

THE GREAT DAKOTA PHOTO CONTEST OFFICIAL RULES

1. To enter, submit a photograph of your version of a Dakota cigarette ad. All people in the photograph must be 21 years of age or older. Only color photographic prints no larger than 3" x 5" will be accepted (no slides, negatives or transparencies). Attach the completed official entry form or plain piece of paper with your name, address, phone number and date of birth to the back of the photograph. If your entry form is plain paper, it must include the following statement:

"By signing and returning this form, I certify that I am a smoker, that I am 21 years of age or older, and that I want to receive free cigarettes, coupons, premiums, or other offers in the mail. I understand that giving false information in order to accept these offers may constitute a violation of law."

You must place your signature underneath this statement. Mail your photograph, completed entry form or plain paper with your name, address, phone, date of birth, statement and signature, and three (3) original (no photocopies) UPC symbols to: The Great Dakota Photo Contest, P.O. Box 5829, Libertyville, IL 60198. Entries must be received by November 30, 1990. Enter as often as you like, but each entry must be mailed separately. No mechanical reproductions permitted. Sponsor and H. Olsen & Co., Inc. are not responsible for lost/damaged/misdirected/undelivered/incorrect postage due or ineligibility mail or entries. All entries become the property of R.J. Reynolds Tobacco Co., and none will be returned. By entering, participants agree that sponsor owns all rights, title and interest in all material submitted herein, including all copyright.

2. Judging will be conducted by an independent panel of photographic professionals under the supervision of H. Olsen & Co., Inc. Decision of the judges in all matters relating to this contest will be final. Entries will be judged and winners determined according to the following criteria:

(A) Originality of composition (0-100 pts.); (B) Spontaneity of subject (0-100 pts.); and (C) Photographic quality (0-50 pts.). The entry receiving the highest total number of points will be the Grand Prize winner. The ten next highest total scores will be the runner-up prize winners. Entries subject to verification before any prize will be awarded. Photographs considered in the opinion of the judges to be obscene or tasteless will be disqualified. Photos must be original; cannot have been previously published in any media; cannot have won prizes or awards in any other contest, and may not infringe upon any third party rights. Winners will be notified by certified mail on or about January 15, 1991. In case of a tie, at either prize level, an additional contest will be used to determine the winner(s). The winner(s) of the additional contest will be the participant(s) who submits the best ad headline caption in five (5) words or less. Captions will be judged based equally on originality, creativity and aptness of thought. Duplicate prizes will be awarded in the event of a tie in the headline caption contest.

3. Prizes: (1) Grand Prize—\$10,000 cash; (10) Runner-up Prizes—\$1,000 cash. Total retail value of prizes is \$20,000. All prizes will be awarded provided a sufficient number of qualified entries are received. Taxes are the sole responsibility of the winner. Each winner and photo subject(s) will be required to execute and return an affidavit of eligibility and liability/publicity release within 21 days of certified mail notification (first attempted delivery), or prize will be forfeited and awarded to the entrant with the next highest total score. No prize transfers or substitutions permitted. Limit one prize per household or family.

4. This is a contest of skill. The contest is open only to smokers, age 21 and older, who are residents of the states of Texas or Tennessee, except employees of R.J. Reynolds Tobacco Co., its affiliates, subsidiaries, distributors, sales representatives, advertising/promotional agencies, printers and H. Olsen & Co., Inc. and the immediate families of each. Photography teachers and other photographic and advertising professionals are not eligible to enter. Contest void where prohibited or restricted by law. All Federal, State and local laws and regulations apply. No correspondence acknowledged or entered into. By entering, winners and subjects agree to be bound by these rules and consent to the publication and adapting, editing and modification of any photograph and to the use of their names and likeness for advertising/trade purposes without additional compensation. In the event of printing/typographical errors in the official rules or announcement of winners, recipient agrees to release sponsor, H. Olsen & Co. and their respective agents from any losses, claims or damage that may result.

5. For a list of winners, send a self-addressed, stamped envelope after January 15, 1991 to: THE GREAT DAKOTA PHOTO CONTEST WINNERS, P.O. Box CC, LIBERTYVILLE, IL 60048.



WIN \$10,000!

Just send in a photograph of your version of a Dakota advertisement with three original Dakota proofs of purchase. (UPC Symbol)

THE GREAT DAKOTA PHOTO CONTEST

Enter the Great Dakota Photo Contest. You could win the \$10,000 grand prize or one of ten \$1,000 runner-up prizes. Plus, everyone who enters will receive a free Dakota Trading Company Catalog and Buy 3 Get 3 Free Dakota cigarette coupon. (Limit one per household.)

HERE'S ALL YOU DO:

1. Set up and shoot your own version of a Dakota advertisement. Use your friends, yourself, your relatives, and your imagination.
2. When your prints are developed, choose your favorite and mail along with your completed entry form and three (3) original Dakota pack UPC symbols to:
The Great Dakota Photo Contest
P.O. Box 5869
Libertyville, IL 60198
3. Write your best Dakota ad headline caption in 5 words or less in the space provided. This will be used to determine the winner(s) in the case of a tie.
4. Hurry! Entries must be received by November 30, 1990.

Complete contest rules enclosed.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

OFFICIAL ENTRY FORM

Enter me in the Great Dakota Photo Contest.
BE SURE TO ENCLOSE THREE ORIGINAL DAKOTA PACK UPC SYMBOLS. No copies or facsimiles of the UPC symbol will be accepted. Both Dakota Full Flavor and Dakota Lights proofs of purchase are acceptable.

OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

I certify that I am a smoker; that I am 21 years of age or older; and that I want to receive free cigarettes, coupons, premiums, or offers in the mail. I understand that giving false information in order to accept these offers may constitute a violation of law.



Sample UPC Symbol

SIGNATURE (Required) _____

PRINT MR _____
NAME MRS. _____
MS. _____
FIRST _____ LAST _____

STREET _____ APT/LOT # _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ (Required)
SEX BIRTHDATE ____/____/____
M F Month Date Year

MY USUAL BRAND IS _____

FIVE WORD CAPTION _____

All promotional costs paid by manufacturer. **Consumer must pay postage on mail-in offer request and contest entry. No facsimiles or copies accepted.** Offer good only in U.S.A. Offer void where restricted or prohibited by law.

BOX LIGHTS: 12 mg. "tar", 1.0 mg. nicotine, BOX: 17 mg. "tar", 1.2 mg. nicotine, av. per cigarette by FTC method.