

BESPOKE FxF WEDDING PROMOTION

TERM:

The Bespoke FxF Wedding Promotion (the "Contest") entry period commences at 12:00 am Eastern Daylight Time on November 15, 2014 and ends at 11:59 pm Eastern Standard Time on February 7, 2015 (the "Contest Entry Period"). The Contest is sponsored by Middlebrow Media, DBA Bespoke, 720 Monroe Street, E417, Hoboken, NJ 07030 ("The Sponsor").

ELIGIBILITY:

This competition is open to engaged couples living anywhere in the world with an upcoming wedding from March 1, 2015 until June 30, 2016. Participants must be over the age of 18 at the time of entry. Entries for the competition must be received prior to the expiration of the Contest Entry Period. By submitting an entry, entrants agree to abide by these Official Rules.

Each entrant agrees that if he or she is chosen as the Grand Prize winner, entrant and his or her fiancé will make themselves available to Sponsor for publicity and promotion, and acknowledges that Sponsor will have all exclusive and complete rights to photos, videos, etc. taken in relation to the Contest for all media purposes.

GRAND PRIZE/VALUE:

One Grand Prize winner will receive the following cinematography package from Films by Francesco: (i) two camera shoot; (ii) ten hours of coverage; (iii) a 20-25 minute wedding film telling the story of the winning couple's day; (iv) additional chapters of the winning couple's full ceremony, toasts, first dance; (v) a 3-4 minute highlight film; (vi) one approval version and re-edit; and (vii) full resolution digital files and personalized website. The retail value of the Grand Prize is \$25,000. Prize excludes travel expenses, including airfare, hotel accommodations and incidentals, if the winning couple's wedding takes place outside of New York City. The Grand Prize is not transferable or redeemable for cash, and no substitutions will be allowed except by Sponsor. In the event Francesco Spiezia is booked on the winner's wedding day, Associates of Films by Francesco will film the winner's wedding day. The Grand Prize winner is responsible for compliance with all applicable federal, state, and/or local laws and regulations, including, without limitation, the payment of all applicable taxes.

HOW TO ENTER:

During the Contest Entry Period, you may enter the Contest by: (i) visiting www.getfilmedbyfrancesco.com and completing the entry form; (ii) downloading Bespoke for iPad (and complimentary tools – Bespoke Lite for iPhone and Bespoke Web Clippers) and using the app to plan the vision for your wedding day; (iii) creating a minimum of five Bespoke Inspiration Books containing a minimum of nine clippings in each; (iv) collaborating with a minimum of three other individuals on your Bespoke Inspiration Books, (v) writing a short

testimonial about your experience using Bespoke to plan your big day; and (vi) submitting all of the required materials and information to Sponsor using the Contest's official submission form: <https://www.surveymonkey.com/s/FFFBXS3>. All of the foregoing is required for entry.

Limit one entry per person/couple/email address. Incomplete or late entries will be disqualified. Sponsor is not responsible for transmission and/or computer error. Entries must be in English. An entry that does not comply with entry guidelines will be deemed void and of no effect.

Each entrant acknowledges and agrees that his/her entry submission becomes the property of Sponsor. Sponsor will have the right to edit, modify, reproduce, promote, distribute, create derivative works and otherwise use the entry and related materials in any way it sees fit and in any form or media. Entrant hereby gives Sponsor full permission and authority to use, publish and display the submission and related materials for advertising or other related purposes in any media without additional compensation.

JUDGING:

The Sponsor will choose one Grand Prize Winner from among the participants who enter in accordance with these Official Rules. The Grand Prize winner will be announced on February 14, 2015 on the Sponsor's website, social media channels and/or a chosen media partner. The winner will be selected based on the sole discretion of the Sponsor – should no entries meet the Sponsor's discretion criteria, the contest period will be extended. The choice of winner is final and binding and not subject to review or appeal.

All eligible entries will be judged to determine the Grand Prize winner as follows: Eligible entries will be judged by a panel of judges, determined by Sponsor, who will choose one Grand Prize winner based on the following judging criteria: (A) how well the vision of the couple's wedding day is told through their five Bespoke Inspiration Books (B) the variety of images and sources used in their Books (C) collaboration with others using the Bespoke app (D) diversity of Bespoke tools used (E) social sharing.

The Grand Prize winner will be contacted and notified via email and/or phone on or about February 12, 2015, using the contact information provided in the participant's submission. If notification is returned as non-deliverable (or incorrect phone number), an alternate winner may be selected. If a winner fails to respond to the correspondence and fails for whatever reason to claim their prize within 72 hours of receipt of our notification, Bespoke Atelier is entitled to select an alternative winner. The Grand Prize winner will be required to sign and return a contract with Bespoke Atelier and Films by Francesco.

CONDITIONS:

By participating in this Contest, entrants agree to be bound by these Official Rules and the decisions of Sponsor, which are final in all matters relating to this

Contest, and acknowledge compliance with these Official Rules. Sponsor reserves the right to cancel or amend the competition and these competition rules at any time without prior notice. Any changes will be posted within these Official Rules.

Sponsor is in no way liable for any damage, loss, or injury resulting from computer malfunctions, misdirected or incomplete entries, or acceptance and use of a prize. Sponsor and its agents shall have no liability or responsibility for injuries, damages or liabilities caused or claimed to be caused by participation in the Contest or the use or misuse of a prize. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Contest should virus, bugs, or other causes beyond the control of Sponsor corrupt the administration, security, fairness, integrity or proper play of the Contest and award the prize from all eligible entries received prior to cancellation or suspension.

By entering this Contest, each entrant hereby voluntarily and irrevocably releases, holds harmless and agrees not to institute any claim against Sponsor, the other Released Parties, and/or any of their respective affiliates and subsidiaries, and their respective officers, directors, employees and agents from any losses, damages, or expenses from any and all injuries, losses or damages of any kind arising from or in connection with, either directly or indirectly, (1) the awarding, acceptance, receipt, possession, use and/or misuse of any prize awarded herein; and/or (2) participation in the Contest or any prize-related activities.

Under no circumstances will any entrant be permitted to obtain awards for, and each entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, and entrant further waives all rights to have damages multiplied or increased.

By accepting the Grand Prize, the winner grants Sponsor permission to use his or her name and likeness for advertising and promotional purposes without any additional compensation (except where prohibited by law). By entering the Contest, entrants shall be deemed to have agreed to have their entry information made available to the Sponsor. The Contest is subject to these Official Rules. By entering the Contest, entrants and the winner agree to waive any right to claim any ambiguity, inequity or error in the Official Rules of the Contest, and/or of the Contest itself, and agree to be bound by these Official Rules and by all decisions of, and interpretations of these Official Rules by, the Contest judges, which in all respects shall be final and binding.

SPONSOR:

Middlebrow Media, DBA Bespoke, 720 Monroe Street, E417, Hoboken, NJ 07030.

ADMINISTRATOR:

Middlebrow Media, DBA Bespoke, 720 Monroe Street, E417, Hoboken, NJ 07030.