

## Official Rules for the \$1000.00 cash prize giveaway

**1. Program Description / Eligibility:** No purchase necessary. This promotion is open only to individuals who are at least eighteen (18) years of age at the time of entry. Employees of Long Term - Short Term, Inc. dba BetterTrades, Forbes LLC, Forbes.com LLC,, their affiliates, subsidiaries, and any person working on the iConference project, or promotion, advertising and promotional agencies, and the immediate family members of each as well as individuals living in the same households of such employees are not eligible. Void where prohibited by law. The promotion begins on November 19, 2008, and ends on November 24<sup>th</sup>, 2008 at 5:30 pm. EST ("Entry Period"). There will be one prize drawing for the \$1000.00 cash prize giveaway.

**2. How to Enter:** You will be automatically entered into a sweepstakes drawing when you visit the virtual Long Term - Short Term, Inc. dba BetterTrades booth at the November 19<sup>th</sup> & 20<sup>th</sup> Forbes.com Investor iConference. The registration form to enter this event is available at: <http://presentations.inxpo.com/Shows/Forbes/11-08/Website/registration.htm>. You may also register to win at [www.bettertradesbooth.com](http://www.bettertradesbooth.com).

After the Forbes.com Newsletters iConference on November 24<sup>th</sup>, 2008, one winner will be selected in a random drawing from eligible entries received to win the \$1000.00 cash prize giveaway.

Random drawing will be from among all entries received during each applicable entry period. Non-winning entries from any drawing will not be carried over into any subsequent prize drawings.

No responsibility is assumed by Long Term - Short Term, Inc. dba BetterTrades for lost, late, or misdirected entries or any computer, online, telephone, or technical malfunctions that may occur. All entries become the property of Long Term - Short Term, Inc. dba BetterTrades and will not be returned. Odds of winning a prize depend on the number of eligible entries received. Limit one prize per person, per calendar year, regardless of the number of iconferences attended.

No substitution, transfer, or assignment of prize permitted, except that Long Term - Short Term, Inc. dba BetterTrades reserves the right to substitute a prize of equivalent value in the event the offered prize is unavailable. Except those provided standard with the prize items, Long Term - Short Term, Inc. dba BetterTrades makes no warranties, representations or guarantees, express or implied, in fact or in law, respecting the performance or use of the prizes, including, without limitation, quality, merchantability, and fitness for a particular purpose. Winners are solely responsible for any federal, state, or local taxes on the value of their prizes. No responsibility is accepted for any additional expenses, omissions, delays, re-routing, or acts of any government or authority. In no

event will Sponsors be obligated to award more prizes than the number of prizes stated in these Official Rules.

**3. General Conditions:** Entrants agree to abide by the terms of these official rules and by the decisions of Long Term - Short Term, Inc. dba BetterTrades, which are final and binding on all matters pertaining to this sweepstakes. This sweepstakes is governed by the laws of the United States. All federal, state, and local laws and regulations apply. Prize winners may be required to execute an affidavit of eligibility and liability/publicity release within seven (7) days following the date of attempted notification. Non-compliance within this time period may result in disqualification and selection of an alternate winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner. Entrants further grant to Long Term - Short Term, Inc. dba BetterTrades the right to use and publish their proper name and state and/or country online, in print, and in any other media in connection with the contest. Acceptance of a prize constitutes permission for Long Term - Short Term, Inc. dba BetterTrades to use winners' names and likenesses for advertising and promotional purposes without additional compensation unless prohibited by law. By entering, participants release and hold harmless Long Term - Short Term, Inc. dba BetterTrades, their respective parents, subsidiaries, affiliates, directors, officers, employees, and agents from any and all liability or any injuries, loss, or damage of any kind arising from or in connection with this contest or any prize won.

**4. Internet:** If for any reason the Internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Long Term - Short Term, Inc. dba BetterTrades that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this contest, Long Term - Short Term, Inc. dba BetterTrades reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify, or suspend the Sweepstakes. Long Term - Short Term, Inc. dba BetterTrades assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications-line failure, theft, or destruction or unauthorized access to, or alteration of, entries. Long Term - Short Term, Inc. dba BetterTrades is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, or software, or for failure of any e-mail or entry to be received by Long Term - Short Term, Inc. dba BetterTrades on account of technical problems or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in this Sweepstakes. CAUTION: ANY ATTEMPT BY A CONTESTANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE GAME IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH CONTESTANT TO THE FULLEST EXTENT PERMITTED BY LAW.

**5. Dispute Resolution:** Participants and Sponsors agree that any Dispute between Participants and Sponsors not resolved by Long Term - Short Term, Inc. dba BetterTrades, will be resolved exclusively and finally by arbitration administered by the National Arbitration Forum (NAF) and conducted under its rules, except as otherwise provided below. Participants and Sponsors will agree on another arbitration forum if NAF ceases operations. The arbitration will be conducted before a single arbitrator, and will be limited solely to the Dispute between Participants and Sponsors. Neither the arbitration, nor any portion of it, will be consolidated with any other arbitration or will be conducted on a class-wide or class action basis. The arbitration shall be held at any reasonable location near residence by submission of documents, by telephone, online or in person. Any decision rendered in such arbitration proceedings will be final and binding on the parties, and judgment may be entered thereon in any court of competent jurisdiction. Should either party bring a Dispute in a forum other than NAF, the arbitrator may award the other party its reasonable costs and expenses, including attorneys' fees, incurred in staying or dismissing such other proceedings or in otherwise enforcing compliance with this dispute resolution provision. **Participants understand that, in the absence of this provision, you would have had a right to litigate disputes through a court, including the right to litigate claims on a class-wide or class-action basis, and that Participants have expressly and knowingly waived those rights and agreed to resolve any Disputes through binding arbitration in accordance with the provisions of this paragraph.** This arbitration provision shall be governed by the Federal Arbitration Act, 9 U.S.C. Section 1, et seq. For the purposes of this provision, the term "Dispute" means any dispute, controversy, or claim arising out of or relating to (i) this Agreement, its interpretation, or the breach, termination, applicability or validity thereof, (ii) the related order for, purchase, delivery, receipt or use of any product or service from Sponsors, or (iii) any other dispute arising out of or relating to the relationship between Participants and Sponsors; the term "Sponsors" means Long Term - Short Term, Inc. dba BetterTrades, its parents, subsidiaries, affiliates, directors, officers, employees, beneficiaries, agents, assigns, component suppliers (both hardware and software), and/or any third party who provides products or services purchased from or distributed by Sponsors; and the term "Participants" means you, or those in privity with you, such as family members or beneficiaries. Information may be obtained from the NAF on line at [www.arb-forum.com](http://www.arb-forum.com), by calling 800-474-2371 or writing to P.O. Box 50191, Minneapolis, MN, 55405.

**6. Winners Name:** To see who won, send an email to [Michael.Hutchison@bettertrades.com](mailto:Michael.Hutchison@bettertrades.com). Requests received after December 1, 2008 will not be fulfilled.

**7. Main Sponsor:** This sweepstakes is sponsored by Long Term - Short Term, Inc. dba BetterTrades, 1400 Northbrook Parkway, Suite 340, Suwanee, GA 30024.