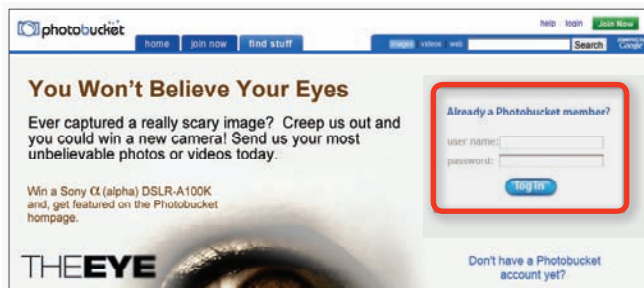


## Contest Platform

Photobucket is the world's largest personal media site, where millions of people create, manage and share their digital lives.

Photobucket offers a flexible, straightforward and completely turnkey platform for running photo and video contests. Photobucket users love contests... sharing their content and having it recognized is a huge motivator for the Photobucket audience.



Custom contest landing pages allow user to log into their Photobucket albums.



Contest participants upload new photos or videos, or pick from their own albums.



Contest entries are then showcased in a custom branded album allowing users to view all the contest submissions.

### Benefits

- Strong brand engagement with users through an entertaining and potentially rewarding activity.
- Full content-moderation to ensure appropriateness of entries.

### Elements

- Standard ad units throughout Photobucket Web site, and optionally in offsite locations as chosen by client.
- Fully customized landing, upload, and contest submission pages.
- Automated email responses to contest entrants, including a line of branded copy and link to third party landing page.
- Optional: Customized branded albums for public viewing of approved contest entries.

### Specifications

Contact Photobucket for details

### Audience

- 55% under age 34\*
- 36% age 18-34\*
- 50% female, 50% male\*
- Photobucket users are 92% more likely than total online users to provide frequent advice about electronics\*\*

To learn more, contact Brandon Bergmark, VP of Sales  
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\* Source: comScore Media Metrix, January 2008  
 \*\* Source: Nielsen Online @Plan, Winter 2007-08

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