



VIDEO JINGLE CONTEST FREQUENTLY ASKED QUESTIONS

How does the Bernie & Phyl's Video Jingle Contest work?

The object of the Bernie & Phyl's Video Jingle Contest is to create and submit the best original video showing the participant performing the jingle, *"Bernie and Phyl's...Quality, Comfort and Price...That's Nice!"*. Video submissions will be displayed on Bernie & Phyl's website subject to certain terms and conditions. Bernie & Phyl's judges will select the top ten (10) submissions to be featured on the Bernie & Phyl's website where fans will have the opportunity to vote for their favorite video. The finalists will be chosen for their creativity, originality, and quality. The Grand Prize Winner will win a brand new 2008 Civic Hybrid from Bernie & Phyl's Furniture in conjunction with Cambridge Honda.

How do I enter this contest?

Log on to bernieandphyls.com between 12:01 A.M. Eastern Standard Time (EST) on July 16, 2008 and 11:59 P.M. EST on November 3, 2008. Click on the contest banners, buttons, and/or links to access the online submission form and video upload for the contest. You must then read, acknowledge, and agree to the Official Rules, including the Consent, Assignment, and Release agreements. Please provide your complete name, date of birth, address, city, state, ZIP/postal code, telephone number, e-mail address, and video.

What is the contest schedule?

Video Submission Period: 7/16/08 - 11/3/08

Ten (10) Finalists Announced: 11/10/08

Online Voting Period: 11/10/08 - 11/23/08

Winner Announced: 11/24/08

Prize Awarded: 11/28/08

Who can participate in this contest?

Contest is open to legal residents of the fifty (50) United States and Washington, D.C., who are licensed drivers and are eighteen (18) years of older and have a valid e-mail address and internet access as of the date of submission. Do not enter this contest if you are not located in one the fifty (50) United States or Washington, D.C.

What kind of videos can I create?

It's entirely up to you. Be as creative as possible and have some fun. However, there are a few rules:

- * Videos must maintain uphold the integrity of the lyrics of the jingle
"Bernie and Phyl's...Quality, Comfort and Price...That's Nice!"
- * You must be the lead performer singing the entire song.
- * Submission must be in English
- * Submission must be original, unpublished, the sole property of the submitter, and not resemble any copywrited material.
- * Videos may not exceed 30 seconds in length

What kind of content is not allowed?

Please make sure your video is in good taste. Any videos containing profanity, sexually-explicit material, lotteries or gambling, tobacco, alcohol, illegal drugs, dangerous stunts, weapons or anything else judged to be in poor taste will be removed from the competition and will not be posted to the Bernie & Phyl's site for voting or consideration. Posting of videos is at the sole discretion of Bernie & Phyl's Furniture.

How many videos am I allowed to submit?

There will be a limit of one (1) submission per email address, per person.

How and where do I upload video?

Uploading video on to Bernie & Phyl's website is easy. Simply go to videos.bernieandphyls.com and click the button labeled "Click here to submit your video now. After you register for the Bernie & Phyl's video site and upload your video, you will be asked to enter basic contact information, such as your name, e-mail address, home address and birth date to complete your submission.

What formats of video can I upload?

Submissions must be in one of the following formats: avi, mov, mpg, wmv, mp4, .flv (Flash 7 and 8). Bernie & Phyl's website will not accept files that exceed a file size larger than 50MB. Submissions may not exceed 30 seconds in length.

When will my video be posted live to the site?

The judges at Bernie & Phyl's must review all videos before they can be posted live to the Bernie & Phyl's website. Please check in a few days to see if your video has been posted.

How does the voting process work?

Once the ten (10) finalists are chosen by the judges, those videos will be featured on Bernie & Phyl's website in accordance with the above schedule. This will be the voting period where family, friends, and fans will have the opportunity to vote for their favorite video. The individual submitting the video that receives the most votes during the voting period will win the Honda Civic Hybrid.

How many times can I vote?

There is a limit of one (1) vote per e-mail address.

Tell me about the Grand Prize.

This contest has one prize. The winner will be awarded a brand new 2008 Civic Hybrid from Bernie & Phyl's Furniture in conjunction with Cambridge Honda in Cambridge Massachusetts. The Honda Civic Hybrid can be seen at various Bernie & Phyl's store locations and a description of it can be viewed on both the Bernie & Phyl's and Cambridge Honda websites.

For a full description of the Official Rules, go to www.bernieandphyls.com.