

freshly minted:

The Happily Ever After Wedding Challenge with WeddingChannel.com

Submission Deadline: Friday, November 3, 2010 at 10am PST

Dazzle the world with your chic and gorgeous wedding invitation designs in The Happily Ever After Wedding Challenge with WeddingChannel.com – the biggest wedding challenge of the year. We are seeking an array of modern, chic designs that will be launched this winter as a part of our exclusive, new 2011 wedding assortment. The prizes are big, bold, and varied, so keep reading for more information, including details on how you can win the opportunity to launch your own line of wedding invitations exclusively on Minted.

PRIZES: COLLECTION LAUNCHES

Three designers will win the chance to launch their own line of wedding invitations on Minted and launch a Minted storefront, an honor that has been granted to only 20 designers so far. Designer storefronts allow designers to organize and promote their designs in a shopper-friendly space, and earn higher commissions. Full details will be disclosed to winning designers, as this would be a private invitation.

The designer, as voted by the community, who gets the most entries into the top 20, will win a \$600 cash award for their three winning designs, plus an additional commission of \$800 for 4 more wedding suites. All 7 designs would be sold on Minted.com, with the designer receiving 5% of net sales of the products sold, on top of the upfront cash prizes.

Minted editors will select two other designers to launch their own line of wedding invitations on Minted. They will receive the same prize – a \$600 cash award and an additional commission of \$800 for 4 more wedding suites. Minted's editors will base their selection on participation in this challenge and performance in past challenges.

Note: Designers who have already won the opportunity to launch their own line of wedding invitations in the past are not eligible to win the prize again. In the event that an ineligible designer wins this opportunity, the prize will go to the next eligible designer with the most number of entries in the top 20.

NUMBER OF DESIGNS: The rules for this challenge are a little bit different from our past challenges. For the Happily Ever Challenge, designers are invited to submit as few or as many designs as they wish. However, designers who want to be considered for a chance to launch their own wedding line must submit a minimum of 3 separate entries for the community to evaluate the consistently high quality of the designs. If you submit more than 3 designs, only the scores of your top three highest performing designs will be averaged. Think of this as your chance to show off your range and breadth of style with an array of designs.

PRIZES: INDIVIDUAL DESIGNS

Excluding the designs from the collections of the three designers who will launch their own wedding line, the top 10 highest-scoring single designs will be deemed the 1st-10th prize winners and receive these cash prizes:

1st prize: \$500

2nd prize: \$250

3rd -10th prizes: \$150

Minted's staff will pick a healthy number of designs as Editor's Picks that will receive a cash award of \$150 each. We will be looking to supply our 2011 wedding assortment, so we expect to select a good number of designs.

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All Submissions must be received by 10 am PST, 11/3/10.

PRIZES: SPECIAL EDITOR'S PICKS

We will award these special prizes to individual designs, decided by
Minted's editorial team:

Best Outdoors or Nature-inspired design: \$300

Best Modern Beach or Destination design: \$300

Best Whimsical or Off-Beat design: \$300

Best design featuring a Couple's Monogram or Names: \$300

Best Fresh Take on a Classic (Formal) design: \$300

Best Modern, Bold, or Typographic: \$300

Customer's Choice Award: \$300

One brand new designer who has never before entered a design challenge
will be selected to receive this prize:

Best Newbie designer: \$300

Additionally, Guest Judge Amy Eisinger of the WeddingChannel.com will award this prize to her favorite design:

Judge's Pick: \$500

Last, but not least, there will also be a **Multiplier Award**, which means that if 2 or more of your designs have been chosen as
either the top 10 by the community or as one of the editor's picks, you'll receive a 25% bonus on top of your total award. So go
ahead, enter as many designs as you'd like!

The top 10 designs, as voted by the community, Judge's Pick, and Editor's Picks will all be sold on Minted.com, with those
designers receiving 5% of net sales of the products sold, in addition to the cash prizes.

ODDS AND ENDS

- In submitting multiple designs, do not submit
the same design in multiple colorways, (or slight
variations of the same design).
- Choose a unique name for your designs. Be
creative, knowing we may get dozens of entries
called 'Modern' or 'Simple Flourish'. Do not
submit multiple designs with the same name.
Also, do not include the phrase 'Wedding
Invitation' in your title. This will be added
automatically.
- Please only use alpha-numeric characters in the
design names (e.g., no commas, semi-colons,
dollar signs, etc.). Be aware that adding spaces
or other characters amidst the letters may, in the
future, make a search for your design difficult.

(Keep reading for sample wedding text)

Wedding invitation sample text

In addition to the design, the wording of wedding invitations can dictate the tone of the wedding. More formal affairs are likely to follow the traditional etiquette rules, while less traditional weddings might allow a couple to step out and get creative. The verbiage of any invitation is highly personal (and those sold on Minted, completely customizable). You can use any wording in your design, but here are a few wording samples to get you started.

FORMAL

Mr. and Mrs. Andrew Phillips
request the honor of your presence
at the marriage of their daughter
Elizabeth Kate
to
Evan Matthew Scott
Saturday, the twenty-third of June
two thousand and twelve
at one o'clock in the afternoon
St Hyacinth Catholic
Chicago, Illinois
reception to follow

.....

MODERN

We're getting married!
Olivia + Bradley
Invite you to share in their love
Saturday, May third
Two Thousand Twelve
At Half-Past Five O'Clock
The Ace Hotel
Palm Springs, California
drinks, dinner and merriment to follow

DESTINATION

Together with their families,
Andrea Victoria
and
Taylor Parker Reese
request the pleasure of your company
at their marriage celebration
Saturday, the twenty-second
of January
at five-thirty in the afternoon
Sol y Mar, Costa Maya
reception to follow

.....

VINTAGE

Anthony and Vanessa Branson
request the honor of your presence
at the marriage of their daughter
Emily Rose
to
Grahams Stanton
son of
Roger and Eleanor Stanton
Saturday, the Fourth of August
Two Thousand and Twelve
At eleven o'clock in the morning
Stratton Mountain Resort
Stratton, Maine
Lunch reception immediately following the
ceremony

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1 Create your designs

You will be designing **wedding invitations** that are an A7 (5" x 7") or a Square (6" x 6") flat card. We have provided A7 and Square templates in the submission kit for you. (Both Landscape or Portrait orientations are fine.)

- Final artwork **must** be in CMYK mode. Please no spot colors or RGB colors. You may use the Pantone® Color Bridge® CMYK/Uncoated guide, but be sure to always create your files using the CMYK build. At this time we are unable to print spot colors, metallic or other specialty inks, and we are unable to allow die-cuts, folds, foil stamping, embossing, ribbons/embellishments, or other 'fancy stuff'.
- If your design is selected, final artwork will be required in **Adobe® InDesign® or Illustrator®** format only. Designs will need to be in **CMYK**, and bitmap elements at a minimum 300 dpi at size. All textual typesetting must be editable in Illustrator or InDesign, however, any font that is used as a graphic element (i.e. dingbats, flowers, etc.) must be converted to outlines. We no longer accept Photoshop® files in final artwork. **Please include fonts and all linked files.** Bitmap elements should be in TIFF format (NO JPEGs).

2 Create low-res Submission Images using our provided templates

Please see the **'How To'** side bar at right.

3 Read and accept the Terms and Conditions

As part of the Entry Form, you will be asked to thoroughly read and agree to the Minted Terms and Conditions for Design Submissions. **NOTE: Terms and Conditions are updated each challenge**, and there is important information that you should know about. The Minted Terms and Conditions are included with this document.

4 Fill out Online Entry Form and submit designs

Submit your design at www.minted.com/submit-design/. You may be asked to log in or create an account. Please fill in the form completely, and upload your Submission Image. **PLEASE CHOOSE A UNIQUE NAME for your design, using only alpha-numeric characters (e.g., no commas, semi-colons, dollar signs, etc.).**

HOW TO PREPARE YOUR SUBMISSIONS FOR THE WEB:

- The Submission Image of your design must be no larger than 550 x 550 pixels, under 120kb, and in JPEG or GIF format. Files that are too large **will not** be accepted. JPEGs should be in RGB color mode.
- You must use one of the "submission_image... .psd" Photoshop templates included with the submission kit. (These files can be found in the Templates folder of the Submission kit, in a sub-folder called "Submission Images for Online".)
- There are several ways of preparing your submission image for the Web for designers using Illustrator or InDesign. We recommend placing a PDF into the Photoshop file 'submission_image... .psd'. First, save/export your design as a PDF. Then open in Photoshop the 'submission_image...' file that matches your design's orientation.
- Next Place (File > Place...) the PDF that you created into the submission image template and size the placed PDF appropriately. You may want to use the 'Create Clipping Mask' feature to crop the edges of your design (refer to *Photoshop Help* for more information on this). Be careful not to show crop marks on your submission.
- Alternately, you can open the PDF as a separate document in Photoshop, crop and size it, and then copy/paste your design into the 'submission_image...' document.
- Finally, save your design for the Web. From the File Menu in Photoshop, choose 'Save for Web' or 'Save for Web & Devices...' (depending on your Photoshop version – refer to *Photoshop Help* for more information on this feature). We recommend selecting the Preset 'JPEG High'. Quality 60 is usually fine, but it can be optimized as you see fit to get the best file size/quality ratio. Be sure that the image is less than 120 kb.

A Few Frequently Asked Questions.

See the the full FAQ at: <http://www.minted.com/designer-faq>

Who should I contact if I am experiencing technical difficulties submitting a design?

With technical difficulties or any other issue or question you may have — although please read through the above FAQ first — please email us at designers@minted.com and someone will get back to you. We check this email regularly during the week, as well as the weekend before a submission deadline.

Am I allowed to use iStockphoto images?

The short answer is no. iStockphoto's license agreement prohibits any of their designs to be reproduced for consumption, which is exactly what Minted does. The specifically relevant clause is: "For example, you cannot superficially modify the Content, print it on a t-shirt, mug, poster, template or other item, and sell it to others for consumption,

reproduction or re-sale." Even if you purchase the design under an extended license provision, we would still have to re-purchase it in order to be the owner and distributor of the design. Unfortunately, Minted can't afford to do this and still be able to take care of you, our wonderful designers. And, furthermore the whole point of Minted is to gather the very best original designs!

Can I use clip art in my designs?

Royalty-free clip art is permitted, but only as long as the source licenses the art for reproduction in items for sale. Many clip art books only allow for reproduction for 'personal use only'. Anything that you have to purchase online is not permitted. The reason for this is that Minted would then have to re-purchase that design if your entry was selected, likely at a much higher premium because of the scale of our reproduction.

Fonts

Minted licenses all the fonts that we use for print and online. While we are continually adding new fonts, we ask that you keep your fonts to those on this list. Fonts used in winning submissions that are not on this list will be substituted. 'Free fonts' that are licensed for commercial use for no charge that are not on this list may also be used. If you have any questions about fonts or potential substitutions, drop us a note at designers@minted.com and our resident font expert will happily help you out.

Adine Kirnberg Script
Adios Script
Affair
Albemarle Swash
AlexandriaFLF
American Typewriter Medium
Aquiline
Archer Family
Archive Antique Extended
Archive Penman Script
Arial Rounded Bold
Artistamp Medium
Avante Garde
Baker Script
Bank Gothic
Baskerville Family
Bebas Neue
Bell Gothic Family
Bell MT
Bembo Family
Berkeley Book
Bernhard Modern Family
Berth Script
Berthold Script
Bickham Script Pro
Birch
Black Jack
Bodoni Family
Bodoni Small Caps
Bookman Old Style
Briannes Hand
Budmo Jiggler
Burgues Script
Business Penmanship
Calisto MT

Adobe Caslon Pro Family
Caslon Open Face
Caslon Small Caps
Century Gothic
Chaparral Pro
Chevalier Stripes Cap
Chopin Script
Christmas Card
Clarendon Light, Regular & Bold
Cochin
Comfortaa
Commerce Gothic
Compendium
Cooper Black
Copperplate Light / Bold
Coquette Regular / Light
Cottonwood
Coventry Script
Currency
Cursive Standard
Cyclone
Daisy Lau
Daresiel
Didot
Divona
Dry Gulch
Eccentric STD
Edwardian Script
Engravers Gothic
Engravers MT
Estilo / Estilo Script
Euphorogenic
Extra Ornamental No. 2
Feel Script
Filosofia Family

Filosofia Regular
Fling
Font Diner
Frankfurter Inline
Franklin Gothic
Freebooter Script
Futura Family
Gala Condensed
Adobe Garamond Family
Garamond Family
Geosans
Gill Sans Family
Goudy Old Style
Granjon Roman / Small Caps
Gwendolyn
Hellenic Wide
Helvetica Neue Family
Hoedown
Isbell Bold
Adobe Jensen Pro
Jugend WF
Juniper
Jupiter Pro
Kepler Regular / Medium
Kravitz Thermal
Kuenstler Script Medium
La Portenia de la Boca/Recoleta
Learning Curve
Little Daisy
Love Letter
Lubalin Graph Book
Mea Culpa
Memimas
Mesquite
Meta Bold

Minion Pro Family
Modern No. 20 Regular / Italic
Modified Gothic
Monsieur La Doulaise
Mr. Sheffield
Mrs. Blackfort
Mrs. Eaves Roman / Small Caps
Museo 500
Myriad Pro Family
News Gothic
Nuptial Script
Odile
Oklahoma
Old Claude
Optima
Orator
P22 Cezanne
P22 Declaration
P22 Dearest
P22 Vincent Regular
P22 Zaner Pro One/Two
Palatino
Pea Jane in a Hurry
Phinster Fine
Pluma Family
Poetica Family
Pushkin Script
Quicksand Family
Rocko FLF
Rockwell
Rockwell Sketch
Romerai
Rose Caps
Rosewood
Sabon

Saddlebag
Sakurachan
Sansumi
Schoon
Scotch Roman
Sedona Script
Serlio Regular
Sexsmith
Sheer Beauty
Shelley Allegro Script
Sloop - Script One/Three
Station
Steelfish
Stella
Stuyvesant
Sudestada
Sweetheart Script
Tamarillo
Telegraphem
Texas Hero
Torino Modern
Times New Roman
Trade Gothic Family
Trajan Pro Regular / Bold
Tropicana
Typo Upright
Univers 55/65
Urania Czech
Vendetta Family
Walkway Bold / Black
Wendy Medium
Worstveld Sling
Zapf Dingbats
Zapfino

Minted, LLC Terms and Conditions for Design Submissions

Minted appreciates your participation in our “Happily Ever After Wedding Challenge with WeddingChannel.com” contest (“Contest”), via your submission of a wedding invitation (hereinafter the “Design”). By submitting your Design to Minted, you agree to the following terms and conditions (“Terms and Conditions”):

You promise that each and every Design you submit to Minted is your own original work, has not been previously published, is not and has not been offered for sale anywhere by any means, and does not contain any trademarks, logos, copyrighted material, content subject to right of publicity or privacy, or any other intellectual property belonging to any third party, other than that which has been provided to you by Minted. You acknowledge that you will not use any content provided to you by Minted, for any purpose other than to submit Designs incorporating such content to Minted in connection with this Contest.

You acknowledge that Minted may decline to select a Design, for any reason, and in its sole discretion. If your Design is selected to be displayed by Minted for voting on our site, then you grant us the right to upload, modify, reproduce, create derivative works and display your Design for the purposes of promoting Minted and this Contest, on our site and otherwise throughout the world, in Minted's sole discretion.

If your Design is selected for sale by Minted, at that time you immediately and irrevocably assign to Minted the entire right, title, and interest in and to the copyright and all intellectual property, 'moral' or other rights in your Design, including the right to sue for past infringement and the right to further sublicense the Design. You also license us the use of your Designer name and identifying information and image (“Designer Name”) for purposes of promoting the Design. Nothing in these Terms and Conditions obligates Minted to promote or sell the Design.

Without limiting the foregoing, Minted may, among other things, use the Design and identify your Designer Name in any manner, including but not limited to: reproducing the Design and your Designer Name on products, selling products bearing the Design and your Designer Name, changing or reworking the Design by making color or size changes, making derivative works of the Design, using the Design and your Designer Name on the Minted website and otherwise to promote Minted, and registering the Design with the US Copyright Office in Minted's name. You agree to provide Minted with any information as may be required in order to register the copyright in the Design if Minted so requests, at no additional cost to Minted. If your Design is selected, then you may not use the Design (or derivatives of the Design) or allow others to use the Design (or derivatives of the Design) in any manner whatsoever.

Whether or not we select your Design for sale, you may not reproduce, sell, or submit the Design to others for any purpose for ninety (90) days after the Contest's submission deadline (the “Trial Period”). During the Trial Period, we may display your Design as a product for sale to assess consumer interest, even if we have not yet selected your product for sale. If a customer orders a product incorporating the Design, the Design will be deemed selected and you will be compensated as if the Design were an Editor's pick. After the expiration of the Trial Period, if Minted has not notified you that it has selected your

Design, then you shall be free to use the Design for any purpose. You further agree not to use the Minted website to promote any products or services of any company that operates in competition with Minted.

If your Design is selected for sale by Minted in this Contest, then we shall pay a lump sum Cash Prize and a Sales Commission, as follows:

PRIZES: The top-rated design, as voted by the community, will receive a First Place cash award of \$500. The Second Place winner will receive \$250, and the Third through Tenth Place winners will receive \$150. Minted Editors will select additional designs to receive Editor's Pick awards of \$150. Additionally, awards will be given to designs that are selected to win the following categories:

Best Outdoors or Nature-inspired design: \$300

Best Modern Beach or Destination design: \$300

Best Whimsical or Off-Beat design: \$300

Best design featuring a Couple's Monogram or Names: \$300

Best Fresh Take on a Classic (Formal) design: \$300

Best Modern, Bold, or Typographic: \$300

Customer's Choice Award: \$300

One designer who has never previously participated in a Minted challenge will receive a Best Newbie award of \$300.

The Guest Judge will select one design to receive a \$500 cash award.

The top 10 designs, as voted by the community, Judge's Pick, and Editor's Picks will all be sold on Minted.com, with those designers receiving 5% of net sales of the products sold, in addition to the cash prizes. Designers who have 2 or more designs selected as either a top 10 design by the community or an Editor's Pick will receive a 25% bonus on top of their total award.

Finally, three designers will be selected to launch a line of wedding invitations on Minted. One designer will be selected by community vote, and two designers will be selected by Minted Editors. Each winning designer will receive a \$600 cash award for their three challenge submissions and an additional commission of \$800 for 4 more wedding suites.

SALES COMMISSION: Designer will be paid five percent (5%) commission on Net Sales of any Minted products sold by Minted which wholly incorporate your Design. “Net Sales” is defined as the retail price received by Minted from its customer, i.e. the price charged after any promotional discounts, excluding returned and/or defective products. Minted may offer any products incorporating the Design at any price, for any amount of time in any market, in Minted's sole discretion. Sales Commissions shall be paid to you within 90 days from the end of each calendar quarter. Calculation of Sales Commission shall be in Minted's reasonable discretion, and shall not be subject to audit or other verification by you. If Minted believes that you have breached any

provision of these Terms and Conditions, then Minted may cancel or suspend any payments of Sales Commissions to you, without prejudice to any other rights Minted may have against you.

You alone shall be responsible for the payment of any tax that arises as a result of receiving payment from Minted, as we will not withhold any taxes. Payment of any cash prizes will be sent within ninety (90) days after Minted receives high-resolution artwork of your Design and Designs for a coordinated response card, backer, liner, RSVP Card, all purpose card, and Skinny Wrap return address label selected for sale, deemed suitable for print. You will also be required to submit an Inspiration Board with each winning design, an Inspiration Board being defined as an A7 portrait sized design containing photos or images that relate to and led to the creation of the Design. You must provide credits for all photos and images used, including the name of and link to the source. Inspiration Boards shall be considered "Materials", and are required for all Designs selected for sale by Minted, regardless of the category.

If the high-resolution artwork is not deemed suitable for print, as determined by Minted in its sole discretion, then Minted will notify you of the reason(s) for its determination by email. If after providing you with written notice to produce high-resolution artwork, Minted does not receive high-resolution artwork for the Design selected for sale within 14 days, then Minted reserves the right to withdraw your prize and refuse you payment for use of the Design.

MATERIALS REQUIREMENTS. You may not submit any Materials, including, without limitation, photographs and other images, text, graphics, videos, visuals, sounds, data, files, links and other materials that could infringe any rights of privacy, publicity or copyrights, unless you have the permission of the owner of these rights and the persons (or their parents or legal guardians, where applicable) who are shown in the materials. Furthermore, you may not submit any materials that may give rise to any civil or criminal liability under applicable law, or expose Minted or its legal affiliates or partners to the threat of the same. We reserve the right to delete, move, edit images, or suspend viewing or printing of materials if, in our sole discretion, we deem any submission abusive, defamatory, or in violation of copyright, trademark, or privacy laws or otherwise inappropriate or likely to lead to civil or criminal liability.

In the event that you post, submit or upload non-Design Materials ("NDM"), such submission will not change the ownership status of those NDM, and you hereby grant us and our designees a worldwide, non-exclusive, sublicenseable (through multiple tiers), assignable, royalty-free, fully paid-up, perpetual, irrevocable right to use, reproduce, distribute (through multiple tiers), create derivative works of, and publicly display and perform (publicly or otherwise) such NDM. Please note that, while you may retain ownership of your NDM, any design, template or layout in which you arrange or organize such NDM through tools and features made available through Minted are not proprietary to you, and can be used by Minted and others for any purposes. You acknowledge and agree that you have no rights in any such design, template and/or layout, and such template or layout shall be the sole and exclusive property of Minted

or its licensors.

You represent, warrant and covenant that (i) you own or otherwise possess all necessary rights with respect to the Materials, (ii) the Materials do not and will not infringe, misappropriate, use or disclose without authorization, or otherwise violate any intellectual property or proprietary right of any third party, and are not unlawful, fraudulent, threatening, abusive, libelous, defamatory, obscene or otherwise objectionable, and (iii) you hereby consent to the use of your likeness, and you have obtained the written consent, release, and/or permission of every identifiable individual who appears in a Materials to use such individual's likeness, for purposes of using and otherwise exploiting the Material in the manner contemplated by these terms and conditions or, if any such identifiable individual is under the age of eighteen, you have obtained such written consent, release and/or permission from such individual's parent or guardian (and you agree to provide to Minted a copy of any such consents, releases and/or permissions upon Minted's request).

Please note that our community members may report Materials that they believe to be inappropriate. Minted has the right, but no obligation to remove Materials in response to user reports or requests. Minted is not responsible for, and will have no liability for, the removal or non-removal of any Materials.

GENERAL. Your acceptance of these Terms and Conditions creates a binding contract under California law. You may not assign or otherwise transfer any right or obligation herein, without prior written consent of Minted which may be withheld in Minted's sole discretion. Any dispute between you and Minted shall be decided under California law, via binding arbitration in accord with applicable rules of the American Arbitration Association. Any such arbitration demand shall be filed in San Francisco, California within one year of the date that any claim may arise.