



**Carter Tax Incorporated**  
**is pleased to announce**  
**the 2nd Annual YouTube™**  
***“You Create Our Next Commercial”***  
**Video Contest**

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**You Can Win \$1000.00!**

**ELIGIBILITY:** Carter Tax Incorporated video contest is open to US-based firms and/or US legal residents that are at least 18 years old at the time of submission (or with written, notarized permission from parent/guardian). Currently, employees of any of the Carter family of companies and their families are not eligible to participate.

**PURPOSE:** The purpose of the video is to promote Carter Tax Incorporated's online tax filing service [efilemytaxesNow.com](http://efilemytaxesNow.com)

**RULES:**

- Videos must be between 30 to 60 seconds in length and cannot exceed 60 seconds and must be submitted in **You-Tube®** format either on CD-ROM or via E-mail.
- Participants may submit more than one entry (a separate form must be completed for each submission)
- All submissions in their entirety become the property of Carter Tax Incorporated and contestants agree to relinquish any rights to them and agree to not cite nor link the submissions to personal/corporate websites without the expressed written consent of Carter Tax Incorporated.
- Videos that contain racist, sexist, lewd or vulgar material will be disqualified
- Deadline for submissions is **December 31, 2010**.
- Carter Tax Incorporated reserves the right to extend the submission deadline in order to meet what it deems is an adequate number of submissions.
- All participants will be notified once a winning submission has been determined.

Visit our website at [www.carterusa.com](http://www.carterusa.com)  
or [www.efilemytaxesNow.com](http://www.efilemytaxesNow.com) for  
additional information regarding  
required elements and an entry form.





**VIDEO SUBMISSION REQUIRED ELEMENTS:**

1. [efilemytaxesNow.com](http://efilemytaxesNow.com) must be mentioned at least 3 times; verbally, graphically or otherwise.
2. Those submissions which emphasize all of the following receive higher Those submissions which emphasize all of the following receive higher scoring preference:
  - Fixed filing fee of \$24.95
  - Fee is set, regardless of number of tax forms required, no "hidden fees"
  - Ease of use - increased accuracy
  - Carry forward of prior year tax information is available year-round and is pre-loaded into subsequent year returns
  - Domestic phone support available
  - Can be used to file Federal and State returns
  - E-file refunds can be received in as little as ten (10) days.
3. Scoring Matrix (max 20 possible points):
  - Incorporation of "Required Elements" - 10 points
  - Creativity and innovation of approach - 5 points
  - Application of humor - 5 points

Please visit our website at [efilemytaxesNow.com](http://efilemytaxesNow.com) for company information. For contest and entry submission details, contact [Brenda Carlson](#) or [Yvonne Rowland](#) at 907-569-3873.

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## YOUTUBE™ VIDEO CONTEST ENTRY FORM

How did you hear about the contest?

Radio    Newspaper    Friend    Website    Other: \_\_\_\_\_

Video Title: \_\_\_\_\_

Video URL: \_\_\_\_\_

Please complete the following for each contestant/submission:

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

If contestant is under 18 yrs old at the time of submission, please complete the following Parental/Guardian Consent section below:

I, \_\_\_\_\_, give permission to my son/daughter, \_\_\_\_\_, to fully participate in the YouTube™ Video Contest from Carter Tax Incorporated and submit a video under the published guidelines. I understand all the rules and regulations of this contest and if violated, I, as the parent/guardian, will assume full responsibility.

Signed: (Parent/Guardian) \_\_\_\_\_

Date: \_\_\_\_\_

Forms may be submitted electronically, via fax, or in person to:  
Brenda Carlson—VP, Marketing & Compliance  
Carter Family of Companies  
4020 DeBarr Road, Suite 202 | Anchorage, AK 99508  
P: 907-569-3873 | F: 907-561-7976 | bcarlson@carterusa.us

