

## **The American Precious Metals Exchange**

### **I Heart APMEX ... Valentine's Video Contest Official Rules**

#### **NO PURCHASE IS NECESSARY TO ENTER OR WIN.**

The American Precious Metals Exchange "I Heart APMEX" Valentine's Video Contest ends on 2/14/10 at 11:59 P.M. (CST).

#### **ELIGIBILITY:**

Promotion is open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older. Employees of American Precious Metals Exchange and their respective parents, subsidiaries, affiliates, promotion and advertising agencies, and members of their immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to enter or win. Void where prohibited by law. Promotion is subject to all applicable federal, state and local laws.

#### **CONTEST**

#### **HOW TO ENTER:**

During the Contest Period, produce a video of **no longer than two (2) minutes** that creatively shows why you love APMEX as your precious metals dealer. To enter the Contest, visit [www.APMEX.com/contestrules](http://www.APMEX.com/contestrules) and follow the directions provided to upload your video, and submit. Once you have read contest rules, submit your video (20 MB maximum size, mpeg-4 format preferred) to [iheartAPMEX@gmail.com](mailto:iheartAPMEX@gmail.com).

All Contest Entries must be received by 11:59 PM CST on 02/14/10 to be eligible to win. Contest entries generated by script, macro or other automated means and contest entries by any means which subvert the entry process are void. Contest entries received from any person or email address or household that does not follow the contest rules will be void. All contest entries become the sole property of APMEX and will not be returned. Any contest entry submitted by an entrant must be substantially different from any other entry submitted by that same entrant, as determined by APMEX in its sole and absolute discretion. The APMEX logo or APMEX products may be displayed in contest entry and/or the product name can be mentioned in the contest entry.

Contest entries can be viewed and voted on at <http://www.youtube.com/iheartAPMEX>

## **WINNER DETERMINATION:**

**Judging Phase:** All eligible contest entries received by APMEX will be evaluated at the end of the contest to (1) Grand Prize Winner, (1) Second Place Winner, (1) Third Place Winner and (5) Honorable Mention Winners. Winners will be selected by a panel of qualified judges provided by APMEX. The grand prize, second place and third place winners will be chosen based on the following criteria: 50% originality, 25% creativity, and 25% appropriateness of content to The American Precious Metals Exchange brand and its public image and overall impression. The five (5) honorable mention winners will be chosen solely by APMEX on the following criteria: **one (1) for most views, one (1) for most comments, one (1) for highest rated, one (1) for most viral and one (1) for most creative.** Grand prize winner, second place winner and third place winners will be considered for honorable mention prize as well. APMEX reserves the right to advance fewer than three (3) finalists to the voting phase if, in its sole discretion, it does not receive a sufficient number of eligible and qualified entries. Prize awards are subject to verification of eligibility and compliance with these official rules. APMEX's decisions are final and binding on all matters relating to this Promotion.

**Voting Phase:** Entries will be featured at <http://www.youtube.com/iheartAPMEX> between 12:00 P.M. (CST) on 02/01/10 and 11:59 P.M. (CST) on 2/14/10. During the voting period, individuals who are at least 18 years of age will be invited to <http://www.youtube.com/iheartAPMEX> to view all qualified entries. Individuals will be encouraged to watch, comment and rate all eligible entries for the honorable mention awards. Finalists are prohibited from obtaining votes by any fraudulent or inappropriate means, including, without limitation, offering prizes or other inducements to members of the public, as determined by APMEX in its sole discretion. Use of script, macro or any automated system to vote or with the intent to impair the integrity of the voting process is prohibited and all such votes will be void. Again, APMEX's decisions are final and binding on all matters relating to this Promotion.

## **REQUIREMENTS OF CONTEST ENTRIES:**

Contest entry may **NOT CONTAIN**, as determined by the Sponsor, in its sole discretion, any content that:

- is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- is obscene or offensive; endorses any form of hate or hate group;
- appears to duplicate any other submitted contest entries;
- defames, misrepresents or contains disparaging remarks about other people or companies;
- contains any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;

- contains copyrighted materials owned by others (including photographs, sculptures, paintings, products and images published on or in websites, television, movies or other media), sponsor materials are allowed.
- contains materials embodying the names, likenesses, voices or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead;
- contains look-alikes of celebrities or other public or private figures, living or dead;
- communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate; and/or
- Violates any state or federal laws.

### **CONTEST PRIZES:**

Grand Prize (1): One (1) 1 oz. APMEX Gold Bar. Approximate Retail Value (ARV): \$1,093.40 (based on the spot price of gold as of 01/27/10). Second place: One (1) Kilo APMEX Silver Bar. ARV: \$573.40 (based on the spot price of silver as of 01/27/10). Third place: One (1) 10 oz. APMEX Silver Round. ARV: \$179.80 (based on the spot price of silver as of 01/27/10). Five (5) honorable mention winners will each receive One (1) 1 oz. APMEX Silver Round. ARV: \$18.18 (based on the spot price of silver as of 01/27/10). Actual retail value is subject to change with the current spot price of each metal. All federal, state and local taxes and all other costs associated with prize acceptance and use not specified herein as being provided, are the sole responsibility of the winner. Winner may not substitute, assign or transfer prize or redeem prize for cash, but APMEX reserves the right, at its sole discretion, to substitute the prize (or portion thereof) with one of comparable or greater value. All prize details are at the sole discretion of APMEX.

**Winners will be notified via email no later than 02/22/10.**

### **REQUEST FOR LIST OF WINNERS:**

For a list of winners (available after 2/18/10), send a self-addressed, stamped envelope by 03/01/10 to: American Precious Metals Exchange, c/o Contest Winners, P.O. Box 7867, Edmond Oklahoma, 73010

### **SPONSOR:**

American Precious Metals Exchange, Inc., P.O. Box 7867, Edmond Oklahoma, 73010