



THE ULTIMATE MAKEOVER CONTEST ENTRY FORM

Full name _____

Address _____

Email address _____

Best phone # to reach you _____

This phone number is your home work cell

May we leave a message on this number? Yes No

Age _____ Date of birth _____ Gender identity _____

Height _____ Weight _____ Eye color _____ Hair color _____

Are you a resident of the US? Yes No

Do you smoke? Yes No

Do you belong to any affiliations or organizations (charitable or otherwise)? _____

On a separate sheet of paper: In a 1000 word, double-spaced essay, tell us why you or the person you feel you should be chosen will benefit from receiving the You 2.0 Ultimate Makeover. List everything you would like to have happen once the makeover is completed. What about your smile are you most unhappy with? What do you like about your smile? How has the physical appearance of your smile affected your life? If you were to receive the You 2.0 Ultimate Makeover, in what ways would your life be changed?

Applicant must drop off their own completed entry form along with their essay and signed application, in person, to Woodstock General & Implant Dentistry's office before 2:30 pm on Wednesday, August 31, 2022. Hours for entry drop-off are Tuesday through Friday from 8 am to 2:30 pm. One entry per person.



THE ULTIMATE MAKEOVER CONTEST

Affirmation of Eligibility and Liability and Publicity Release

Affirmation of Eligibility

I represent and affirm that I am at least eighteen years of age and I reside at the following as my principal address:

_____ ,
which is located in Ulster County, New York.

I further represent and affirm that I am not:

- (i) an employee of Woodstock General & Implant Dentistry and Medical Aesthetics of the Hudson Valley ("Sponsors");
(ii) a member of the family of any a Sponsor employee; or
(iii) an individual living in the same household as an individual described in (i) or (ii) above.

Release of Sponsors

I hereby agree to release and hold harmless Sponsors and their officers, directors, shareholders, employees, representatives, and agents from and against any actions, claims and/or liability for injury, loss or damage of any kind to persons (including death) and property (including any for the violation or infringement of any proprietary or personal right) caused in whole or in part, directly or indirectly, from my participation in the Contest, and/or my use, misuse, acceptance of any prize, and/or for any services performed on me as part of the prize.

Publicity Release

I consent to and give each Sponsor and each dental or medical professional who would provide services to me as part of the prize, the right to photograph, record or videotape me in connection with the services to be provided as part of the prize and in any subsequent publication of those images and to use, publish or display, in perpetuity, my name, address, biographical information, Prize information, picture (including, but not limited to before-and-after photographs and photographs of any procedure), portrait, likeness, voice, quotes, verbal or written statements, opinions and photographs or video of me (in whole or in part, as may be adapted, edited, or modified, as solely determined by Sponsor(s)) for advertising, trade, publicity or promotional purposes in any media now known or hereafter discovered, worldwide, without my review, notification or approval, all without additional consideration or payment to me, unless prohibited by law. I also hereby waive any privacy claims under NY Civil Rights Law §50-51 related thereto.

Taxes

I acknowledge that I am responsible for all federal, state and local taxes, as well as any other applicable taxes, and any expenses they I may incur as a result of winning a prize.

Scheduling and Disqualification

I will be available for several days for the makeover process and I will make all scheduled appointments. I hereby acknowledge that missing appointments could jeopardize the completion of the makeover and could result in my disqualification in the sole discretion of Sponsor(s). If I am disqualified for any reason, an alternate participant will be chosen to receive the prize.

Health

I am in excellent mental and physical health and I will provide current copies of my medical forms to the Sponsors upon request.

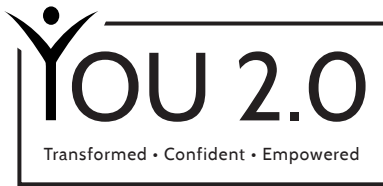
Acceptance and Signature

By signing below, I agree to participate in the Contest and am affirming that I fully understand the contents, meaning and impact of this Affirmation and Release and the Official Rules, of which I have received a copy.

Signature

Date

Print Name



THE ULTIMATE MAKEOVER CONTEST

Official Rules

NO PURCHASE NECESSARY TO ENTER OR TO WIN. A purchase will not increase your odds of winning. All federal, state, local and municipal laws and regulations apply. Void where prohibited.

Eligibility

- Contestants must be at least 18 years of age on or before June 1, 2022 to participate in the contest. Valid proof of age must be presented.
- Contest is open to residents of Ulster County, New York only.

Sponsors

- The You 2.0 Ultimate Makeover Contest is sponsored by Woodstock General & Implant Dentistry and Medical Aesthetics of the Hudson Valley ("Sponsors"). Selection of winners and all other aspects of the contest shall be final and binding on entrant in all respects. The Sponsors will not be responsible for typographical, printing or other inadvertent errors in these official rules or in other materials relating to the contest. If you have any questions regarding this contest, please contact Danielle Liotta at 845-679-3706.

Contestant Requirements for Participation

- Contestants must sign a photo and video release form that allows the Sponsors, and their agents, contractors and assigns, to use photos and videos of Contestant on all promotional materials for each of the Sponsors. Promotional materials include, but are not limited to, social media platforms and the company's website.
- Contestants must provide written consent to utilize their first name and last initial, along with photos and videos, for promotional and voting purposes.
- Contestants must agree to a full comprehensive examination and consultation at Woodstock General & Implant Dentistry, if they are declared a finalist.

Exclusions

- Officers, directors or employees of Woodstock General & Implant Dentistry, Medical Aesthetics of the Hudson Valley, or KathodeRay Media or members of their family ("Excluded Individuals") or individuals living in the same household as an Excluded Individual are not eligible to apply for this contest.

Time Period

- Entries will be accepted beginning June 1, 2022 at 8am EST and ending on August 31, 2022 at 2:30pm EST. Finalists will be chosen on or before September 30, 2022. The Grand Prize Winner will be announced on October 4, 2022.

Methods and Number of Entries

- Contestants may enter the contest by completing an application form, which can be found on the Woodstock General & Implant Dentistry website at: <https://woodstockgeneraldentistry.com/wp-content/uploads/2020/02/You-2.0-Contest-Application.pdf>
- Contestants must submit a double-spaced 1,000-word essay on how the YOU 2.0 Ultimate Makeover Contest will change their life or someone else's life, which person they are nominating to be a Contestant.
- Applicants must sign an Affirmation of Eligibility/Liability and Publicity Release. If an application is submitted by someone other than the makeover Contestant, the application must also include an Affirmation of Eligibility/Liability and Publicity Release from the nominated Contestant, on whom the work is to be performed.
- Applicant must drop off their entry, consisting of an application, essay and affirmation(s), in person at the Woodstock General & Implant Dentistry office Tuesday through Friday from 8 am to 2:30 pm. One entry per person.
- Any questions regarding the number of entries submitted or the eligibility of a Contestant shall be determined by Sponsors in their sole discretion, and the Sponsors reserve the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the contest.
- Sponsors will not be responsible for incomplete, lost, late, "post-due," misdirected or illegible entries or for failure to receive entries for any reason, including but not limited to transmission or technical failures or malfunctioning of any telephone connection, network, hardware or software or weather-related events.
- All entries, including essays, applications, affirmations, photos and videos, become the property of Woodstock General & Implant Dentistry and no portion of the entry will be returned.

Prizes

- Five (5) Finalists will receive a free comprehensive examination and consultation by Woodstock General & Implant Dentistry.
- One (1) Grand Prize Winner will receive a You 2.0 Ultimate Makeover Package, which will include customized treatment plan and Free Smile & Wellness Makeover, consisting of cosmetic dentistry and may include the services from the list below, depending on the professional assessment of the medical provider after making a professional assessment of the Grand Prize Winner:

Continued

- Chin Reduction
- Wrinkle Reduction
- Laser Skin Resurfacing
- Photo Rejuvenation
- Woodstock General & Implant Dentistry reserves the right to substitute for prizes of equal or greater value.
- Odds of winning depend on the number of eligible entries received.
- Prizes may be considered income. Winners are solely responsible for reporting and payment of any taxes on prizes. Winner will be solely responsible for all necessary travel and other expenses incurred in connection with accepting the prize(s).

Selection and Notification of Winners

- This is not a game of chance. Woodstock General & Implant Dentistry will select five (5) Finalists based on the essays submitted. The Grand Prize Winner will be chosen by Woodstock General & Implant Dentistry based on the free examination and consultation provided to the Finalists and consideration of the essay.
- Winners will be notified via phone and/or email.
- Prizes not won and claimed by eligible winners in accordance with these official rules will not be awarded.
- Finalists and the Grand Prize Winner must be available and on time for all appointments. Failure to do so may result in forfeiture of the prize and may also result in future appointments or procedures being canceled by Sponsors and a failure of the Grand Prize Winner to complete his/her treatment.
- If a potential Finalist or Grand Prize Winner does not respond to notification (with all requested information) within ten (10) days, such potential winner will be disqualified and an alternate winner selected. Forfeiture of prize and the selection of an alternate (provided sufficient eligible entries are received) winner may result from any of the following: Contestant: (1) fails to respond to a notification (with all requested information) within the required time or is sent a notification that is returned as undeliverable; (2) fails to complete and return a required Affirmation of Eligibility/Liability and Publicity Release (and any other documents, if requested by Sponsors) within the required time; (3) is deemed ineligible or is otherwise not in compliance with the official rules; or (4) is not available to have procedures from the You 2.0 Ultimate Makeover Package performed on the dates and times specified by Woodstock General & Implant Dentistry.

Copyright and Release

- By entering the contest, each Contestant grants to the Sponsors an exclusive, royalty-free, non-terminable and irrevocable right and license to publish, print, edit or otherwise use the Contestant's submitted entry, in whole or in part, for any purpose and in any manner or media now known or hereinafter developed throughout the world in perpetuity, and to license others to do so, all without limitation or further compensation. If Contestant is selected as a Finalist or Grand Prize Winner, Contestant will sign any additional license and release that Sponsors may require to provide that Sponsors may use Contestant's name, biographical information, address, picture/photograph likeness (including before, during and after photographs), video footage and/or voice, for advertising and promotional purposes without further consideration to Contestant in connection with Contestant's use and acceptance of the prize.

Disqualification and Contest Termination

- By participating, Contestants agree to be bound by these official rules and the decisions of the Sponsors. Sponsors reserve the right to disqualify persons found tampering with or otherwise abusing any aspect of this contest as solely determined by Sponsors. In the event the contest is compromised by a virus, non-authorized human intervention, tampering or other causes beyond the reasonable control of Sponsors, which corrupts or impairs the administration, security, fairness or proper operation of the contest, Sponsors reserve the right in its sole discretion to suspend, modify or terminate the contest. Should the contest be terminated prior to the stated expiration date, Sponsors reserve the right to award prizes based on the entries received before the termination date.

Indemnification and Legal Liability and Restrictions

- By entering the contest, Contestant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with the contest, or any prizes awarded, shall be resolved individually without resort to any form of class action, and entrant waives his or her right to a jury trial for such disputes, claims, and causes of action; (2) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the contest, but in no event attorneys' fees; and (3) under no circumstances will any Contestant be permitted to obtain any award for, and entrant hereby waives all rights to claim punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses.
- BY ACCEPTING A PRIZE, THE WINNER AGREES THAT CONTEST SPONSORS AND THEIR OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE HELD HARMLESS BY WINNER FOR ANY LIABILITY FOR ANY INJURY, LOSS OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE OR PARTICIPATION IN THIS CONTEST OR PARTICIPATION IN ANY CONTEST OR PRIZE RELATED ACTIVITY.
- All issues and questions concerning the construction, validity, interpretation and enforceability of these official rules, or the rights and obligations of any Contestant and Sponsors, shall be governed by, and construed in accordance with the laws of the State of New York, without giving effect to any choice of law or conflict of law rules or provisions. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the valid or enforceable provision was not contained therein.
- By entering the contest, Contestants release Sponsors, and each of their respective affiliated companies, directors, officers, employees, representatives, partners and agents from any liability whatsoever for any claims, costs, injuries, losses or damages of any kind arising out of or in connection with the contest or with the acceptance, possession or use of any prize (including, without limitation, claims, costs, injuries, losses or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light).