

IT'S MY TIME

The rules in brief

Benetton is organising the **It's My Time** competition to select twenty new faces from around the world. Their prize will be the chance to take part in the United Colors of Benetton autumn-winter 2010 campaign. The competition seeks to give a global representation of style: an interactive search for new faces, new looks, and new attitudes to life, which fully express the brand's values.

UNITED COLORS
OF BENETTON.

Entry requirements. It's my Time is free and open to anyone, regardless of sex or geographical origins, provided they are at least 14 years of age and have no contractual modelling commitments at the time of entry and for the duration of the competition. Benetton may ask participants to provide valid identity documents as proof of identity and age. Provision of false information will lead to disqualification. Employees and consultants of Benetton and the Benetton Group's directly or indirectly controlled companies and subsidiaries, or to their family members, life partners, agents or other subjects linked in any way to the competition, are not eligible to enter the competition.

Entering. To enter, participants must register between 8 February and 16 March 2010, via the website www.benetton.com/casting, complete and submit the online registration form, accepting its terms and conditions, and providing all required consent.

How the competition works. On the website, each entrant can upload their videos (at least one) and photographs (at least one close up and/or one full body shot), taken no more than six months before registering, and that give a true likeness.

For competitors aged between 14 and 18 years, a parent must complete and send (via e-mail, fax or postal service) the specific authorisation form, which can be downloaded from the website within thirty days of registration. Failure to do so will lead to exclusion from the competition.

Any material deemed not to meet socially approved standards, or found to be in any way improper, offensive or obscene, will be excluded.

Each participant may enter the competition once only. Each profile may be voted for both by other entrants, and by non-participating registered users. Each registered user and each competition entrant may vote for up to twenty profiles per day. Any single profile can receive one point per day only from any given user or

competitor. Competitors may not vote for their own profiles, and can only receive votes from other users or competitors.

Selection. Selection takes place in two stages. Firstly, entries are rated by the public via internet. The hundred top-rated entries, the finalists, go through to the second stage, where the definitive selection is decided by a jury of experts.

Prizes. The twenty winners will be announced to the public in March 2010. They will be offered a year's modelling contract, in addition to an all-expenses-paid stay in New York, with a companion, for the duration of production of the United Colors of Benetton autumn-winter 2010 advertising campaign. Each of the 100 finalists will receive a Benetton voucher for the value of 200 euro.