



EXHIBIT 1

Official Rules for *The Dark Crystal* Author Quest Contest

NO PURCHASE NECESSARY. A PURCHASE WILL NOT ENHANCE YOUR OPPORTUNITY TO WIN.

Open to residents of the fifty United States, the District of Columbia, U.S. territories and possessions, Canada (excluding Quebec) and the United Kingdom, age 18 or older who have reached the age of majority in the state or province of their residence at the time of entry.

Contest is sponsored by Penguin Group (USA) LLC and The Jim Henson Company, Inc. (“Sponsors”).

HOW TO ENTER

1. To enter ***The Dark Crystal* Author Quest Contest** (the “Contest”), write a complete original story set in *The Dark Crystal* universe*. Stories should be between 7,500 and 10,000 typed words. Complete the entire online entry form which is available at www.darkcrystal.com/authorquest, attach your story as a Word or PDF file and click “submit.” Each entrant hereby acknowledges that their entry is derived from and legally dependent upon the copyright of *The Dark Crystal*, and therefore entrant has no legitimate independent rights to either *The Dark Crystal* or the entry, and that the entry will be considered a work made for hire for Sponsors, and each entry will be the sole property of the Sponsors. You may submit using a pseudonym; however, if you are selected to proceed to the second stage of the Contest for winner determination, you will need to provide your real name to Sponsors. Contest begins July 1, 2013. Entries will be accepted beginning October 1, 2013 and all entries must be received no later than December 31, 2013, 11:59:59 PM, Eastern Time. Limit one entry per person and per email account. The sole determinant of time for the purposes of receipt of a valid entry will be the computer servers of Grosset & Dunlap, an imprint of Penguin Young Readers Group, a member of Penguin Group (USA) LLC. Proof of transmission (screenshots or captures, etc.) does not constitute proof of receipt.

*Entrants may not use content based on other literary works or third-party intellectual property (i.e., no “mash-ups”).

2. Entries will not be returned. By entering the Contest, entrants acknowledge that they have read and understand these rules and agree to abide by them and all of the decisions of the Sponsors and judges, which shall be final and binding in all matters related to the Contest and the awarding of the prize. By entering, entrants also represent and warrant that their entries are their own and original creations, and do not violate or infringe the rights, including, without limitation, copyrights, trademark rights or rights of publicity/privacy, of any third party.

3. Entries are void if they are in whole or in part illegible or incomplete. Sponsors assume no responsibility for late, lost, incomplete, illegible, or misdirected email entries.

4. Sponsors and their parent, subsidiary or affiliated companies are not responsible for technical, hardware or software malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the sender, or by any of the equipment or programming associated with or utilized in this Contest which may limit the ability to play or participate, or by any human error which may occur in the processing of the entries. If for any reason the Contest is not capable of being conducted as described in these rules, Sponsors shall have the right to cancel, terminate, modify or suspend the Contest. In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the authorized holder of the email account.

JUDGING

1. On or about January 7, 2014, all entries will be judged by Sponsors, including Grosset & Dunlap's editorial staff and the creative staff of The Jim Henson Company. Five (5) entrants will be selected and asked to proceed to the second stage of the Contest. They will receive editorial feedback from Sponsors and asked to submit a revised story reflecting such editorial feedback, along with a detailed outline of their story. Sponsors will then select one (1) winner.
2. Entries will be judged on: (i) overall storytelling (30%); (ii) creativity and originality (25%); (iii) characters (25%); and (iv) writing ability (20%). In the event of a tie, the individual with the highest score for overall storytelling will be selected for the prize.
3. Entrants agree that entries will not contain any content, materials and/or images that are or could be considered inappropriate, unsuitable or offensive, as determined by Sponsors in their sole discretion.
4. The selected entrant for the prize will be notified via email and/or telephone.

PRIZES

1. The confirmed winner will receive a book publishing contract for the publication of a new 50,000 word *Dark Crystal* young adult novel, which may or may not include elements of the winning story, with Penguin Group (USA) LLC valued at Ten Thousand US Dollars (USD \$10,000.00).
2. In the event that there is an insufficient number of qualified entries or if the Sponsors determine in their absolute discretion that no or too few entries meet the quality standards established to award the prize, Sponsors reserve the right not to award the prize.

ELIGIBILITY

1. Open to residents of the fifty United States, the District of Columbia, U.S. territories and possessions, Canada (excluding Quebec) and the United Kingdom, age 18 or older who have reached the age of majority in the state or province of their residence at the time of entry. Employees of Sponsors and their parent companies, subsidiaries, affiliates or other parties in any way involved in the development, production or distribution of this Contest, as well as the immediate family (spouse, including common law, parents, siblings, children) and household members of each such employee are not eligible to participate in the Contest. Void where prohibited by law. All state, provincial and local restrictions apply.

GENERAL

1. No cash substitution, transfer or assignment of prizes allowed. In the event of the unavailability of a prize or prizes, Sponsors may substitute a prize or prizes of equal or greater value.
2. All expenses, including taxes (if any), related to receipt and use of prizes are the sole responsibility of the winner.
3. To be confirmed a winner, the selected entrant will be required to execute an Affidavit of Eligibility and Release of Liability / Consent to Publicity. The affidavit must be returned within fourteen (14) days of notification or the prize may be forfeited and awarded to another selected entrant. Should the ARV equal or exceed \$600.00, winners shall be required to provide a Social Security Number or an Individual Taxpayer Identification Number to Sponsors for issuance of a 1099 Form.
4. Each entry will be the sole property of the Sponsors. By competing in the Contest and/or accepting a prize, each entrant (including the prize winner) grants to Sponsors the right to edit, adapt, publish, copy, display, reproduce and otherwise use their entry in connection with this Contest and in any other way, in any and all forms of media now known or hereafter devised, throughout the world, in perpetuity, including publication on www.darkcrystal.com. Further, each entrant (including the prize winner) grants to Sponsors the right to use each entry and the winner's name, likeness, and biographical information in advertising, trade and promotional materials, without notice, review or approval, or further compensation or permission, except as set forth herein, and except where prohibited by law. Sponsors are not obligated to use, publish, display or reproduce any entry.
5. **LIMITATION OF LIABILITY.** By competing in this Contest and/or accepting a prize, entrants release Sponsors, their parent, subsidiary and affiliated companies, the agencies of any of them and the authors and/or editors of any books promoted hereby from any and all liability (including legal fees and expenses) of whatever nature or kind arising out of or relating to participation in this Contest or the awarding, acceptance, use or misuse of the prize. You understand that Sponsors may already be exploring, may have already explored, or may in the future explore programs and ideas generated by employees or others that resemble your idea. Therefore, you hereby forever waive, and release Sponsors from, any claim that you may at any time have that Sponsors misappropriated your idea or any portion of your idea in any present or future programs or activities of Sponsors. By entering, you hereby forever waive, and release Sponsors from any claim, including any claim for injunctive relief, that you may have at any time in the future related to your entry and/or Sponsors use of your entry. **UNDER NO CIRCUMSTANCES SHALL THE RELEASED PARTIES BE LIABLE FOR INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES, ATTORNEYS' FEES, OR ANY OTHER DAMAGES.**
6. Any dispute arising from this Contest will be determined according to the laws of the State of New York, without reference to its conflict of law principles, and by entering the entrants consent to the personal jurisdiction of the state and federal courts located in New York County and agree that such courts have exclusive jurisdiction over all such disputes.
7. In the event of any discrepancy or inconsistency between these rules and disclosures or other statements contained in any Contest related materials, the terms of these Rules shall govern.

8. Any personal information collected from entrants will be used by Sponsors for the purpose of administering this Contest, and for any other purpose for which consent is expressly given at the time of entry.

WINNER INFORMATION

For the name of the winner, check www.darkcrystal.com by July 7, 2014.

SPONSORS

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A member of Penguin Group (USA) LLC
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