

**The “Outrageous Interactions” Video Contest  
from Interactive Intelligence®**

**OFFICIAL PROMOTION RULES  
NO PURCHASE NECESSARY**

The “Outrageous Interactions” Video Contest is intended to acknowledge the sometimes uncommon nature of customer interactions in the call center, and encourages anyone with a customer service experience to create and submit short videos of an unusual customer interaction, real or imagined, based on a phone call, voice mail, email, letter, or web chat. The “Outrageous Interactions” Video Contest submissions may be posted publicly online, and may be used and promoted in press releases, printed and online collateral, and other marketing activities. Submissions are limited to residents of the United States.

**Winning Entrant and Monthly Drawing prize.** The Grand Prize winner will receive a cash prize in the amount of \$5,000 USD. If the Grand Prize winning submission is submitted on or before September 30th, 2009, the Grand Prize winner will receive an additional \$1,000 USD. A monthly random drawing will be held each month of the promotion period. Interactive Intelligence will offer prizes valued between \$10 and \$200 USD to winners of the monthly drawings. *In order to qualify for the monthly drawing, videos must be received between the first and last day of the month for the specified month. In order to claim prizes, the Entrant of each winning submission must provide a CD or DVD of the winning video upon request and each winning Entrant and all other persons appearing in the winning submission must execute a Personal Release.*

**Promotion will end on March 15, 2010 (11:59pm EDT).** Promotion end date will be announced 30 days prior to the close of the promotion and will be on March 15, 2010. Winning Entrant will be announced within 60 days of the promotion close date.

**By entering,** you (the “Entrant”) agree to the following terms of the “Outrageous Interactions” Video Contest sponsored by Interactive Intelligence Inc. (“Interactive”). This Promotion is being conducted on limited basis and is open to persons in the United States of America.

**ENTRANTS MUST BE AT LEAST 18 YEARS OF AGE.** All Entrant information must be valid to qualify. Void where prohibited by law.

**ALL SUBMISSIONS MUST BE RECEIVED BY PROMOTION DEADLINE.**

Interactive reserves the right to amend the following Promotion rules as it deems advisable.  
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**BY SUBMITTING A VIDEO, YOU AGREE TO THE FOLLOWING PROMOTION RULES:**

1. **THE PROMOTION:** The “Outrageous Interactions” Video Contest encourages eligible participants in the United States to create videos based on scenarios, actual or fictitious,

between a contact center agent and a customer. Entrants may submit as many entries as they like prior to the Promotion deadline. All entries must be original. Interactive reserves the right to disqualify any Entrant who fraudulently enters a submission or submits/uses material that Interactive knows or suspects infringes any copyrights, trademark, publicity right or any other right of any third party. All submissions must be in English and be free of vulgarity and offensive material, i.e., written in “good taste.” Submissions are entered via the promotion web site and are limited to less than 4 minutes in length. Interactive further reserves the right to declare any entry invalid that Interactive determines does not comply with the promotion rules.

2. HOW TO ENTER: Entries may be submitted beginning May 1, 2009. Promotion deadline for submitting entries will be announced 30 days prior to deadline and will be March 15, 2010. Entrants may submit as many entries as desired throughout the Promotion period. Should multiple Entrants submit the same video, only the first Entrant to submit the video will be considered eligible.

a. UPLOAD THE VIDEO: Submit your video using the free YouTube hosting services. If you have a YouTube account, simply post the video to your account and provide the URL link in the electronic entry form at [www.OIvideocontest.com](http://www.OIvideocontest.com). If you don't have a YouTube account, visit [www.YouTube.com](http://www.YouTube.com) to register for free. Entrants must comply with all applicable YouTube terms of service and any other legal requirements for posting videos on YouTube.

b. VISIT THE PROMOTION WEB SITE: After posting your video to [www.YouTube.com](http://www.YouTube.com), all entries must be submitted via the electronic entry form at [www.OIvideocontest.com](http://www.OIvideocontest.com). All online entries must be received by published promotion end date, 12:00 midnight PST (Pacific Standard Time, U.S.). After submitting, download the Personal Release form. All persons appearing in or contributing in any other way to your video (including you) must sign a Personal Release. ***If complete Personal Release form(s) executed by you and by each person appearing in or contributing to the video are not received before the promotion end date, your video will be not be entered in the contest and you will not be eligible for prizes.*** Personal Release form(s) may be mailed to: “Outrageous Interactions” Release; Marketing Services, Interactive Intelligence, Inc., 7601 Interactive Way, Indianapolis, IN 46278. Or a PDF of the signed release(s) may be emailed to [interactionvideo@iinin.com](mailto:interactionvideo@iinin.com). Personal Release forms must be received by Interactive within five (5) business days after electronic entry of the video.

c. CONTACT INFORMATION REQUIRED: All “Outrageous Interactions” Video Contest entries submitted online must include the Entrant's name, organization name, telephone number, street address, and a valid email address. All required fields must be filled in and the security code entered correctly for submissions to be received.

3. ELIGIBILITY: The “Outrageous Interactions” Video Contest is being conducted on a national basis and is open to eligible participants (Entrants) throughout the United States.

All U.S. national, federal, state and local laws and regulations apply. These Promotion Rules are subject to, and governed by, the laws of the State of Indiana, USA. Should multiple Entrants submit the same video, only the first Entrant to submit the video will be considered eligible. Each winning Entrant must be at least 18 years of age and must submit complete executed Personal Releases for Entrant and each other person appearing in or otherwise contributing to the video. Noncompliance or the return of any prize/prize notification as undeliverable will result in disqualification and an alternate winning Entrant will be selected. Employees, officers, directors, agents, representatives, or the immediate family members (spouse, children, siblings, parents and their respective spouses) of persons employed by Interactive are not eligible to enter, participate or win.

**4. ENTRIES BECOME THE PROPERTY OF INTERACTIVE INTELLIGENCE:** All entries (video submissions) to the “Outrageous Interactions” Video Contest become the property of Interactive Intelligence Inc. The “Outrageous Interactions” Video Contest submissions may be posted publicly online, and may be promoted through press releases, printed and online collateral, and other marketing activities. Entries may be appended with Interactive brand information or otherwise edited or modified by and at the discretion of Interactive. For all entries, Interactive retains the right to additionally use all video submissions for the purpose of publication, sales, marketing, public relations and other promotions. No entries or associated materials will be returned to the Entrants who submit them. Each winning Entrant further agrees to lend his/her name/likeness to Interactive as requested for publicity following the announcement of winning Entrant.

**5. JUDGING:** The short list of Grand Prize finalists will be selected by a panel of call center industry experts. The short list of finalists will be determined based on: originality and creativity (50 percent), appropriateness of video to “Outrageous Interactions” Video Contest theme (35 percent), and quality of video (15 percent). In the event of a tie based on these scoring criteria, the finalists will be determined based on the highest score for originality and quality of video. From the judge’s short list of finalists, the winning Entrant submission will be chosen by the general public via the online voting site at [www.OIvideocontest.com](http://www.OIvideocontest.com). Voters may only vote one time. Only one Grand Prize winning Entrant will be selected.

**6. ALL SUBMISSIONS MUST BE ORIGINAL:** All submissions must be original. Submissions of previously existing videos, or videos using any third party trademarks, copyrighted music or other third party material, will not be accepted. All Entrants will be required to complete a Personal Release certifying that his or her video has not been previously published or awarded a prize or award prior to this Promotion, and that he or she has strictly abided by these Official Promotion Rules.

**7. WARRANTY AND INDEMNIFICATION:** Entrant warrants that no submission will contain material that is copyrighted, protected by trade secret or otherwise subject to third party proprietary rights, including privacy and publicity rights, unless Entrant is the owner of such rights or has permission from the rightful owner to use and submit the material and to grant Interactive all of the rights granted herein. Entrant will be solely responsible for Entrant’s submissions and the consequences of submitting or posting them. Entrant will

defend, indemnify and hold harmless Interactive, its parent corporation, officers, directors, employees and agents, from and against any and all claims, damages, obligations, losses, liabilities, costs or debt, and expenses (including but not limited to attorney's fees) arising from: (i) violation of any term of these Official Promotion Rules; (ii) violation of any third party right, including without limitation any copyright, property, or privacy right; or (iii) any claim that any submission caused damage to a third party. These warranties and defense and indemnification obligations will continue for as long as Interactive retains any submission by Entrant.

#### 8. PRIZES and DISBURSEMENTS:

a. Grand Prize Winner: The Grand Prize winning Entrant will receive a cash prize in the amount of \$5,000 USD plus an additional \$1,000 USD if the winning submission is received on or before September 30th, 2009 in the form of a check payable to the Grand Prize winning Entrant. The financial aspects or disbursement amounts of this Promotion are not negotiable. In the event that the winning video is submitted by a group or team of people, the prize will awarded to the person that actually submits the video. Interactive is not responsible for distribution of the prize to more than one person.

b. Monthly Drawing Winners: A drawing will be held each month of the promotion period. Organizing Sponsor will award a prize each month to one drawing winner per month. To be eligible for the monthly drawing for a specific month, the video must be received between the first and last day of the specified month. Interactive will award merchandise prizes valued between \$10 and \$200 USD to monthly drawing winners. The prizes will be awarded in Interactive's sole discretion and the merchandise awards, financial aspects or disbursement amounts of this Promotion are not negotiable.

9. OTHER CONDITIONS: Video entry submissions cannot contain profanities or obscenities (submissions must be suitable for presentation in a public forum, in sole determination of Interactive) and must not in any way disparage persons or organizations associated with Interactive, its affiliated vendors, Partners, Resellers, Referral Agents, Consultants and/or advertising and promotion agencies. Interactive reserves the right in its sole discretion to disqualify any entry that, in its sole opinion, refers, depicts or in any way reflects negatively upon Interactive, the Promotion or any other person or entity, or that does not comply with the requirements of all Official Promotion Rules. All material submitted becomes the sole property of Interactive for the purpose of publication, sales, marketing, public relations and other promotions. No entry submissions will be returned. Interactive and judges reserve the right to reproduce the submissions in full, or to edit and enhance the submissions at their discretion. Interactive is authorized to use submissions as it chooses without compensation to Entrants, including usage in advertising. No substitution or transfer of prize by winning Entrant is permitted. Interactive reserves the right to substitute prize or any portion thereof of equal or greater value. By accepting any prize, winning Entrant agrees to hold Interactive, its directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of prize.

Winning Entrant assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this Promotion or use or redemption of any prize. Acceptance of any prize constitutes permission to Interactive and its agencies to use winning Entrants' name, photo and entry submission for the purposes of sales, marketing, advertising and other promotional purposes without further compensation, unless prohibited by law, including naming the winning Entrant in printed materials, on company or affiliate web sites or any other media. Winning Entrant agrees to release, discharge and hold harmless Interactive, its directors, officers, employees and assigns, from and against any and all liability and damages. By participating in this Promotion, all entrants agree to be bound by these Official Promotion Rules and the decision of Interactive and the judges, which is final. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion materials and the terms and conditions of these Official Promotion Rules, the Official Promotion Rules shall prevail, govern and control. Interactive is not responsible for any typographical or other errors in the printing, the offering or the announcement of the prizes or in the administration of this Promotion. In no event will more than one Grand Prize Winner be chosen and no more than one prize awarded to said Winner. The "Outrageous Interactions" Video Contest will officially close on March 15, 2010 to allow time for judging, verification and notification.

10. WINNING ENTRANT: The name of the winning Entrant will be made available within 60 days of the promotion end date. To find out about the winning entry, visit [www.inin.com](http://www.inin.com) or [www.OIvideocontest.com](http://www.OIvideocontest.com), or send a stamped, self-addressed, #10 envelope to: "Outrageous Interactions" Winner, Marketing Services, Interactive Intelligence, Inc., 7601 Interactive Way, Indianapolis, Indiana 46278, USA.

**NOTICE TO ALL ENTRANTS: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF U.S. CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, INTERACTIVE RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY U.S. LAW.**

Interactive is not responsible for faulty, incorrect or corrupted video file submission entries; incorrect announcements of any kind; technical hardware or software failures of any kind, including injury or damage to any Entrant's computer related to or resulting from participating in this Promotion; lost or unavailable network connections; or failed, incomplete, garbled or delayed computer transmissions that may limit an Entrant's ability to participate in the Promotion. Interactive reserves the right to modify or terminate the Promotion if fraud, misconduct or technical failures destroy the integrity of the [www.OIvideocontest.com](http://www.OIvideocontest.com) Promotion web site; or if a computer virus, bug, or other technical problem corrupts the administration or security of the site as determined by Interactive, in its sole discretion. In the event of termination of the Promotion prior to its end date on March 15, 2010, a notice will be posted online at [www.OIvideocontest.com](http://www.OIvideocontest.com), and at [www.inin.com](http://www.inin.com), and all eligible online entries received prior to the Promotion's termination will be included in the judging. Any damage made to the [www.OIvideocontest.com](http://www.OIvideocontest.com) site by an Entrant will be the responsibility of the authorized email account holder of the email address submitted at the time of Promotion entry. Proof of submitting entries will not be deemed to be proof of receipt by Interactive. Any use of robotic,

automatic, programmed or the like methods of participation will void all such submissions by such methods. Interactive reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if Entrant fails to comply with any requirement of participation as stated herein or with any provision in these Official Promotion Rules.

**VOID WHERE PROHIBITED BY LAW.** By entering you affirm that you have read and understand these Official Rules of the Interactive Intelligence “Outrageous Interactions” Video Contest and fully and unconditionally accept and agree to be bound by these Official Rules and all decisions of Interactive. By entering, you also unconditionally agree to waive any right to claim ambiguity or error in these Official Rules or in the Promotion itself.