

1. Title: Want2BeMe™ BeDrawin' Picture Contest

2. Term

Entry into the Want2BeMe™ BeDrawin' Picture Contest (the "Contest") begins on April 11, 2010, at midnight (12:00:00 a.m.) Eastern Time ("ET") and ends on May 15th, at 11:59:59 p.m. ET (the "entry period"). The Contest consists of the phases set forth below, as fully described in these Official Rules.

Phase	Starts at 12:00 a.m. ET	Ends at 11:59:59 p.m. ET
Submission (received by mail or email)	April 11, 2010	May 15, 2010
Judging	On or about May 16, 2010	On or about May 17, 2010
Announcement	On May 18, 2010	On May 18, 2010

Sponsor's computer is the official time-keeping device for the Contest.

3. Eligibility

Contest is open only to legal residents of the U.S. who reside in the Delaware Valley throughout the following counties in PA, NJ, & DE: Philadelphia, Bucks, Chester, Montgomery, Delaware, Cape May, Atlantic, Cumberland, Salem, Gloucester, Camden, Burlington, Ocean, Monmouth, Mercer, Middlesex, & New Castle. Employees, officers and directors of Sponsor, BeMe, LLC ("BeMe"), their respective parent and affiliate companies and advertising and promotion agencies, as well as members of the immediate families (spouses, parents, siblings and children, and each of their respective spouse, regardless of where they reside) or households (whether related or not) of any of the above are NOT eligible to participate. The Contest is subject to all applicable federal, state, and local laws and regulations. Entrants are responsible for complying with these Official Rules.

Contest is limited to girls in Kindergarten through 5th grade in the school year ENDING in 2010.

4. How to Enter

NO PURCHASE IS NECESSARY, AND A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

To enter, either:

- 1) Visit www.want2beme.com, print, & complete the registration form; then scan & send completed form and picture to info@want2beme.com

OR

- 2) Send your completed registration form & picture to

BeMe, LLC
Sterners' Mill Office Complex
331 East Street Rd.- Suite 331
Trevose, PA 19053.

We are looking for a hand-made picture that best represents our motto of “Want2BeMe!”™- displaying themes of girl power, girls staying true to themselves, & following their dreams. Feel free to get creative!

No entrant may submit more than one (1) entry per activity. A single email address may be used by only one entrant; entries by additional entrants using the same email address will be disqualified. If an entrant exceeds any of these limits, all of that entrant’s entries will be disqualified.

No pictures will be acknowledged or returned. By entering a picture in this Contest, the Entrant grants a nonexclusive, transferable, royalty-free, worldwide license to BeMe™ to edit, adapt and publish such picture throughout the world in perpetuity, without attribution, compensation, permission or further notification to the entrant, his/her successors or assigns, or any other entity, unless prohibited by law. Upon Sponsor’s request, each contestant must provide a signed written personal release and/or license from all persons who appear in the publicity pictures submitted (or their parents or legal guardians if such persons are minors). All releases must be in the form provided by Sponsor. Failure to provide such releases upon request will result in disqualification of contestant and the related entry. If a potential winner fails to provide such releases, s/he will be disqualified and an alternate winner will be selected in accordance with the procedures described herein.

Picture Requirements:

Each entry must comply with the following requirements (the “Picture Requirements”):

- Pictures must be drawn or painted on 8 ½” x 11” paper
- Pictures can be drawn or painted using a variety of materials including crayons, watercolors paints, colored pencils, markers, etc.
- All pictures must be done entirely by hand. The use of printed material will disqualify an entry.
- The pictures may be scanned and sent via email or sent by mail to BeMe.
- The picture must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The picture must not, in the sole and unfettered discretion of the Sponsor, contain material that is inappropriate, indecent, obscene, hateful, tortuous, defamatory, slanderous or libelous;
- The picture must not, in the sole and unfettered discretion of the Sponsor, contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age; and;
- The picture must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where picture is created.

The entries will be judged separately, in accordance with the Judging Criteria, as defined below. Sponsor reserves the right to examine the picture in order to confirm compliance with these Rules.

5. Contest Prizes

The following prizes will be awarded:

The grand prize winner will receive a \$100 savings bond, a personalized BeMe Box™ of the activity of their choice, will be named the official 2010 representative for “Want2BeMe™”, and will have her drawing displayed on www.Want2BeMe.com throughout 2010. Any updates to prizing information will be posted on www.Want2BeMe.com as well as the Want2BeMe Facebook fan page.

Honorable mentions will also be awarded.

6. Winner Determination

Judging: BeMe™, LLC & a panel of influential local women will act as exclusive judges. All entries will remain anonymous throughout judging to assure fairness. The winner shall be based on the following criteria (“Judging Criteria”):

- Representation of “Want2BeMe”™ theme 70%
- Creativity (30%)

The winner will be notified via email after the close of the contest (May 15, 2010) and subsequent judging period.

7. Winner Requirements

The potential Prize winner will be required to execute and return to Sponsor, within ten (10) days of the date notice or attempted notice is sent, certain releases and/or affidavits (“Documents”) in order to claim his/her prize. If a potential winner cannot be contacted, fails to execute and return the Documents within the required time period, or prize is returned as undeliverable, potential winner forfeits the prize. If the potential Grand Prize winner is disqualified for any reason, another picture will be chosen. Prizes will be shipped approximately 2-4 weeks after the conclusion of the Contest and verification of each winner. Acceptance of any prize shall constitute and signify winner’s agreement and consent that Sponsor may use the winner’s, name, city, state, likeness, Contest entry and/or prize information in connection with the Contest, in commerce and in all media worldwide, including the Internet, without limitation and without further payment or consideration, except where prohibited by law.

8. Limitation of Liability

By entering this Contest, all entrants agree to release, discharge, and hold harmless BeMe™, LLC, and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective officers, directors, employees and agents (collectively, the “Released Parties”) from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize.

Sponsors and BeMe™ assume no responsibility for any of the following in connection with the Contest: any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to Contest entries; or alteration of entries or votes. BeMe™ is further not responsible for any problems with or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any email entry or vote to be received on account of technical problems or traffic congestion on the Internet or at any website, human errors of any kind, fraud by any entrant, Finalist or vote, or any combination thereof, including without limitation any injury or damage to entrants', voters' or any other persons' computers related to or resulting from participation, uploading or downloading of any materials in this Contest.

9. Conditions

THIS CONTEST IS VOID OUTSIDE THE ABOVE DESCRIBED COUNTIES. Entries void if the Sponsor determines the picture to not be an original, or if the entries are illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error, obtained through fraud or theft or otherwise non-compliant with these Official Rules.

By participating, entrants and voters also agree (a) to be bound by these Official Rules; and (b) that the decisions of the Sponsor are final and binding with respect to all matters relating to the Contest. By accepting a prize, each winner agrees that Sponsor may use each winning picture and each winner's name, picture, likeness, and/or voice in any publicity or advertising relating to the Contest without further compensation or approval (except where prohibited by law).

The Sponsor reserves the right to verify the validity and originality of any entry and/or entrant (including an entrant's identity and address) and to disqualify any entrant submits an entry that is not in accordance with these Official Rules

or who tampers with the entry or voting process. Failure by the Sponsor to enforce any of its rights at any stage does not constitute a waiver of those rights.

10. Right to Cancel or Suspend Contest

If for any reason the Contest is not capable of running as planned, due to infection by computer virus, bugs, worms, trojan horses, denial of service attacks, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest. In such event, no prizes will be awarded.

11. Winners List

Winners' names will be available online at www.Want2BeMe.com, www.twitter.com/BeMeBox, & <http://www.facebook.com/home.php?#!/Want2BeMe?ref=ts> after completion of the contest. We will also contact the winner directly via email.

12. Data Privacy

By entering, entrants agree that personal data, including without limitation name and address, may be processed, shared, and otherwise used for the purposes and within the context of the Contest and any other purposes outlined in these Official Rules. The data may also be used by the Sponsor in order to verify the participant's identity, postal address, and telephone number or to otherwise verify the participant's eligibility to participate in the Contest. Participants have the right to access, review, rectify, or cancel any personal data held by BeMe by writing to Sponsor info@Want2BeMe.com.