

THE CUBE AWARDS 2010 – RULES AND CONDITIONS

1. COMPETITION ORGANIZERS AND PARTNERS

LA POSTE, S.A. capital of €1,000,000,000, entered in the PARIS commercial registry as number 356.000.000, with head office at 44 boulevard de Vaugirard, PARIS (75015), hereafter referred to as the organizer, is holding a competition entitled “Les Cubes du Marketing Direct, du e-commerce et de la Vente à Distance” (Direct Marketing, E-commerce and Distance-selling Cubes) between June 18 2010 and October 19 2010 (with deadline for the submission of applications on 15/07/2010). The competition is owned by LA POSTE and is organized in partnership with the Regional Council of Nord - Pas-de-Calais, the Lille Métropole Chamber of Commerce and Industry, M.O.V.E. (Mail Order Valley of Europe), the FEVAD (French federation of distance-selling enterprises) and the AACC (French association of communication agencies).

2. PURPOSE AND SCOPE OF THE COMPETITION

2.1 The objective of the “Direct Marketing, E-commerce and Distance-selling Cubes” competition is to reward advertisers and advertising or communication agencies with awards for the best Relationship Marketing campaigns or actions developed between June 2009 and June 2010.

2.2 For the purposes of the present Rules and Conditions, Relationship Marketing is defined as any direct marketing operations, mailings, e-mailings, door-drops, SMS/text messages, MMS messages, mail-order catalogues, e-commerce and commercial websites, cross-over campaigns, multi-channel campaigns and point-of-sale campaigns. The organizer alone is entitled to make final decisions regarding whether companies, campaigns or actions fall within the framework of this definition and are thus eligible for the competition.

3. AWARD CATEGORIES

The awards allocated within the framework of the “Direct Marketing, E-commerce and Distance-selling Cubes” competition cover the below-listed activity sectors (Article 3.1), in addition to the Direct Marketing, E-commerce and Distance-selling Grand Cube 2010 (Article 3.2).

3.1 Three levels of award (Gold, Silver and Bronze) are allocated for each of the following eleven sector-specific categories:

- Banking, insurance and lending
- NGOs and charities
- Automotive sector and transport
- Media (Press, TV, radio, cinema, internet)
- Health, beauty, fashion, jewellery
- Culture, leisure, travel
- Mass-market food and non-food sectors B-to-B
- Telephony and internet service providers

3.2 The Direct Marketing, E-commerce and Distance-selling Grand Cube 2010 is awarded to the best cross-channel campaign developed between June 2009 and June 2010 in any sector or category.

3.3 The Mailing Cube of the Year will be awarded to the best mailing developed between June 2009 and June 2010, entered in this category or in any other sector or category.

3.4 The catalog Cube of the year will be awarded to the best catalog developed between June 2009 and June 2010.

3.5 Special Cube Awards, selected by an expert panel of judges, will be allocated in the following categories.

- The Nord - Pas-de-Calais Regional Cube for an innovative operation in the region,
- The European Higher Education Cube (supported by ESC Lille and La Poste),
- The Cube for innovation in customer relationship technologies (supported by the French National Union for Direct Communication),
- The International Grand Cube.

3.6 The organizer reserves the right to alter the categories of award outlined above at any time, without being required to justify its decision.

4. DURATION OF THE COMPETITION – ENTRY

4.1 The "Direct Marketing, E-commerce and Distance-selling Cubes" competition shall be held between June 18 2010 and October 19 2010. Applications and competition entries must be postmarked no later than midnight on July 15 2010. Any application sent in after this date shall be disregarded.

4.2 The organizer reserves the right to prolong, modify, suspend, postpone, cancel or renew this operation in the future, as well as the corresponding framework, at its own discretion, and shall not be held liable therefore.

5. FRAMEWORK AND CONDITIONS OF PARTICIPATION

Participants are required to carry out all the steps necessary for participating in this competition on their own behalf, within the deadline specified and in accordance with the current Rules and Conditions, and notably in accordance with Article 5 "Framework and Conditions of Participation".

5.1 The "Direct Marketing, E-commerce and Distance-selling Cubes" competition is open to any advertiser, advertising or communication agency which has developed one or more Relationship Marketing actions or campaigns between June 2009 and June 2010. Each advertiser or agency is entitled to enter several Relationship Marketing actions or campaigns. Relationship Marketing is broadly defined in Article 2 of the present Rules and Conditions. The organizer alone is entitled to make final decisions as to whether companies, campaigns or actions fall within the scope of this competition.

5.2 Applicants are required to register online at www.lescubes.com. All registration fields must be completed and a number of electronic documents must be uploaded in accordance with the type of campaign presented: Print campaigns:

- A presentation of the full campaign, as a low-definition JPEG.
- A view of each individual element of the campaign, as low-definition JPEGs. Video and MMS campaigns:
 - Mpeg file of the full film.
 - The full storyboard as a low-definition JPEG. SMS campaigns:
 - A presentation of the full campaign, as a low-definition JPEG. Web-based campaigns:
 - A presentation of the full campaign, as a low-definition JPEG.
 - The website URL.
 - 3 or 4 views of the various elements of the campaign or site, as low-definition JPEGs.

5.3 In addition to registering online, competitors must also send the original campaign media, presented as follows: A plain sheet of unheaded paper stating:

- The online application number supplied
- The name of the agency
- The name of the advertiser
- The name of the campaign

Print campaigns:

- A presentation of the full campaign, as a high-definition JPEG.
- 5 examples of the printed and mounted version of the campaign. Video and MMS campaigns:

- DVD of the campaign.SMS campaigns.

- A presentation of the full campaign, as a high-definition JPEG.

Web-based campaigns:

- A presentation of the full campaign, as a high-definition JPEG.

- 3 or 4 views of the various elements of the campaign or site, as high-definition JPEGs.

The required documents must be sent and postmarked no later than midnight on July 15 2010, to the following address : Les Cubes du Marketing Direct, du e-commerce et de la Vente à Distance, BP 109 - 59001 LILLE CEDEX FRANCE

5.4 Any online registration and application sent after the specified deadline, as well as any application that is incomplete, damaged, illegible or unusable or which fails to include the documents and elements required to evaluate the operation in question will be definitively excluded from the competition.

5.5 The organizer shall not be held responsible for any loss, damage or delay incurred during the sending of applications or any other element, document and/or message relating to the current operation. The organizer will not return applications or any elements enclosed.

5.6 By submitting an application to the organizer, the candidate expresses their intention to participate in the competition and thereby implies unconditional acceptance of the present Rules and Conditions as well as the framework of the competition.

5.7 Neither La Poste nor any service provider directly involved in organizing the "Direct Marketing, E-commerce and Distance-selling Cubes" competition are permitted to take part in any of the categories. They cannot therefore win any of the awards.

6. JUDGING PANEL

6.1 The awards outlined in Article 3 of the present Rules and Conditions are allocated by a panel of judges constituted specially for the "Direct Marketing, E-commerce and Distance-selling Cubes" competition. The judging panel shall not be required to justify its decisions.

6.2 The composition of the judging panel may be obtained by writing to the organizer at the following address: "Les Cubes du Marketing Direct, du e-commerce et de la Vente à Distance", BP 109 - 59001 LILLE CEDEX, FRANCE. The composition of the panel is provided for information only and shall not be considered as a binding commitment from the organizer. The organizer shall not, under any circumstance, be held responsible, for whatever reason, and notably in the event that the composition of the judging panel is modified or the absence of one of the panel members or any other event influencing the organization of the judging panel or the competition.

7. EVALUATION CRITERIA – ALLOCATION OF AWARDS

7.1 The deliberations of the judging panel for the “Direct Marketing, E-commerce and Distance-selling Cubes” competition shall be brought to a close on September 18 2010.

7.2 The campaigns or actions examined by the judging panel shall be evaluated according to three principle criteria: effectiveness, creativity and innovation.

7.2.1 Effectiveness shall be understood as the relevance of the strategic response with regard to the advertiser’s objective, as well as the quantity and quality of results achieved by the advertiser.

7.2.2 Creativity shall be understood as the level of marketing techniques used, the quality of the advertising media created and the relevance with regard to the objective set.

7.2.3 Innovation shall be understood as the innovative character of the campaigns or actions, either through the use of new media or through the use of new techniques.

7.3 When judging the evaluation criteria and applying them to the actions and campaigns examined, the decision-making powers of the judging panel are absolute. It is not required to justify its selections and they shall not be disputed, irrespective of the decisions made.

7.4 In addition to being selected by the judging panel, participants are required to comply with every provision of the present Rules and Conditions in order to receive an award.

8. AWARD CEREMONY – COMMUNICATION

8.1 Award-winners will receive their awards during a ceremony held in Lille. Only Gold Cubes will be handed over on stage.

8.2 Receiving an award implies the automatic and unconditional acceptance of all communication and promotional activity, in whatever form, carried out with regard to the “Direct Marketing, E-commerce and Distance-selling Cubes” competition.

8.3 It is specified, in particular, that the organizer is entitled to mention, publish or use award-winners’ company names and brands, the full names of company representatives, as well as any images taken or obtained within the framework of the competition for communication and promotional actions relating to the “Direct Marketing, E-commerce and Distance-selling Cubes” competition. Such usage is expressly authorised by the participants who, to this end and within the limits specified (communication and promotion relating to the competition), transfer the usage, distribution and copy rights to their name, brand, image and other elements of identification to the organizer, for a duration of ten years free of charge. This transfer shall not give rise to any indemnity or remuneration of any kind.

9. PERSONAL DATA

9.1 Participants in the “Direct Marketing, E-commerce and Distance-selling Cubes” competition are informed that the personal information collected within the framework of this operation is strictly required for participation. Said information is collected on behalf of the organizer and its partners.

9.2 In accordance with Article 27 of the French data protection law (Law no. 78-17 of January 6 1978), the participants are entitled to access, modify, rectify and remove personal data and may do so by writing to the following address: “Les Cubes du Marketing Direct, du e-commerce et de la Vente à Distance”, BP 109 - 59001 LILLE CEDEX, FRANCE.

10. MODIFICATION, CANCELANON OF THE COMPETITION

The organizer reserves the right to cancel, postpone or modify the competition without being required to provide any justification. In this event, the organizer shall not be held responsible for any consequences resulting from the cancelation, postponement or modification of the competition.

11. RULES AND CONDITIONS – ACCEPTANCE

11.1 The present Rules and Conditions have been filed at the Bailiff's office of Maître Berna, 6 rue Faidherbe, Tourcoing (59200) France. They shall be sent to any person who requests a copy by writing to: Les Cubes du Marketing Direct, du e-commerce et de la Vente à Distance, BP 109 - 59001 LILLE CEDEX, FRANCE. They are also available online on the "Direct Marketing, E-commerce and Distance-selling Cubes" competition website: <http://www.lescubes.com>

11.2 Participating in the "Direct Marketing, E-commerce and Distance-selling Cubes" competition implies that participants are familiar with, accept unconditionally and agree to comply with each clause of the present Rules and Conditions.

12. JURISDICTION

Any disputes arising from the interpretation or execution of the present Rules and Conditions or during the course of the competition shall be settled by the organizer who must be informed by registered letter with acknowledgment of receipt no later than one month following closure of the competition. In the event that a dispute cannot be resolved amicably, it shall be settled by the Lille courts applying French Law.

"Les Cubes du Marketing Direct, du e-commerce et de la Vente à Distance" (Direct Marketing, E-commerce and Distance-selling Cubes) is a trademark registered by La Poste. The "Direct Marketing, E-commerce and Distance-selling Cubes" awards are designed by a group of second year students at the ISD Design School in Valenciennes, under the direction of Mr Hervé Grolier.