

SABIAN **Press Release**



SABIAN and MEPA Partner up for Online Video Contest

The Mid East Performance Association (MEPA), the Ohio region's premier organization for winter guard and percussion ensemble performances, has partnered with SABIAN, the world's leading cymbal company, to present **MEPA's Best Cymbal Line**, a new online video contest. All MEPA member cymbal lines are invited to submit a 2 to 3 minute video of their 2010 cymbal line performances for a chance to win up to six (6) SABIAN HHX Synergy cymbal pairs and the title of *MEPA's Best Cymbal Line*.

In an effort to leverage social media and online community involvement, the contest will be conducted entirely online. Ensembles will have the chance to submit their videos between January 27 and February 19, 2010. Round one of the competition will take place on a dedicated YouTube contest page; all eligible cymbal line videos will be uploaded for viewing between February 22 – March 12, 2010. Ensembles must promote their own videos online in an effort to draw the most viewers.

During the week of March 15, 2010, the top five (5) viewed videos will be posted on www.SABIAN.com to be judged by Ralph Hardimon, Matt Savage, Amy Savage and Steve Ulicny. The winning ensemble will be announced during the MEPA Percussion Championships at Centerville High School in Centerville, OH at the end of March.

Full contest details, deadlines, and rules and regulations can be found at www.SABIAN.com starting January 27, 2010.

About SABIAN

SABIAN is globally renowned as the world's leading designer and maker of musical cymbals. With endorsers including major drummers Phil Collins, Neil Peart (Rush), Chad Smith (Red Hot Chili Peppers), Keith Harris (Black Eyed Peas) and Bob Bryar (My Chemical Romance), as well as renowned percussionists within the Philadelphia Orchestra, the Los Angeles Symphony, Royal Opera House – Covent Garden and the Vienna Philharmonic Orchestra, this award-winning company offers cymbals and sounds for every musical application, playing level and price point. Known for combining centuries-old traditional craftsmanship with modern innovation, SABIAN ensures quality and value in every cymbal. The company also prides itself on eco-friendly practices; a cymbal recycling program is one of its many longstanding "green" initiatives, as is a commitment to working with brands that share likeminded environmental values. Headquartered in Meductic, New Brunswick, Canada, and with offices in the US, the UK, Europe and the Far East, SABIAN is also the world's largest cymbal maker.

About MEPA

The Mid East Performance Association is Ohio's premier winter performance venue for winter guards and percussion ensembles throughout Ohio. With more than 100 member and guest units competing each weekend between the months of January and March, MEPA will have an impact on more than 2,000 performers and 8,000 spectators.

Above everything, MEPA is first an organization dedicated to the positive growth of our young performers. While these performers have various motives for joining one of our member units, MEPA believes that all competitions should serve as a vehicle to allow for growth in not just our young performers but also unit directors, designers, judges, parents, and audience members.

The MEPA's Best Cymbal Line Contest Official Rules, Terms and Conditions

NO PURCHASE, ENTRY FEE OR SUBMISSION TO A SALES PRESENTATION IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE THE ODDS OF WINNING.

ELIGIBILITY: THE *MEPA'S BEST CYMBAL LINE* CONTEST (THE "CONTEST") IS OPEN ONLY TO LEGAL RESIDENTS OF THE UNITED STATES WHO ARE ACTIVE CYMBAL LINE MEMBERS OF AN ENSEMBLE/DRUM LINE ELIGIBLE FOR COMPETITION IN THE 2010 SEASON IN THE MID EAST PERCUSSION ASSOCIATION. EMPLOYEES, OFFICERS AND DIRECTORS OF SABIAN LTD. AND THEIR IMMEDIATE FAMILIES AND THOSE LIVING IN THEIR HOUSEHOLDS, ARE NOT ELIGIBLE TO PARTICIPATE IN THE CONTEST. VOID WHERE PROHIBITED.

CONTEST PERIOD: The Contest begins at 8:00a.m. Eastern Time (ET) on January 27, 2010 and ends at 12:59 p.m. (ET) on March 19, 2010 (the "Contest Period"). The winning entry will be announced within 48 hours after the end of the Contest Period.

SPONSOR: The sponsor of this Sweepstakes is Sabian, Ltd. 219 Main Street, Meductic, New Brunswick, Canada E6H 2L5 ("Sponsor"), and the rules, terms and conditions provided herein are the official rules of the contest ("Official Rules"). The Official Rules are available on the Sponsor's website at www.SABIAN.com/BestCymbalLine.

ODDS OF WINNING: Odds of winning will depend upon the total number of eligible entries received.

HOW TO PARTICIPATE:

(1) Enter online: Starting at 8:00a.m. (ET) on January 27, 2010, visit the general Contest homepage at www.SABIAN.com/BestCymbalLine and follow the onscreen instructions to upload your cymbal line performance video to SABIAN's File Transfer Website. Limit one (1) entry per eligible cymbal line. A completed entry constitutes acceptance of these Official Rules.

If you do not have an FTP program on your computer, please use FileZilla

<http://filezilla-project.org> for an easy upload.

File Transfer Address: 209.44.122.56

Username: mcymballine

Password: MEPAUpload2010

Video File Types accepted - Refer to YouTube for file type restrictions:

<http://www.google.com/support/youtube/bin/answer.py?hl=en&answer=55744>

Video File Size Limit - Refer to YouTube for file size restrictions:

<http://www.google.com/support/youtube/bin/answer.py?hl=en&answer=55744>

Video Length - All videos must fall within a timeframe of 2 to 3 minutes.

The video file name must follow these naming guidelines:

- Name of cymbal ensemble, along with the show/performance name.
Ex: MidEastPercussionEnsemble_Shine.mp4

Once the video has been properly uploaded to the File transfer website, entrant must email BestCymbalLine@sabian.com with the following details (note: the subject line of the email must be the name of the Ensemble): Name of the Ensemble, Name of the Show/Performance, School name, City/Town and State name, Telephone contact, First and last names of all ensemble members, First and last names of ensemble directors, Brief Ensemble bio (no more than 200 words), and a Clear picture of all members of the ensemble. Incomplete entries will not be eligible.

(2) Minors: All entrants under the age of 18 must have the consent of his/her parent or legal guardian to submit their personal information and to enter the Contest. If a parent or legal guardian refuses to provide consent, the entry will be disqualified. By submitting an entry, entrant (and the entrant's parent or legal guardian) are representing and warranting that entrant has consent of his/her parent or legal guardian. All cymbal lines/ensembles must have the permission of their Ensemble Director to enter the Contest. The Ensemble Director will be notified by SABIAN Ltd. or MEPA when an entry from their ensemble is received.

(3) Disqualified Entries: Sponsor reserves the right to remove or disqualify any entry that it deems in violation of these Official Rules. In addition, entries may be considered void if they are in whole or in part incomplete, illegible, forged, or obtained through fraud or theft.

ADDITIONAL CONDITIONS FOR PARTICIPATION:

(1) By participating, entrant (or if a minor, entrant's parent or legal guardian) represents and warrants that it has read and agrees to be bound by these Official Rules.

(2) If selected as a Winner (as defined in these Official Rules), the Ensemble Director of the cymbal line will be required to sign an agreement and release confirming, among other things, compliance with these Official Rules and acceptance of the prizes as offered, and releasing Sponsor and its agencies from any and all liability for any damages, costs, or losses whatsoever relating in any way to or arising out of participation in the Contest, participating in any prize-related activity, or the acceptance, use or misuse of any prize. If any Winner is a minor, the agreement and release will need to be signed by the Ensemble Director, and the prize may be

awarded in the name of the Ensemble Director who will be required to fulfill all requirements imposed on Winners set forth herein.

(3) By participating, entrant (or if a minor, the Ensemble Director) agrees that neither the entry nor the acceptance of the awarded prizes violates any agreements with any third party, or any right or interest of any third party.

PERSONAL INFORMATION: Sponsor will be collecting personal information about entrant cymbal lines when the register and participate in the Contest. Sponsor may share this personal information in order to fulfill the requirements of the Contest, including sharing such information with promotional partners (MID EAST PERCUSSION ASSOCIATION), agents and other third parties related to the Contest. By agreeing to these Official Rules, entrants (or if a minor, the Ensemble Director) agree to such collection and use of their personal information.

SELECTION / DRAWING: On *February 22, 2010*, all eligible ensemble videos will be uploaded by SABIAN Ltd. to the MEPA's Best Cymbal Line contest page on YouTube (www.YouTube.com/BestCymbalLine).

Round 1: From *February 22, 2010 to March 12, 2010*, ensembles must self-promote their videos online in an effort to garner the most views. On *March 12, 2010* at 12:59pm EST the five (5) videos with the most amount of views will be selected to enter Round 2.

Round 2: During the week of *March 15th, 2010*, the top five (5) viewed videos will be posted on MEPA's Best Cymbal Line contest page on www.SABIAN.com/BestCymbalLine. Judging will also occur during this week.

On *March 19th, 2010*, four judges experienced in the adjudication of percussion (Ralph Hardimon, Amy Savage, Matt Savage and Steve Ulicny) will determine the winning video performance, based on creativity, song choice and any other criteria they deem relevant in awarding the prize. Results are final. The winning ensemble will be notified during the 2010 MEPA Percussion Championships at Centerville High School in Centerville, OH at the end of March.

Odds of winning will depend upon the total number of eligible entries received.

If any selected Winner declines the prize, fails to claim the prize, fails to meet the requirements for fulfillment of the prize, fails to abide by the Official Rules, is disqualified, or is ineligible, Sponsor may, in its sole discretion, select a new Winner.

PRIZES AND APPROXIMATE RETAIL VALUE (ARV): The selected Winner (cymbal line) will receive the following prizes (all amounts are in U.S. Dollars): *UP TO* six (6) pairs of SABIAN HHX Synergy cymbals (total of 12 cymbals) (up to a maximum ARV \$7728.00).

The awarded cymbals will become the property of the Ensemble, **not** the individual percussionists in the cymbal line.

No cash equivalent will be made available for non-cash prizes. Prizes are non-transferable. No substitution will be made except at Sponsor's sole discretion. Sponsor reserves the right to substitute any listed prize or prize component for one of equal or greater value if a designated prize or component should become unavailable for any reason. Prizes consist of only those items specifically listed herein, and any item, cost or expense not specifically listed as part of the prize is the sole responsibility of the winning cymbal line. TOTAL ARV OF ALL PRIZES: UP TO \$7728.00. Any and all taxes related to the prizes are the sole responsibility of the Winner (or Ensemble).

The winning cymbal line will be notified by phone or email (if no phone number is provided) within 48 hours of the end of the Contest period.

A parent or guardian of any participant who is a minor at the time of entry must affirm eligibility and consent and sign a release on behalf of the minor to be eligible to receive a prize, and Sponsor reserves the right to refuse to award a prize to or on behalf of a minor.

RIGHT OF DISQUALIFICATION: Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process, or the operation of the Contest or web sites, or acts in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT.

RIGHT OF TERMINATION: If there are less than ten (10) entrants in Round 1 of the contest, Sponsor reserves the right to cancel, terminate, modify or suspend the Contest. Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest, if in its sole discretion, Sponsor determines that the Contest or a portion of the Contest is impractical, fraudulent, void, unlawful, or if there are any technical or administrative malfunctions, errors or other problems that affect the structure, terms or lawful administration of the Contest.

DISCLAIMER OF WARRANTY: NEITHER THE SPONSOR NOR MEPA, NOR ANY OF THEIR AFFILIATES, AGENTS, EMPLOYEES, OFFICERS, DIRECTORS, OR PRINCIPALS MAKE ANY REPRESENTATION OR WARRANTY OF ANY KIND WHATSOEVER AND HEREBY DISCLAIM ALL WARRANTIES, EXPRESSED OR IMPLIED, TO ENTRANTS OR ANY OTHER PERSONS RELATING IN ANY WAY TO THE PARTICIPATION IN THE CONTEST, OR ACCEPTANCE, RECEIPT, OWNERSHIP, USE OR OTHER DISPOSITION OF THE PRIZES, INCLUDING, BUT

NOT LIMITED TO, ANY COMPUTER-RELATED, ON-LINE, TELEPHONIC, OR TECHNICAL MALFUNCTIONS THAT MAY OCCUR, OR ANY ENTRIES, VIDEOS OR VOTES THAT ARE LATE, TAMPERED WITH, INCOMPLETE, LOST, MISDIRECTED, MUTILATED, CORRUPTED, MECHANICALLY DUPLICATED, OR OTHERWISE NOT IN COMPLIANCE WITH THE OFFICIAL RULES.

LIMITATION OF LIABILITY: NEITHER THE SPONSOR NOR MEPA, NOR ANY OF THEIR AFFILIATES, AGENTS, EMPLOYEES, OFFICERS, DIRECTORS, OR PRINCIPALS SHALL BE LIABLE TO ENTRANTS OR ANY OTHER PERSONS FOR, AND EXCEPT WHERE PROHIBITED BY LAW, THE SPONSOR AND MEPA, AND THEIR AFFILIATES, AGENTS, EMPLOYEES, OFFICERS, DIRECTORS, OR PRINCIPLES ARE HEREBY RELEASED FROM ANY REMEDY, LIABILITY, DAMAGES, COSTS, OR LOSSES WHATSOEVER RELATING IN ANY WAY TO OR ARISING OUT OF THE PARTICIPATION IN THE CONTEST, PARTICIPATING IN ANY PRIZE-RELATED ACTIVITY, OR THE ACCEPTANCE, USE OR MISUSE OF ANY PRIZE WHETHER ARISING UNDER THESE TERMS OR APPLICABLE LAW, INCLUDING CONTRACT, TORT, STATUTORY, OR ANY OTHER LAW.

GOVERNING LAW FOR U.S. RESIDENTS: For those entrants that are residents of the United States, the Contest is governed by the laws of the Commonwealth of Massachusetts. Any claims, disputes or other matters in question arising out of, or relating to, the contest or the prizes, whether sounding in contract, tort, or otherwise will be decided exclusively by the state or federal court located in the Commonwealth or Massachusetts.

WINNER'S LIST: The name of the winning Cymbal Line will be available for a reasonable time period after the completion of the Contest, at www.sabian.com and www.mepa-circuit.org.