further represents and warrants that the Entrant has obtained

permission from each person whose name, image, likeness or voice (“Likeness”) is included in the Submission, and that such person(s) have granted Entrant all necessary rights to use the person’s Likeness as described in these rules, and that Entrant can make written copies of such permissions available to Roland upon request. If the Likeness of a minor is included, such grant of rights must include written permission from the minor’s parent or legal guardian authorizing the use of the minor’s likeness on behalf of the minor. By uploading a Submission, Entrant irrevocably grants Roland and its affiliates, legal representatives, assigns, agents and licensees, the unconditional and perpetual right and permission to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, exhibit and/or otherwise use or reuse (without limitation as to when or to the number of times used), the Entrant’s Submission, including, but not limited to, the recording and the performances contained therein (in each case, as submitted or as edited/modified in any way by Roland, in its sole discretion), as well as to use Entrant’s name, likeness, photograph (collectively, “Likeness”), and/or statements regarding his/her participation in this Contest (with or without using the Entrant’s name) in any and all media without limitation as to time or territory, and without additional compensation or approval from the Entrant or any other party. Entrant waives intellectual property rights, privacy/publicity rights or other legal or moral rights that might preclude Roland’s use of the submission, and agrees not to sue or assert any claim against Roland for the use of the Submission or Entrant’s Likeness or statements. Entrant agrees to indemnify and hold Roland, its agencies and their respective affiliates, officers, directors, agents, co-branders or other partners, and any of their employees (collectively, the “Indemnities”), harmless from any and all claims, damages, expenses, costs (including reasonable attorneys’ fees) and liabilities (including settlements), brought or asserted by any third party against any of the Indemnities due to or arising out of the Entrant’s Submission, or the Entrant’s conduct in creating a Submission or otherwise in connection with this Contest, including but not limited to claims for trademark infringement, copyright infringement; violation of an individual’s right of publicity or right of privacy; or defamation. Entrant further agrees to release Roland from any and all claims that any advertising subsequently produced, presented, and/or prepared by or on behalf of Roland infringes Entrant’s rights with regard to any elements, characters or ideas contained in any submission.

#### **4) SUBMISSION FORMAT AND CONTENT REQUIREMENTS:**

- Creative Assignment: Think of an idea for “How Do You JUNO?” Tell your unique story. Show everyone why the JUNO is so cool. Make it something you’d want other people to see and appreciate. You write it. You cast it. You direct and shoot it. You have total creative control. **Your video must feature a Roland JUNO product and include the phrase “This is how I JUNO...”**
- Technical Requirements: Video file(s) submitted to your YouTube account must be provided in one of the following file formats: avi, mov, mpg, or wmv. See the YouTube “Terms of Service” for additional details.
- Additional Requirements: The video must be three (3) minutes or less in length, including any tags, and must be in English (no sub-titles). Once you complete and submit your video, your Submission is final and may not be modified or edited without permission from Roland. No Submissions will be returned. The person named as the registered owner of the user account on YouTube associated with the Submission and named on the Contest registration form for the Submission must match, and that person will be deemed the entrant (“Entrant”), or the registered owner of the user account on YouTube must be the parent or legal guardian of the Entrant. In the event of dispute regarding the identity of an Entrant, dispute will be resolved in favor of the individual who is the “authorized email account holder” of the email address provided when the YouTube user account was created. “Authorized email account holder” is defined as the natural person assigned an email address by an Internet access provider, online service provider, or other organization (i.e., business, education institution) responsible for assigning email addresses for the domain associated with the submitted email address. If there are multiple Entrants in one family, it is preferred that each Entrant submit their Submission with their own unique user account on YouTube, although multiple Entrants in one family are allowed to enter Submissions on one user account on YouTube. Each Entrant must create a free Backstage account by registering for the contest on the <http://www.rolandus.com/howdoyoujuno> web page.

If any group of individuals elects to collaborate on a Submission, they are required to designate one (1) representative to enter the Contest and accept the prize on behalf of the group. Neither Roland nor any of the Contest Parties are liable for any disputes between collaborators related to a Submission. Please note the following: Any elements in your Submission, including without limitation music, songs, audio, speech/voiceovers, stills, video, supers, or other audiovisual materials used must be 1) entirely original, created and performed by you, or 2) be in the public domain. Use of any elements, including without limitation music, songs, audio, speech/voiceovers, video, stills, visuals, or other materials that are not original or in the public domain, may result in disqualification of Submission, in Roland's sole discretion.

Publication of a Submission does not mean the Submission has been deemed to be in compliance with these rules. Submissions that do not comply with the YouTube Terms of Service or these Official Rules or that otherwise contain prohibited, or inappropriate content as determined by Roland, in its sole discretion, will be disqualified, removed from the "How Do You JUNO" YouTube Group, and will not be considered for a prize.

- Inappropriate Content: When YouTube users identify inappropriate content, as described in our Terms of Service (<http://www.youtube.com/t/terms>) and Community Guidelines ([http://www.youtube.com/t/community\\_guidelines](http://www.youtube.com/t/community_guidelines)), they are able to flag the video. Each flagged video is promptly reviewed by YouTube administrators (24 hours a day, 7 days a week) who immediately remove any content that violates the Terms of Service.

**5) SELECTION OF WINNERS:** Submissions will be judged by YouTube members ("Judges"). The top-10 most-viewed qualifying submissions will be selected as finalists. In addition, two "wildcard" videos will be selected by Roland. Visitors to the <http://www.rolandus.com/howdoyoujuno> web page will then vote for their favorite finalist. The submission with the most votes will win. The submissions with the second and third highest vote totals will win second prize. The voting period will begin at 12:00:00am on July 1, 2009 and end at 11:59:59pm on July 31, 2009. The winners will be revealed on or about August 14, 2009.

**6) PRIZES:**

One (1) Grand Prize: JUNO-STAGE Keyboard and two (2) SRX Expansion Boards (\$2,257 retail value)  
Two (2) Second Place Prizes: JUNO-STAGE Keyboard (\$1,599 retail value)

**7) GENERAL CONDITIONS:** All winners will be required to irrevocably assign and transfer to Roland any and all rights, title and interest in his/her Submission, including, without limitation, all copyrights, and agree to waive all moral rights in that Submission. Winners will be required to complete, sign and return a "Consent and Release" form. All completed documents must be returned to Roland within seven (7) business days of the date notice was sent or winning status will be forfeited and an alternate winner may be selected. The winners may also be required to sign additional documents, as deemed necessary by Roland in its sole discretion. Winners are solely responsible for any taxes on their respective prizes. No substitution of prize is offered, except at the sole discretion of Roland. Prizes are non-transferable. If for any reason the Contest is not capable of running as planned, including without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Roland reserves the right, at its sole discretion to cancel, modify or terminate the Contest. Further, Roland reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry process or the operation of the Contest or any Roland or YouTube; (b) violating the Official Rules; (c) violating the YouTube Terms of Service, or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Roland reserves the right to require winners to submit to a confidential background check to confirm eligibility as a condition of awarding the prize to help ensure that the use of any such person in advertising or publicity for the Contest will not bring Contest Parties into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Contest as determined by Roland in its sole discretion.

**8) LIMITATIONS OF LIABILITY AND RELEASE:** No liability or responsibility is assumed by Roland or Contest Parties resulting from any user's participation in or attempt to participate in the Contest or ability or inability to upload or download any information in connection with participating in the Contest. No

responsibility or liability is assumed by Roland or Contest Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Contest: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any email transmissions to be sent or received; lost, late, delayed or intercepted email transmissions; inaccessibility of the Web Site in whole or in part for any reason; traffic congestion on the Internet or the Web Site; unauthorized human or non-human intervention of the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Contest. Roland and Contest Parties are not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the Web Site. Use of Web Site is at user's own risk. Roland and the Contest Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the Contest, use of the Web Site or the download of any information from the Web Site. By participating in the Contest, the Entrant releases Roland and Contest Parties from any and all claims, damages or liabilities arising from or relating to such Entrant's participation in the Contest. By accepting a prize in the Contest, winners agree that Roland and Contest Parties shall not be liable for any loss or injury resulting from participation in the Contest, acceptance or use of any prize. Roland and Contest Parties are not liable in the event that any portion of the Contest is cancelled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control (a "Force Majeure Event"). Should a Force Majeure Event occur, Roland may, but is not obligated to, exercise commercially reasonable efforts to air the Grand Prize and Runner-Up Prize winning videos at another time or make a reasonable substitution in its sole discretion.

**9) SPONSOR:** Roland Corporation U.S., 5100 S. Eastern Ave., Los Angeles CA, 90040  
Email: [junocontest@rolandus.com](mailto:junocontest@rolandus.com)

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