

1. All entries must be sent to reception@4straightteeth.com. The subject line must be "Cuozzo Star" and your child's name. The body of the email must contain your name, email address, and phone number.
2. Cuozzo Orthodontics "***The Next Cuozzo Star***" Contest is open to entries from all current and former treatment patients of Cuozzo Orthodontic Specialists. This includes patients in retention and active treatment. Entries are accepted from children of current employees, but employees, owners and shareholders in Cuozzo Orthodontics Specialists are not eligible for entry. All entrants must be 7 years of age or more. All entries will be accepted during the period from approximately February 15 to April 15 of each calendar year. Voting will take place from approximately May 15 to July 15 each calendar year. The official reign of the winners will be approximately January 1 through December 31 of the subsequent calendar year. Precise dates of the submissions and contest will be determined and published by the Public Relations Coordinator of Cuozzo Orthodontics and will be solely at his/her discretion.
3. Dates, deadlines, contest rules, prescribed e-mail addresses and promotional information will be disseminated by the Public Relations Coordinator of Cuozzo Orthodontics using the website, mass e-mail, bill stuffers and such other means as he/she may designate.
4. All entries will be accepted from authorized entrants [Section 1] during the prescribed dates [Section 2] exclusively on the designated page of the Orthodontic's website. Entries will be in a "jpeg" compatible format [maximum 2 files] and will be accompanied by specific items of personal contact information as designated and requested on that entry page. Entries by U.S. Postal Service or personal delivery will not be accepted.
5. All entries become the property of Cuozzo Orthodontics and cannot be returned. All data transmitted with the entry is protected by the Privacy Policy of Cuozzo Orthodontics and the Federal regulations of HIPAA.
6. All "jpeg" entries will be cropped to show primarily the face, smile and hair. The photos will be resized to a "portrait" view of approximately 30 x 480 dpi.
7. These photos will be presented to the panel of judges without personal information and identified only by numerical identification numbers. The Public Relations Coordinator will be solely responsible for the execution or delegation of this process.
8. All entries shall be designed to present primarily the face and smile of the individual. Judges are instructed to choose finalists (and a sufficient number of alternates) from among those submitted based on perceived personality

and smile. They are further instructed to attempt to maintain as much balance and equity as possible within these selections based on gender, age and ethnicity. From the total number of entries, the independent panel of judges will select 40 finalists to be presented for public voting. Panel of judges shall be neither fewer than 3 nor greater than 5 individuals who lack personal relationship or any knowledge of the participants. This panel will be chosen by the Public Relations Coordinator of Cuozzo Orthodontics. All decisions of the judges will be final.

9. Finalists and a sufficient number of alternates will be notified by e-mail of their selection. Their ultimate selections are based on their acceptance of the election and the taking of a single digital portrait shot of the finalist smiling in a direct or semi-direct address of the camera. This portrait must be taken at the location designated by Cuozzo Orthodontics and expense will be covered by the organization. The portrait must be done during the week (on precisely specified days) following the submission period and selection. The prescribed attire for the photo is a crew-collar black t-shirt without jewelry or hair accessories. All photographs and digital media become the property of Cuozzo Orthodontics and will not be returned. Failure to comply with regulations in this section may disqualify the finalists and/or alternates.
10. These portrait photos will be posted on the website of Cuozzo Orthodontics on one single page. They will be presented in any array of identical photos of similar appearance, cropping, and lighting. They will be displayed in alphabetical order and be identified only by first name (and initial of last name when necessary.)
11. Online voting will commence on the designated date (Section 2) at www.4StraightTeeth.com. Anyone may vote and finalists are encouraged to tell family and friends how to find the site, their picture and the way to vote. The ballot is simple and complete. Voting requires a valid e-mail address to enter the voting area. Voters will be advised of the receipt of their votes. They will be further advised that their e-mail address will be placed on our e-mail communication list. It will be made clear that unsubscribing from the list is easy, acceptable and available. **Only one vote per person per valid e-mail address is allowed.** **Anyone voting may vote for up to 12 candidates.**
12. **Vote submissions will be closely monitored and screened for validity. Voters must be the owner of the e-mail address used! Any fraudulent activity or abuse will result in the disqualification of the vote and may possibly result in the dismissal of the Finalist.**

13. Finalists may use the trademarks, logos and likenesses for Cuozzo Orthodontics for promotion of their candidacy ONLY with the expressed written permission of Cuozzo Orthodontics. Trademarks and logos may be used in various manners in a broad range of media outlets but only with the aforementioned permission and the direct supervision of the Public Relations Coordinator of Cuozzo Orthodontics.
14. Voting will terminate on the Friday in July following 8 weeks of voting. The voting is closed at 5:00 PM EST on that Friday and no other votes will be tailed that may be received after that time and date.
15. The top 12 vote recipients will be notified by e-mail at the end of the voting period. Only those winners accepting their election will become part of Cuozzo Orthodontics ***“The Next Cuozzo Star”*** group for the next school marketing year. Winners who fail to accept will be replaced by the alternates. The 12 winners will be treated to a 6 hour professional photography and video session at a location chosen by Cuozzo Orthodontics and the company will be responsible for all costs associated with those sessions. All winners will be required to attend this session or they will be replaced by alternates. **Winners will be required to sign a standard photographic release form.**
16. All winners are prohibited from altering their appearance in any substantial way after their selection and in the 7 days prior to the professional photography shoot other than minor grooming and blemish control. Alterations that, in the judgment of the Public Relations Coordinator of Cuozzo Orthodontics are major and substantial, may cause the replacement of that winner with an alternate.
17. Winners will appear in the subsequent years commercial. This commercial may be used on the internet, website, Facebook, television, and any other media outlet designated by the corporation. Each winner will appear in a featured spot on the Cuozzo Orthodontic website each month.
18. All photography produced in these professional sessions will become the sole property of Cuozzo Orthodontics and/or the official photographer. The photography may be used in marketing and media productions of Cuozzo Orthodontics during the period of January 1st through December 31st of the subsequent calendar year. These photos may be used in the website, direct mail, products, posters, billboards, Facebook, Twitter, television and any other media outlet designated by the corporation. Additional personal appearance opportunities (both compensated and uncompensated) may be available during the marketing year. These appearances will be accepted totally at the discretion of the individual winner. During the annual marketing period, the photos and appearances will only be used to promote Cuozzo

Orthodontics. Following that period, the media will remain the property of the corporation and will be used totally at the discretion of the corporation.

19. Finalists should understand that although they will represent Cuozzo Orthodontics in print and other media, there are no guarantees that said finalists will appear in any particular (or all) Cuozzo Orthodontics' marketing venues. Finalists will be chosen for specific projects based on a variety of factors. These decisions will be made exclusively by Cuozzo Orthodontics management and media team, and these decisions are final.
20. The final twelve (12) winners of Cuozzo Orthodontics "***The Next Cuozzo Star***" Contest each year will serve for one full year from January 1st through December 31st of the subsequent year as the exclusive representatives of Cuozzo Orthodontics in its media and marketing including (but not limited to) internet, print, direct mail, e-mail, and other outlets. The twelve (12) will serve completely at the pleasure of Cuozzo Orthodontics, their owners, directors and principles. Cuozzo Orthodontics reserves full right to disqualify any "***The Next Cuozzo Star***" contest entrant from the contest at any time during the contest period, or to replace any contest winner with an alternate at any time during the annual marketing period, if such entrant or winner commits any act or does anything that indicates dishonesty or moral turpitude or that otherwise might tend to reflect unfavorably on Cuozzo Orthodontics or "***The Next Cuozzo Star***" Contest.
21. Individuals chosen for the 40 finalists of the contest but not elected as one of the 12 winners may re-enter the contest in subsequent years. Those chosen as the 12 finalists may not enter the contest again at any time. Those removed at any time during the nomination, selection, voting, or reign of "***The Next Cuozzo Star***" for any cause related to Section 20 or voting irregularities may not reenter the contest at any time.