

SCREENCHAMP VIDEO PROMOTION

OFFICIAL PROMOTION RULES

1. NO PURCHASE OR ONLINE SUBSCRIPTION NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE CHANCE OF WINNING.

2. SPONSOR: TechSmith Corporation, 2405 Woodlake Drive, Okemos MI, 48864 USA (the "Sponsor").

3. ADMINISTRATOR: TechSmith Corporation, 2405 Woodlake Drive, Okemos, MI, 48864 USA (TechSmith and/or "Administrator").

4. CONTEST DESCRIPTION: THE SCREENCHAMP PROMOTION (THE "Promotion" ") IS OPEN TO RESIDENTS WORLDWIDE UNLESS OTHERWISE PROHIBITED. The Promotion submission period for eligible videos shall begin at 12:01 Coordinated Universal Time (UTC) on 8 September 2011 and all entries must be received by 21:00 UTC on 17 October 2011 ("Promotion Period"). Beginning on 7 November 2011 through 9 December 2011, the Top 15 Finalist Video Entries will be posted on promo.techsmith.com/screenchamp (the "Promotion Web Site") where the general public will vote for their favorite video entry as further defined below (the "Voting Period"). A panel of judges selected by the Sponsor will also judge the videos as further defined below (the "Judging Criteria").

5. ELIGIBILITY: THE PROMOTION IS OPEN ONLY TO INDIVIDUALS 18 YEARS OF AGE OR OLDER AT TIME OF ENTRY. Employees, and their immediate families (spouses and siblings, parents and children and their spouses) and household members, of the Sponsor and Administrator, TechSmith and their respective affiliates, subsidiaries, divisions, dealers, advertising and promotion agencies ("Promotion Entities") are not eligible. Subject to all applicable federal, state, provincial, municipal, territorial and local laws directives and regulations. VOID WHERE PROHIBITED.

6. AGREEMENT TO THE OFFICIAL RULES: By participating in the Promotion, each entrant fully and unconditionally accepts these Official Promotion Rules and the decisions of Sponsor and Administrator, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. Noncompliance with the Official Promotion Rules will result in disqualification of an entrant and/or entrant's subsequent Video Entries and the forfeiture of any prize.

7. ENTRIES & JUDGING CRITERIA: Each Video Entry as further defined below must fit within one of the following three categories: Education (Videos with a focus on teaching and/or schools, at any level); Industry (Videos related to a professional field, whether your own or someone else's; or Entertainment (Videos made purely for enjoyment, with a focus on humor, general amusement, etc.) and the Video Entries must be submitted in English. Judging criteria will include Video Continuity & Editing 22%, Audio & Voice Editing 22%, Clarity of Message 22%, and Overall Presentation 34%. Video Entries must include some screen recorded content to qualify as an eligible Video Entry. Video Entries must not contain any: (i) sexually explicit, vulgar, obscene, pornographic, illegal, threatening or harassing or profane content; ii) 3rd party trademarks, logos, insignia, location signage, photographs, artwork or sculptures without the appropriate permissions (proof of which must be provided to the Promotion Entities upon request); (iii) use of names, likeness, photographs, or any other identifying elements in whole or in part, of any person, living or deceased, without the appropriate permissions (proof of which must be provided to the Promotion Entities upon request); (iv) music of any kind or nature without the appropriate permissions (proof of which must be provided to the Promotion Entities upon request; or (v) any other material or content in any form or medium not owned or licensed by the entrant. Sponsor reserves the right to deem which Video Entries may be considered inappropriate.

8. HOW TO ENTER: THERE IS ONE WAY TO ENTER THE PROMOTION: 1) INTERNET – Complete the online promotion entry form on the Promotion Web Site at promo.techsmith.com/screenchamp, and submit a link to a screencast video you've uploaded to a video hosting site of your choice (the "Video Entry" or "Video Entries"). Submit as directed during the Promotion Period. No other method of submission of the Video Entries shall be accepted. Entry will not be complete until the Entrant has followed the onscreen prompts to submit your entry and reach a "thank-you page" on the Promotion Web Site and entrant affirmatively accepts the Official Promotion Rules by clicking on the "I HAVE READ AND AGREE..." button on the entry form. Each entrant represents and warrants as follows: (i) the Video Entries are the

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entrant's own original, previously unpublished, and previously un-produced work; (ii) the Video Entries do not and will not violate or infringe upon the intellectual property rights or other rights of any other person or entity; (iii) the Video Entries do not and will not violate any applicable laws and is not and will not be defamatory or libelous. Each entrant agrees to indemnify and hold harmless the Promotion Entities from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising from any breach of or alleged breach of any warranties, representations or agreements by the entrant hereunder, or from entrant's participation in the Promotion. Every Video Entry submitted, regardless of number, is eligible to win a prize. Multiple Video Entries generated by a script, macro or other automated means, however, will be disqualified. In case of dispute as to the owner of an online Video Entry, online Video Entry will be deemed to have been submitted by the authorized account holder of the e-mail address from which the entry is made. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Video Entries that are incomplete or corrupted are void. Sponsor is not responsible for broken links, late entries, or Video Entries not viewable in a modern web browser. By your submission of the Video Entries, such submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Video Entries in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes, except where prohibited by law. By entering, entrant agrees that Sponsor cannot control the incoming information disclosed to its representatives in the course of entering, or what its representatives will remember about his/her Video Entries. Entrant also agrees that Sponsor will not restrict work assignments of representatives who have had access to Video Entries and agrees that use of information in Sponsor's representatives' unaided memories in the development or deployment of their products or services does not create liability under the agreement formed by these Official Promotion Rules or copyright or trade secret law. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Video Entries. Some jurisdictions the signing of such documentation depends on the free consent of the participants. The personal data you submit upon registration will be stored on a server in the United States of America. Entry into the Promotion constitutes your acknowledgement and consent to the storage of your personal data in the United States of America and its use there for the purposes of administering this Promotion and associated processing (e.g., but not limited to back-up, archiving). This server is controlled by the Sponsor and/or the Administrator who have notified the US Department of Commerce that they adhere by the rules of the Safe Harbor Framework available under http://www.export.gov/safeharbor/eg_main_018236.asp. Your personal data will be stored on these servers and used for the purposes of administering this Promotion and associated processing of entries.

9. PRIZES/APPROXIMATE RETAIL VALUE (ARV): PRIZES/APPROXIMATE RETAIL VALUE (ARV): Fifteen (15) Finalist Prize Packages each consisting of: one Moleskine Large Storyboard Notebook (5" x 8.25") (ARV \$18.95 USD), one Staedtler Triplus Fineliner Pens 10 color Pack (ARV \$13.99 USD), one TechSmith-branded tuxedo shirt (ARV \$10 USD) (each Finalist Prize Package total ARV \$42.94 USD), Three (3) Category Prize Packages each consisting of: Bamboo Pen and Touch Tablet (ARV \$99 USD), Blue Microphones Yeti USB Microphone (ARV \$149 USD), Sennheiser HD-280 PRO Headphones (ARV \$149.95 USD), one ScreenChamp trophy (ARV \$50 USD) (each Category Prize Package total ARV \$447.95 USD), and One (1) Best in Show Prize Package consisting of: one 13-inch Apple MacBook Pro or PC equivalent (ARV \$1499 USD) and one ScreenChamp trophy (ARV \$50 USD) (total Best in Show Prize Package ARV \$1549) will be awarded. The total ARV for all prizes: \$3,536.95 Winners may not transfer, exchange or redeem any Prizes for cash. No substitution may be made, except by Sponsor, who reserves the right, in its sole discretion, to substitute a prize with another prize of comparable or greater value. Winners are solely responsible for any and all applicable fees and taxes. Prizes awarded may differ from any prizes shown in promotional materials. Actual color/size of prizes will be determined by Sponsor. The odds of winning depend on the total number of eligible entries received. All prizes and all portions of a prize are awarded are subject to their manufacturer's warranty and/or terms and conditions and NO OTHER WARRANTY OF ANY KIND, express or implied, shall apply.

10. PUBLIC VOTING, WINNER SELECTION AND VERIFICATION: Sponsor shall select the Top 15 Finalist Video Entries (5 Finalist Video Entries in each of the three categories) from all eligible entries received during the "Promotion Period" based on the judging criteria identified above. Odds of becoming a finalist depend on the number of eligible Video Entries received and the skill demonstrated in Video Entries relative to the judging criteria identified above. Those fifteen entries will be deemed the 15 finalists and the 15 finalists by their/your submission of the Video Entries and their/your acceptance of these Official Promotion Rules, hereby irrevocably consent to their/your Video Entries being displayed on the Promotion Web Site at promo.techsmith.com/screenchamp starting on 7 November 2011. The 15 qualifying finalists will each win a Finalist Prize. A panel of judges selected by the Sponsor will select three (3) Category Prize winners, one winner in each of the three categories, based on the judging criteria listed above. The public will also vote on the Promotion Web Site only, at promo.techsmith.com/screenchamp to select one (1) Best in Show Prize winner from the 15 Finalist. Voting will end on 9 December, 2011. Public voters will have the ability to evaluate and vote once

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per 24 hour period during the Voting Period. Subsequent votes by a single voter will be disqualified. Entrants are prohibited from obtaining votes by any fraudulent or inappropriate means, including without limitation, offering prizes or other inducements to members of the public or as determined by the Promotion Entities in their sole discretion. Use of script, macro, or any automated system to vote or with the intent to impair the integrity of the voting process is prohibited and all such votes will be void and further, may disqualify the applicable Video Entries. The top entry with the highest total votes at 21:00 UTC on 9 December, 2011 will be the official Best in Show Prize winner, and shall be final and binding. In the event of a tie, the entrant whose Video Entry received the highest score for Overall Presentation, as determined by Sponsor in its sole discretion, will be deemed the potential winner from amongst the tied Finalists.) Odds of a Finalist being declared a Best in Show Winner will be no worse than 1:15 and will depend on the quality of the Video Entries as judged by the independent judging organization. The fifteen potential Finalist Prize winners will be selected on or about 31 October 2011. The three potential Category Prize Winners will be selected on or about 16 December 2011.

11. NOTIFICATION OF POTENTIAL WINNERS: The potential Prize Winners will be notified within three (3) days of selection by email or other electronic means. The potential Prize Winners must comply with all terms and conditions of these Official Promotion Rules and winning is contingent upon fulfilling all said requirements. The Potential Prize Winners are not a winner until he/she have completed, signed and returned all required documentation, including, but not limited to an Affidavit of Eligibility, Publicity Release, Liability Waiver or a Confirmation of Eligibility Form along with applicable tax forms (i.e. W-9 tax form or W-8 BEN tax form) and Sponsor has verified eligibility. Potential winning entrants of the Prizes will have three (3) days from receipt of winning notification to complete all necessary forms by mailing to "SCREENCHAMP PROMOTION", TechSmith Corporation 2405 Woodlake Drive, Okemos, MI 48864 USA. If a prize notification is refused or returned as undeliverable, or if a potential Prize Winner fail to timely return the properly executed documentation within the specified time period, chooses to decline the prize for any reason, or fails to comply with these Official Promotion Rules, the potential Prize Winner will be disqualified and another eligible entrant may be selected. If the potential winner cannot be contacted within 3 days the potential winner may be disqualified and alternate entrant may be selected. Except where prohibited by law, the acceptance of any prize shall constitute and signify the winner's agreement and consent to the Sponsor and its designees to use of the winner's name, entry picture, home town, likeness, statements, Video Entries and other personally identifiable information for advertising and marketing of Sponsor's products, services and consumer promotions in any media throughout the world including the Internet without limitation and without additional prize, incentive, consideration, consent or review; and upon request, winner will provide written consent to such use. A winner accepts and acknowledges that Sponsor shall not be obligated to use the Video Entries and that Sponsor in its sole discretion shall have the right to refrain from using the Video Entries. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. A winner will indemnify Sponsor and the further released parties (as defined in below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms. Finalist Prizes will be fulfilled within 14 days of the end of Promotion.

In some jurisdictions winners will receive a document called "eligibility/publicity release" designed to obtain his/her "free consent" to use his/her full names, likeness, city of residence and photographs for promotional purposes and without additional compensation. In any case, the lack of consent does not prevent a winner from receiving the prize.

If a prize is refused, a prize notification is returned or deemed undeliverable, or potential winner is disqualified for any reason, an alternate winner will be selected. All decisions of Sponsor and/or judges shall be binding and final.

12. RELEASE AND DISCLAIMER OF LIABILITY: Sponsor, Administrator, and Promotion Entities are not responsible for 1) any error, omission, interruption, deletion, defect, delay in operations or transmission, theft, destruction or unauthorized access to or alterations of entry materials or any human errors; 2) for technical, network, telephone, computer, hardware or software malfunctions of any kind, or inaccurate transmission or processing of, or failure of Sponsor or agents to receive entry information on account of technical or any combination thereof; 3) any injury or damage to entrant's or any other's person or property or system occasioned by the entrant during the Promotion or from downloading or uploading any information necessary to enter the Promotion or resulting from participation in the Promotion ; 4) entries or mail that are late, lost, misdirected, illegible, damaged, or otherwise deficient; 5) judging of the Video Entries or votes or tabulating of the votes, the announcement of the prizes or in any Promotion related materials. Sponsor reserves the right, in its sole discretion, to terminate, cancel, suspend or modify the Promotion in its entirety, or any portion thereof if its integrity, fairness or proper operation is undermined, or corrupted as a result of technical or other reasons or because of any illegal or non-authorized intervention or any other factor beyond Sponsor's reasonable control. In that event, Sponsor may select the winner(s) from all eligible entries received prior to such modification or cancellation. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW. By entering, participants (a) agree to be bound by these Official Promotion Rules and the decisions of the Sponsor, Administrator,

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which shall be without legal or other recourse and final in all respects; (b) release Sponsor, Administrator, Promotion Entities and their respective divisions, dealers, subsidiaries, affiliates, and advertising and promotion agencies, and their respective directors, officers, agents and employees from any and all liability for any claims, costs, injuries, losses or damages of any kind caused by their participation, including the unauthorized or illegal access to personally identifiable or sensitive information or the acceptance, possession, use, or misuse of the prize; and (c) acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to the prize. *For Residents of Germany:* This Release does not apply to claims against Sponsor, its representatives and its vicarious agents for damages because of personal injury or death, and to claims for damages in case of intent or gross negligence by Sponsor, its representatives or vicarious agents.

13. PRIVACY: Participation in the Promotion implies acknowledgment and consent to the storage of personal data in the United States for purposes of administration of the Promotion. All information submitted to the Sponsor as part of this Promotion will be treated in accordance with the Sponsor's privacy policy located at http://www.techsmith.com/company/privacy_policy.asp. Sponsor and/or Administrator have notified the U.S. Department of Commerce that they adhere by the rules of the Safe Harbor Framework available under http://www.export.gov/safeharbor/eg_main_018236.asp. Personal information includes name, address, email address, birthday and will be used to:

(a) contact potential winners; and

(b) if an entrant selects to receive additional information from the Sponsor on the entry form, to send additional information to that entrant. The recipient of your personal data is the Sponsor and/or Administrator. Entrants have the right to access, withdraw, and correct their personal data. Entrants may request such action by sending a message with the request, subject line "ScreenChamp Video Promotion," to promo@techsmith.com.

14. DISPUTES: Entrants agree that any and all disputes, claims and causes of action arising out of, or connected with, the Promotion, or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Western District of Michigan or the appropriate Michigan State Court in Ingham County, Michigan, USA. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Promotion Rules, entrant's rights and obligations, or the rights and obligations of the Sponsors in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of State of Michigan, USA, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan, USA or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Michigan, USA. Any and all claims, judgments and awards shall be limited to actual out of pocket costs incurred, including costs associated with entering this Promotion but in no event attorney's fees. *For Residents of Germany only:* This limitation to venue and the amount of damages does not apply if not permitted by law.

15. WINNERS/RULES: Winner List requests will only be accepted after the promotion end date (listed above) and no later than 16 March 2012. For the Winner List, email promo@techsmith.com.

16. General: Nothing in these Official Promotion Rules shall be deemed to exclude or restrict any of the winner's or the entrant's statutory rights as a consumer.

17. For Residents of Germany Only: Pursuant to the German Federal Data Protection Act, you have a right to information about the personal data stored about you, including its origin, recipient or categories of recipients of the data and the purpose of the storage. In addition, you have the right of correction and, in certain circumstances, to disabling and deletion of your data and, in certain circumstances, the right to object to the collection, processing and use of your personal data. To exercise such right, you may write to: "ScreenChamp Video Promotion," TechSmith Corporation, 2405 Woodlake Drive, Okemos, MI 48864 USA.

This Promotion is in no way sponsored, endorsed, or administered by or associated with, Moleskin srl-P.IVA, STAEDTLER Mars GmbH & Co. KG., Wacom Co., Ltd, Blue Microphones, Sennheiser electronic GmbH & Co. KG, Apple, Inc., or Adobe Systems, Inc.

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BY ENTERING YOU AGREE THAT YOU HAVE READ AND ACCEPTED ALL OF THESE OFFICIAL PROMOTION RULES.

