Motorola #LifeInHD Contest
Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

The Motorola #LifeInHD Contest (the "Contest") starts on February 25, 2013 at 12 PM EST and ends on March 1, 2013 at 11:59 PM EST ("Contest Period").

ELIGIBILITY: Contest is open to legal residents of the United States and the District of Columbia, who are at least 18 years of age and have a smartphone with data connectivity as of February 25, 2013. Employees of Motorola Mobility LLC ("Sponsor"), Weber Shandwick, and their respective parents, subsidiaries, affiliates, promotion and advertising agencies, and members of their immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to enter or win. Void where prohibited by law. Contest is subject to all applicable federal, state and local laws. This Contest is in no way sponsored, endorsed or administered by, or associated with Instagram or Twitter. You understand that you are providing your information to Sponsor and not to Instagram or Twitter.

HOW TO ENTER: During the Contest Period, take a photo using the Instagram application on your smartphone that illustrates your life in HD. Participants must also include the #LifeInHD hashtag and "@Motorola" in the caption with a brief description of the photo. Then, use the Instagram application to post the photo on Twitter to receive one (1) "Entry". All Entries must be received by March 1, 2013 at 11:59 PM EST. Limit one (1) entry per person using only one Instagram username and Twitter handle throughout the Contest Period. Multiple Entries received from any person, Instagram username or Twitter handle in excess of the limitation stated above will be void. Standard data fees may apply. See your wireless provider for pricing plan details. Entries generated by script, macro or other automated means and Entries by any means which subvert the entry process are void. All Entries become the sole property of the Sponsor and will not be returned.

Entry must (i) be entrants own original work, (ii) be in English, (iii) cannot be previously published or submitted in connection with any other contest, (iv) be in keeping with the Sponsors image and (v) not be offensive or inappropriate, as determined by the Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. Sponsor reserves the right to disqualify any Entry that it determines, in its sole discretion, is offensive or inappropriate, not in keeping with Sponsors image or that is otherwise not in compliance with these Official Rules.

By submitting an Entry, entrant acknowledges and agrees that Sponsor may obtain many Entries in connection with this Contest and/or other contests staged and/or promoted by the Sponsor or produce materials similar to such Entries, and that such Entries may be similar or identical in theme, idea, format or other respects to other Entries submitted in connection with this Contest and/or other contests sponsored by the Sponsor or submitted for other reasons or other materials developed by the Sponsor. Entrant waives any and all claims entrant may have had, may have, and/or may have in the future, that any Entry and/or other works accepted, reviewed and/or used by the entrant may be similar to his/her Entry, or that any compensation is due to entrant in connection with such Entry or other works used by Sponsor.

By submitting an Entry, each entrant hereby grants permission for the Entry to be posted on www.twitter.com**/**motorola or other Sponsor websites. Each entrant agrees that Released Parties (as defined below) are not responsible for any unauthorized use of Entries by third parties. Released Parties do not guarantee the posting of any Entry and may remove a posted Entry at any time.

JUDGING: All eligible Entries received by Sponsor during the Contest Period will be judged by a panel of qualified judges based on the following judging criteria: originality (30%), creativity in photography (30%), adherence to Contest theme (40%). Subject to verification of eligibility and compliance with these Official Rules, the one (1) Entry with the highest will be deemed a potential prize winner. In the event of a tie, an additional, "tie-breaking" judge will determine the winner(s) based on the criteria listed herein. Sponsor reserves the right not to award a prize if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries.

WINNER NOTIFICATION: Potential winners will be notified by Twitter direct message, phone, mail and/or e-mail and will be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within seven (7) days of date of issuance. If such documents are not returned within the specified time period, a prize or prize notification is returned as undeliverable, Sponsor is unable to contact a potential winner or a potential winner is not in compliance with these Official Rules, prize will be forfeited and, at Sponsor's discretion, a runner-up may be notified. If a potential winner is an eligible minor in his/her jurisdiction of residence, prize may be awarded in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winner set forth herein.

PRIZES: One (1) MOTOROLA ATRIX™ HD. Approximate Retail Value ("ARV") is $399.99.

PRIZE CONDITIONS: All prize details are at the sole discretion of the Sponsor. All prizes are awarded "as is" with no warranty or guarantee, either express or implied. No substitution, transfer, or cash equivalent of prize is permitted, except by Sponsor, which reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value, at its sole discretion. Any and all federal, state and local taxes on the prizes, and any other costs, fees, and expenses not explicitly stated herein as being awarded, including but not limited to mobile phone service, are the sole responsibility of the winners. Prizes will be shipped within 6-8 weeks from date of winner verification**.** Total ARV of all prizes $399.99.

GENERAL CONDITIONS: By participating, each entrant agrees: (a) to abide by these Official Rules and decisions of Sponsor, which shall be final and binding in all respects relating to this Contest; (b) to release, discharge and hold harmless Sponsor, Instagram, Twitter, and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Contest or any Contest-related activity or the acceptance, possession, use or misuse of a prize; and (c) to the use of his/her name, voice, performance, photograph, caption, entry, and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use. By participating, entrant also agrees not to release any publicity or other materials on their own or through someone else

regarding their participation in the Contest without the prior consent of the Sponsor, which it may withhold in its sole discretion.

MISCELLANEOUS: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled Entries, Instagram posts or tweets, or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, Instagram posts or tweets, the announcement of the prizes, or in any Contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Contest or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the Contest be, in Sponsor's sole opinion, compromised for any reason, including virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest (or portion thereof) and, if terminated, at its discretion, select the potential winners from among all non-suspect, eligible Entries received using the Judging Criteria identified above prior to action taken. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ANY AND ALL REMEDIES AVAILABLE (INCLUDING ATTORNEYS" FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

ARBITRATION: Except where prohibited by law, as a condition of participating in this Contest, participant agrees that (1) any and all disputes and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the participant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with participating in this Contest), and participant further waives all rights to have damages multiplied or increased.

CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant and

Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the State of Illinois, USA.

WINNER'S LIST: For the names of the winner (available after March 4, 2013) send a self-addressed, stamped, envelope by April 5, 2013 to: Motorola #LifeInHD Contest Winners, Motorola Mobility, LLC, 600 N US Highway 45, Libertyville, IL 60048. VT residents may omit return postage.

SPONSOR: Motorola Mobility LLC, 600 N US Highway 45, Libertyville, IL 60048.