

Terms and Conditions for the "If I Die 1st Competition" (hereinafter: *Competition*), commencing on August 22, 2012 (hereinafter: *Effective Date*) and until August 22, 2014 (hereinafter: *Termination Date*).

WHEREAS Willook is involved, amongst other things, in the publication and distribution of on-line content.

AND WHEREAS Willook wishes to award users with exposure of their content, for encouraging their use of the services.

IT WAS AGREED, that by accepting the terms and conditions herein, You shall participate in the Competition, and shall be entitled for international exposure of your message, as defined hereunder, according to the terms of these Terms and Conditions.

1. **Eligibility:** You may enter into the competition and be eligible to participate solely if you: (i) Are over 18 years; and have agreed to the Willook's Terms and Conditions for the "if i die" Service; and do not live in a proscribed state or operate on behalf of a proscribed entity; and have not filed for bankruptcy, liquidation, insolvency or have otherwise reached any agreement with your creditors.
2. **Participation:**
 1. Commencing Effective Date and until Termination Date, Willook shall commence with the Competition; where it shall provide the first participant of the Competition who was reported as deceased through the services, (hereinafter: The Winner) with a promotion of his Video submitted through the services and professional editing, proofing and promotional services.
 2. The Winner shall be entitled to receive full publication and publicity of his video transmitted through Willook's services; conditioned that his death was not an act of suicide or otherwise sanctioned death. All videos submitted to the competition shall be considered as Content, and Willook shall be entitled to edit, amend, modify, enhance, add music or subtitles, or otherwise make any derivative works of the participant's video, as well as distribute and allow 3rd parties to use the Content.
 3. By entering into this Competition, you hereby grant Willook the right to use your name, your video, your content and other information in order to promote Willook's products and services, such as through promotional channels and press releases.
3. **Prize:** Willook shall distribute and promote the Winner's video message or content through media channels, according to Willook's sole discretion.
4. **Amending these Terms or Revoking your participation:** Willook may, at any time, amend these terms or revoke your participation in the Competition, for any reason or for no reason at all, and may withhold your participation until you, or someone on your behalf, provide it with sufficient proof that you were not in violation of the Willook's Terms and Conditions or these terms. Willook may, also, terminate the Competition for any reason or for no reason at all.
5. **Fraud Detection:** At any time, Willook may exercise procedures to detect fraud or fraudulent behavior and may withhold any participant until provided with sufficient proof that such fraud was not committed.
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Notwithstanding, Willook may terminate your participation or not grant you the prize in any case where: **(i) it believes that your death was an act of suicide, assisted suicide or any other action taken solely in order to win this Competition;** (ii) believes that your video, text or content is inappropriate with Willook's prospective promotion; (iii) receives any information which may cause Willook to believe that your participation in the Services was not of your own volition.

7. **Governing Law, Jurisdiction:** These terms shall be solely governed by the laws of the state of Israel. Any dispute arising from them shall be exclusively brought to the competent courts of the Tel-Aviv district.