

ARTISTIC • STYLING • AWARDS



Announcement: 2018 Artistic Styling Awards Competition

Good Afternoon Franchise Partners,

It is that time of the year for the annual Artistic Styling Awards Competition (the “Competition”). We look forward to the high level of expertise and competitiveness that this year’s entries will bring. We will celebrate your styling success at the end of the Competition year, as well as at the 2018 Convention. The Competition is a styling event for your salon staff to celebrate the creativity of stylists of the Fantastic Sams Salons nationwide. The Competition is held nationally and participation continues to grow each year.

Categories for the 2018 Artistic Styling Awards are:

Commercial Cut Male

Commercial Cut Female

Commercial Color

Commercial Glamour

Commercial Male Child Cut & Style

Commercial Female Child Cut & Style

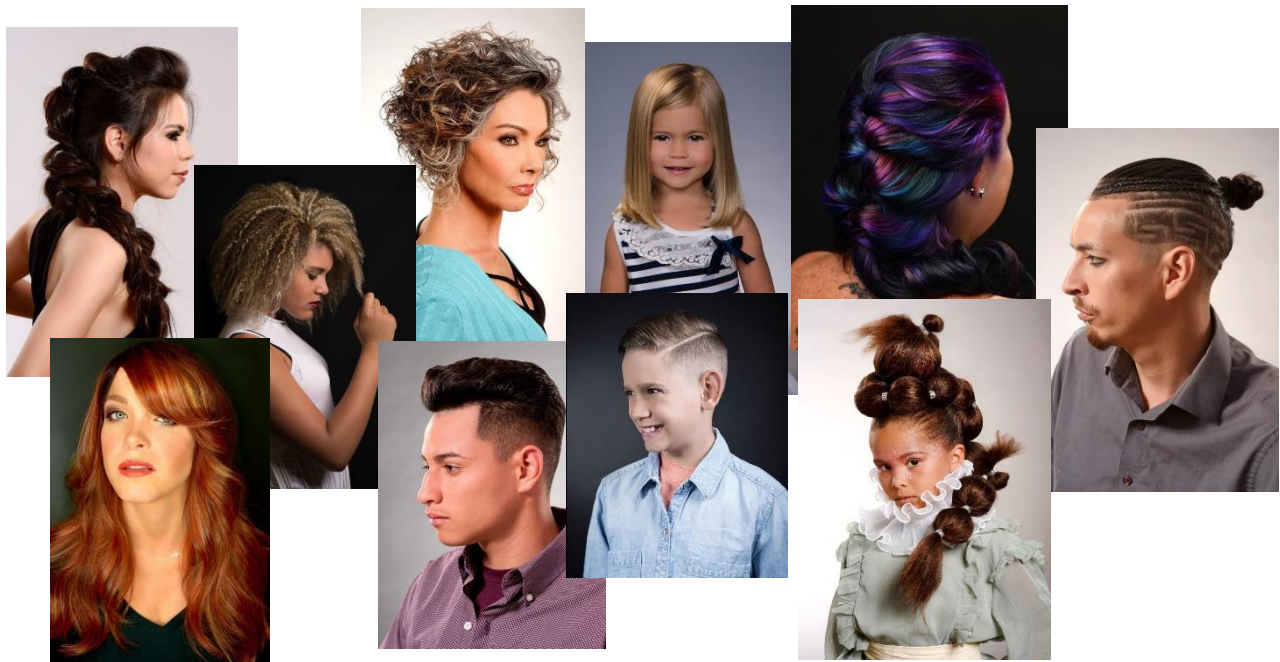
Commercial Texture

Artistic Cut

Artistic Color

Artistic Avant Garde

Stylist of the Year



Please send any and all 2018 ASA questions to:

asa@fantasticsams.com



2018 Artistic Styling Awards Contest Rules and Guidelines ("Official Rules")

The Fantastic Sams 2018 Artistic Styling Awards Contest (the "Contest") begins on April 1, 2018 and the Entry (as defined below) deadline is 5:00pm PDT on Friday, June 1, 2018 ("Contest Period"). Prizes shall be redeemed at the 2018 Fantastic Sams Convention (the "Convention"), which will be held at a date and location to be determined (the "Redemption Date"). The Contest is sponsored by Fantastic Sams Franchise Corporation (the "Sponsor").

- 1. Eligibility** – The Contest is open to all eligible Fantastic Sams System Stylists in the U.S. and Canada (the "Participant(s)"). In order for a Participant to be eligible to participate in the Contest and receive the prizes, the Participant must satisfy the following requirements from the commencement of the Contest Period through the Redemption Date: (i) be 18 years of age or older; (ii) be a licensed stylist; (iii) be an employee of an Eligible Fantastic Sams Salon; and (iv) be an employee in good standing (i.e., with no outstanding or pending disciplinary actions against him/her) at the Eligible Fantastic Sams Salon. A Participant shall be considered "licensed" if he/she has a valid license or certificate as may be required by the relevant state board or entity in the state in which Participant is employed by an Eligible Fantastic Sams Salon. An "Eligible Fantastic Sams Salon" means a salon operating under the Fantastic Sams System that, from the beginning of the Contest Period through the Redemption Date, is: (a) operating under a current Salon License/Franchise Agreement that has not expired; and (ii) in compliance with all provisions of such Salon License/Franchise Agreement including, but not limited to, the Product Line Requirements. "Product Line Requirements" means the requirements for an Eligible Fantastic Sams Salon to (a) offer and sell the full Fantastic Sams branded product lines, and (ii) use only the approved hair-color line(s) designated by the franchisor in the region where such Eligible Fantastic Sams Salon is located (i.e. Eligible Fantastic Sams Salons in COR and NOR regions where Sponsor is franchisor, must primarily use TIGI color, and incidentally use any other lines of color (i.e. less than 10% stocked and used in the salon)). Employees, officers, directors, agents, or representatives of Sponsor, its parent companies, affiliates, subsidiaries, advertising and promotional agencies and any other promotion partners are not eligible to participate. This Contest is void where prohibited by law.
- 2. Entry** – Participants may submit entries in as many categories as they wish, but one submission per category per Participant, in accordance with the Official Rules (each, an "Entry," and collectively, "Entries"). Participants must submit each Entry electronically at the website shown below (the "Website"):

<https://asa.fantasticsams.com>

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Entries must be electronically submitted by 5:00pm PDT, Friday, June 1, 2018. No Entries will be accepted by regular mail and/or by overnight delivery.

In completing **EACH ENTRY**, Participants must:

- i. Complete and submit an Entry Form through the Website that includes the names of the model and photographer;
 - ii. Submit a \$35.00 payment, per Entry to Sponsor, at the time of final submission. **Payments may be made only by credit card, via the Website.** Checks will not be accepted. All Entries not paid in full by 5:00pm PST on Friday June 1, 2018 will not be eligible;
 - iii. Upload the required number of **digital photographs** (as explained below) per Entry;
 - iv. Print, sign, date, scan and upload, the Release Form assigning all rights to the digital photographs submitted for the Contest to Sponsor, as well as an acknowledgement; and
 - v. Agree that all decisions regarding Entries, eligibility and Winners (defined below) are final. The Release Form must include the submittal number that is assigned when an Entry or Entries is/are uploaded. **Completed and signed Release Forms must be scanned and uploaded to the Website along with the Entry Form, before 5:00 pm PST on June 1, 2018. Late or incomplete Entries will not qualify as a submission(s).**
3. **Categories** – Participants may enter one or more of the Contest categories as described below (each, a “Category,” and collectively, the “Categories”) within the 2 category divisions (the “Divisions”). Participants may use the same model in different Categories, provided that a **different** hair style is used in each Entry with the respective model. **The same model cannot be used in the same Category more than once, even with a different hair style.** Wefts, hair pieces and hair extensions are permitted in the Avant Garde category, **but WILL NOT be permitted in any other Category, including the before photo.** Full wigs are not permitted in any Category.
4. **Selection of Winners** – Winners shall be chosen from the eligible Entries of eligible Participants in the 10 Categories, including Stylist of the Year, as outlined below:
- **Honorable Mentions** – Judges will choose 3 honorable mentions from each Category.
 - **Category Finalists** – Judges will choose 3 finalists from each Category.
 - **Category Award Winners** – Judges will choose 1 Winner per Category from the finalists.
- Stylist of the Year Award** – To be eligible for Stylist of the Year, the Participant must be selected as a finalist in a minimum of 1 Category, with at least 3 overall entries. Participants submitting Entries will have their top 3 scored images placed into a collection and will be judged for Stylist of the Year, should they be eligible.

Three judges shall be selected by Sponsor (the “Judges”). The Judges will evaluate the Entries and make decisions as to the selection of winners. All decisions of the Judges shall be final. Prior to any

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Winner being named, Sponsor will contact Region Owners to verify that Participant meets the eligibility requirements in Section 1 above.

5. **Prizes and Winners** – Participants deemed winners in any Category (the “Winners”) shall receive the following prizes upon Sponsor’s confirmation of Participant’s eligibility (the “Prize(s)”). Winners eligible to receive a Convention registration must themselves attend the Convention as a condition to receiving the Prize.

Honorable Mention – One honorable mention per Category, will receive:

- A Commemorative Certificate

Category Finalist – Each finalist per Category will receive:

- Trophy
- Cash prize of **\$100.00** (USD)
- A Convention registration (early bird rate)
- A \$300 credit towards a minimum 3 night stay at the hotel where the Convention will be held. To obtain the credit, the booking and registration must be in the finalist’s name and the hotel will post the credit on the 3rd night of the stay. **Sponsor will book room reservations after the finalists have been announced in the 2018 competition. Prizes are not redeemable for cash.**

Category Winner – One Winner per Category from the finalists will receive:

- An additional trophy
- An additional cash prize of **\$100.00** (USD)

Stylist of the Year Award – One talented eligible Participant shall receive:

- Trophy
- A cash prize of **\$500.00** (USD)

6. **Conditions** – By entering this Contest, Participants agree to be bound by these complete Official Rules and any applicable federal, state and local laws. Sponsor, its officers, directors, affiliates, subsidiaries or advertising and promotion agencies (the “Sponsor Parties”), are not responsible for and shall not be liable for: (i) late, lost, delayed, damaged, misdirected, incomplete, stolen, or illegible Entries; (ii) any technology issues related to the Website or other technology issues that prevent the submission (or result in the incomplete submission) of any Entries; (iii) any injuries, losses or damages of any kind caused by the Prizes or resulting from acceptance, possession or usage of any Prize; (iv) any injuries, losses or damages of any kind caused by attending the Convention; or (v) printing, distribution or production errors. Sponsor may rescind any Entry found to contain errors without liability at its sole discretion. Compliance with the eligibility requirements will be determined solely by Sponsor. By

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participating, Winners grant permission to Sponsor Parties, to use his/her name, likeness and biographical information for promotional purposes without additional compensation. All cash prizes will be paid by check and Winners must provide to Sponsor all required information necessary for Sponsor to comply with any IRS requirements. Failure to comply with the Official Rules, particularly those pertaining to model and photographer releases and/or failure to meet the June 1, 2018 Contest submission deadline, will result in ineligibility or disqualification. Failure to submit any required **stylist /model/photographer release** will result in ineligibility and disqualification.

Commercial Division (7 total Categories)

The Commercial Division represents styles that can be translated to the Fantastic Sams consumer. The guest that comes to a Fantastic Sams to remain trend right and style savvy.

1. **Male Child Cut & Style**
 - Finished product must be consumer friendly and an appropriate style for the general consumer population.
 - Requirements: (1) digital photograph with appropriate paperwork
2. **Female Child Cut & Style**
 - Finished product must be consumer friendly and an appropriate style for the general consumer population.
 - Requirements: (1) digital photograph with appropriate paperwork
3. **Commercial Cut Male Category**
 - Finished product must be consumer friendly and an appropriate style for the general consumer population.
 - Requirements: (1) digital photograph with appropriate paperwork
4. **Commercial Cut Female Category**
 - Finished product must be consumer friendly and an appropriate style for the general consumer population.
 - Requirements: (1) digital photograph with appropriate paperwork
5. **Commercial Glamour Category**
 - Finished style must reflect special occasion hair, Up-Style'd or formal wear intended for general consumer population.
 - Requirements: (2) digital photographs, (1) back view, and (1) profile view with appropriate paperwork
6. **Commercial Color Category**

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- Finished product must reflect color service with an excellent cut and design to compliment the color. This color should reflect current styles that are trend right and commercially wearable.
 - Requirements: (2) digital photographs, (1) before image, and (1) after image with appropriate paperwork
7. Commercial Texture Category- BROUGHT BACK BY POPULAR DEMAND
- Finished product must reflect approved texture service with an excellent cut and design to compliment the texture makeover. This style should reflect current styles that are trend right and commercially wearable.
 - Requirements: (2) digital photographs, (1) before image, and (1) after image with appropriate paperwork

Artistic Division (3 total Categories)

The Artistic Division is meant to showcase the stylist's creative abilities without regard for commercial reproduction. These styles are to be elevated versions of what is produced commercially in Fantastic Sams salons. Looks should be cutting edge, creative, risk taking and the pièce de résistance of the stylist's creative work. ***Hair pieces, extensions and/or clip ins are ONLY permitted in the Avant Garde Category. Wigs will not be permitted in any Category.

8. Artistic Cut Category
- Extreme street wear is what the judges are looking for. Create a cut and style that will turn heads and start trends. Male or Female models may be used.
 - Requirements: (1) digital photograph with appropriate paperwork
9. Artistic Color Category
- Create a haute couture look that resembles Paris Fashion Week. Generate high fashion flair that exceeds the boundaries of what is possible with color design and impeccable style.
 - Requirements: (2) digital photographs, (1) before image, and (1) after with appropriate paperwork
10. Avant Garde Category
- This Category strives to create complete looks that invoke emotion, reactions, excitement and passion in anyone who observes them. The Avant Garde pushes the boundaries of what is accepted as the norm; release your creativity.
 - i. We realize you want to share your creativity and encourage you to let your inspiration flow. All colors lines are allowed to be used, **FOR THIS CATEGORY ONLY.**
 - Requirements: (1) digital photographs with appropriate paperwork

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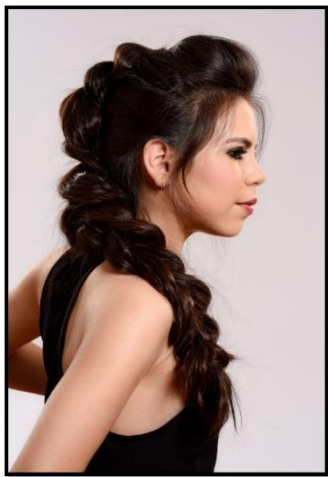
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Stylist of the Year

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