



Boise, ID
Fayetteville/Ft. Smith, AR
Oklahoma City, OK
Salisbury, MD

Show Us Your "Pride & Glory"

Make videos – get free movies

August 3 – September 13, 2010



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Welcome to *Redbox* Roadies!

We're thrilled that you've joined our exclusive group of *redbox* Roadies in the four select metro areas – get ready for a wild ride!

Your city is one of four metro areas in the U.S. where Redbox is offering popular DVD rentals around special movie themes. We kicked off *redbox* Roadies with our first themed launch "Redbox Roadtrip," which just ended on August 3. As an Official *redbox* Roadie, we are seeking your support in helping us spread the word within your area about the next three themed releases happening between August 3 and September 19!



August 3-16

Movies in *redbox* kiosks:
Kill Bill, Erin Brockovich, Tomb Raider 2, Resident Evil, Mulan, Beaches, Bad Girls (1994 western), Charlie's Angels, Never Been Kissed and Adventures in Babysitting



August 17-30

Movies in *redbox* kiosks:
Cats and Dogs, Pet Semetary, Cujo, Beethoven, Free Willy: Escape from Pirates, Finding Nemo, Turner and Hooch, Flipper (1996), Babe: Pig in the city, and Jaws



August 31 – September 13

Movies in *redbox* kiosks: The Mighty Ducks, Rudy, Pear Harbor, Friday Night Lights, The Patriot (Mel Gibson), Lean On Me, Glory, Revenge of the Nerds, Independence Day, and Stand and Deliver

What is a Redbox Roadie?

The *redbox* Roadies are a select group of creative social media and movie fanatics who want to share the *redbox* movie magic with their friends and receive perks based on their participation. We want you to take us on a guided video tour of your city this summer! So get your video cameras and videophones ready to head out on the *redbox* highway!

YouTube Incentive – Create Videos → Get Free Movies!



Overview of YouTube Incentive

Congratulations! You were chosen as one of the four U.S. metro areas to help us launch our *redbox* Roadies "word of mouth" program! Between **August 3 and September 13** we are asking you to help us create short (30-60 second) videos with your video cameras or videophones about what "Pride & Glory" means to you! This could be your proudest moment, showing us your *redbox* pride, highlighting your school spirit, telling us about your hometown hero, etc. ***Your tone should be funny, creative and smart, encouraging people to talk about what "Pride & Glory" means to them.*** For every video that you produce, send to our team and when it is approved, you will get a **free *redbox* DVD rental code!**

Help create buzz about your videos!

As a *redbox* Roadie we encourage you to talk about being a Roadie, these "Pride & Glory" videos and other upcoming themed content launches. The more buzz you build as a Roadie, the faster we feature your videos on our Facebook Page and other *redbox* social platforms!

Here is a link to our Facebook Page that will have a tab featuring each themed content launch – including these "Pride & Glory" videos - <http://bit.ly/redboxfb>

7 Simple Steps to Getting Free Movies!

1. Create a fun, brief video.

Use your iPhone, Flip, Skype video or any mobile, digital device or webcam, to conduct a 30 to 60 second video (videos shouldn't be longer than 1 minute!) – no need to edit, we want these videos to be authentic!

2. Do I need to give and get permission for videos?

Yes, all Roadies are required to fill out the attached "Redbox Roadies Videographer Agreement" and if interviewing someone else, interviewees must fill out the short "Redbox Roadtrip Publicity Release" including their email address that allows *redbox* to reuse video on Facebook, Redbox.com or other promotions. Should you decide to interview someone and they sign the form, **we'll email them a promo code for a free DVD rental for taking the time to be interviewed.** Their personal information will be used solely to track their release and contact them with their free movie code. If at any time you are filming in front of a store or other premises where the owner asks that you leave, you must do so.

3. What is the context and content of the video?

The purpose of these videos is to generate local pride and help convince *redbox* that your city should be chosen as a stop on the Redbox Roadtrip (kind of like the host city competition for the Olympics). The more videos your city submits, the more opportunity for exposure you'll get on our YouTube channel, Facebook Page and other *redbox* platforms!



The only requirement is that each Roadie must use the following Intro: "Hello, my name is XXX and I'm a *redbox* Roadie..." The rest is up to you around our upcoming themed launch – "Pride & Glory" (as suggested on p. 2).

4. What should NOT be included in the video?

Avoid talking about personal movie favorites or recent movie rentals. Plus, we may not be able to post your video on YouTube or promote it on the *redbox* web site, Facebook page or Twitter profile if you do so.

5. What format do I use?

Here's the list of some well-known formats which YouTube supports: WebM files, .MPEG4, 3GPP, MOV, AVI, WMV & .FLV (Adobe)

6. Where do I send my release forms & videos?

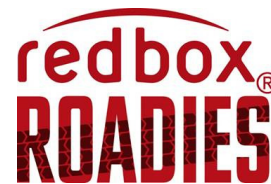
Email them to: redboxroadies@redbox.com. Please include your contact information (name, mailing address, and phone number). We will email you if your videos have been accepted or rejected.

7. Receiving your free DVD rentals

After you've emailed us your "Pride & Glory" videos and they've been approved and uploaded to the *redbox* YouTube channel we will send the promo codes directly to your email address. (Again, we won't share your personal information with anyone or for any purposes other than to mail your free rental codes).

NOTE: As a Roadie you **must** identify yourself as a *redbox* Roadie in every post or comment you make about this campaign otherwise we won't be able to work with you as a *redbox* Roadie moving forward.

Redbox Roadies Videographer Agreement



I, _____ **[Insert Full Name]**, with a permanent address of _____

and an email address of _____ ("Videographer"), filmed the video that is being submitted by me as part of the *redbox* Roadies YouTube incentive ("Video"). In consideration for the possibility of earning a free rental from Redbox and for the possibility that the Video will be used by Redbox Automated Retail, LLC. ("Redbox") on the internet or elsewhere, which is good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Videographer agrees as follows:

1. The Video is a work made for hire for Redbox that is specially commissioned or ordered for inclusion in an audio-visual work, as defined in the Copyright Act of 1976 (as amended), and that Redbox will be considered the author and owner of the Video upon creation.
2. Videographer hereby irrevocably assigns to Redbox and its licensees, successors and assigns all of Videographer's right, title and interest in and to the Video, throughout the world, including, without limitation, all copyrights (to the extent the Video is not deemed a work made for hire), trademarks, moral rights, and all other legal and equitable rights in the Video and the exclusive rights to make, use, reproduce, prepare derivative works based upon, perform, exploit, sell, or otherwise dispose of, the Video, in any manner, for any purpose and via any medium that Redbox may deem fit, and all rights to register copyrights in the Video or any derivative works based on the Video.
3. Videographer hereby grants Redbox and its licensees, successors and assigns the perpetual right, throughout the world, to use, edit and exploit, in any manner, Videographer's voice, interview, likeness and persona that may appear in the Video, via any medium whatsoever, now known or hereafter devised, including without limitation, on Redbox's and other web sites and outlets.
4. Videographer represents and warrants that:
 - (i) the Video is the Videographer's own original work that has not previously been published, publicly shown or submitted in a promotion;
 - (ii) Videographer has the right to enter into this agreement with Redbox;
 - (iii) the Video does not infringe misappropriate or violate the rights of any third party, including, without limitation, any copyright, trademark, or any other intellectual property rights, rights of publicity or privacy or defamation, or portrayal in a false light; and
 - (iv) Videographer is not a member of any entertainment, performer's or writer's guild or union (including, without limitation, SAG, AFTRA, DGA, AF of M or WGA).
5. Videographer hereby waives any right of inspection or approval over the use of the Video or Videographer's appearance in the Video. Videographer acknowledges that Redbox will rely on this permission and that Videographer will not assert any claim of any nature whatsoever against Redbox including, without limitation, claims for libel, slander, defamation or right of publicity or privacy violations or claims that might interfere with the exploitation of the Video.
6. Videographer agrees to provide all necessary assistance to Redbox to effectuate this agreement and to protect Redbox's interest in the Video, including, without limitation, execution of all additional documents as Redbox deems necessary. Videographer agrees and understands that Redbox will not be obligated to use the Video in any way. This agreement is binding upon me and my heirs, successors, and assigns. In signing this, I hereby waive all rights to further compensation from Redbox.

AGREED AND ACCEPTED

Print: _____ DOB: _____ Telephone: (____) ____-_____

Signature: _____ Date: _____

Redbox Roadies Publicity Release



For good and valuable consideration, including the possibility of appearing in videos associated with Redbox Automated Retail, LLC.'s ("Redbox") road trip promotion, I hereby authorize Redbox and its authorized representatives to record and photograph me and my voice, interview, likeness and persona (collectively, "My Persona"). I agree that Redbox will be the exclusive owner of the recordings taken by Redbox or its authorized representatives of My Persona ("Recordings"). I hereby grant Redbox and its licensees, successors and assigns (the "Licensees") the perpetual right, throughout the world, to use, edit and exploit, in any manner, all or any portion of the Recordings, via any medium whatsoever, now known or hereafter devised, including without limitation, on Redbox's and other web sites and outlets.

I hereby waive any right of inspection or approval of my appearance in the Recordings or the uses to which my appearance in the Recordings may be put. I acknowledge that Redbox will rely on this permission. I hereby agree not to assert any claim of any nature whatsoever against the Licensees including, without limitation, claims for libel, slander, defamation or right of publicity or privacy violations or claims that might interfere with the exploitation of any Recording. This agreement is binding upon me and my heirs, successors, and assigns. In signing this, I hereby waive all rights to further compensation from the Licensees and I represent and warrant that I am not a member of any entertainment, performer's or writer's guild or union (including, without limitation, SAG, AFTRA, DGA, AF of M or WGA).

DATE: _____ NAME: (Print) _____

DOB: _____ SIGNATURE: _____

PERMANENT ADDRESS: _____

EMAIL ADDRESS: _____