



A Day in the Life... Contest Guidelines 2007

WHAT: As part of the 2007 World Mental Health Day observation, AstraZeneca is once again sponsoring a contest among people with bipolar disorder and schizophrenia. “A Day in the Life...” is an artistic contest designed to educate on living with bipolar disorder and schizophrenia with a goal of providing a deeper understanding of what these diseases are like from the point of view of those who live with them.

Through the entries collected for this contest, and subsequent educational and promotional programs/activities/projects, people will gain a stronger understanding of how these diseases impact individuals in different ways and the range of ways people are coping, surviving and thriving with them.

WHO: This contest is open to U.S. individuals who have been diagnosed with and are living with Bipolar Disorder or Schizophrenia and to relatives or caregivers of those individuals.

WHEN: Entries are due into AstraZeneca by September 28. Winning entries will receive notification in early October; other entries may not be acknowledged. *Award winners may be invited to a special awards presentation and presentation of their winning entry on the AstraZeneca campus.*

WHY: World Mental Health Day (WMHD) occurs during the second week of October each year and is a key activity of the World Federation for Mental Health (WFMH) to help raise awareness about mental health worldwide. AstraZeneca is supporting WMHD 07 as part of its commitment to promoting mental health awareness among the public.

HOW: Submissions should illustrate what an average day is like living with bipolar disorder or schizophrenia. Participants may enter in a variety of ways:

- Write an original 800-1200 word essay, poem, or short story
- Submit a short video, 2 minutes or less (MPEG, avi or wmv formats only)
- Create a painting or drawing (must be no larger than 14 x 16, non-mounted)
- Record an original song, 2 minutes or less (mp3 or MPEG formats only)

Entries will be judged based on how well they are considered to enable someone to understand what a day in the life of someone with one of these diseases is like. Each submission must reflect the entrant's own original thinking. Entrants may submit only one piece for consideration.

All submissions, including non-winning entries, may be used to promote WHMD and other non-branded AstraZeneca efforts. Entrants' first names may be displayed with their work but their last name will not be used.

All contestants must sign a written release authorizing AstraZeneca to use their entry in this and future educational and promotional projects. Entries that do not follow submission guidelines or that are not accompanied with the required signed release and entry form will not be considered for the contest. Submissions will not be returned. Please mail completed entries to:

Day in the Life Contest
Attn: Hugo Perez
AstraZeneca Pharmaceuticals
1800 Concord Pike, B2B-517A
Wilmington, DE 19850

Please include a separate 8 ½ x 11 sheet with the following entry information included (please print or type):

- First and Last Name
- Street Address
- Phone number and/or email address
- Best time to contact you
- Type of entry (written, video, visual art, song)
- 1-paragraph description of your entry and why you chose to submit your entry in this medium

Contact information will be used solely to inform winning participants, unless entrants check the box allowing AstraZeneca to contact them about the possibility of using their submission in connection with the future marketing of AstraZeneca products. An entrant's submission will not be used for these purposes without the entrant's consent.

A selection committee will judge entries, and the top three will be awarded certificates and cash prizes (\$1000/first, \$500/second, \$250/third). Entries will be judged on how well they are considered to communicate the experience of the individual in living with their illness. Decisions of the selection committee are final.

A Day in the Life Contest

Authorization for Release of Identifying and Health Information

This Authorization describes how the identifying information and medical information about you that is contained in your submission may be used and disclosed by AstraZeneca Pharmaceuticals LP ("AstraZeneca") to its employees and to the public. Please review the terms of this Authorization carefully. You must send a signed copy of this Authorization along with your submission, in order to be eligible for the contest.

Your Name: _____

Your Address: _____

Phone Number and/or E-mail Address: _____

Best time of day to contact you: _____

The contact information provided above will be used solely to communicate with you about your submission and this contest, and will not be used or disclosed for any other purpose.

Check here if you give AstraZeneca permission to contact you about the possibility of using your submission in connection with the future marketing of AstraZeneca products. Even if you check this box, your submission will not be used for these purposes unless you consent at that time.

I understand that the purpose of this contest is to educate AstraZeneca employees and the public on bipolar disorder and schizophrenia from the point of view of people living with the disease and their families. I authorize AstraZeneca to use, reproduce, and disclose my entry in the United States and throughout the world, in any media, including radio, television, print publications, and the Internet, for purposes of educating people on bipolar disorder and schizophrenia through educational, promotional, and commercial programs.

Once I have submitted my entry to AstraZeneca, the entry becomes the sole property of AstraZeneca, even if it is not chosen as a winner in the Day in the Life contest. All rights to the finished work, including all copyrights or other proprietary interests of whatever kind, shall belong exclusively to AstraZeneca. AstraZeneca may use all or any part of my entry, and I agree that I will not have the right to review or approve the manner in which it is used by AstraZeneca. I release AstraZeneca from any claims for royalties, residuals or payments of any kind. I understand that I

will receive no fee or other payment from AstraZeneca, unless my entry is chosen as one of the three contest winners. The first-place winner will receive a \$1000 cash prize, the second-place winner will receive a \$500 cash prize, and the third-place winner will receive a \$250 cash prize. I understand that determination of a winning entry is a subjective process and that decisions of the selection committee are final.

I understand that, while my full name will not be disclosed, my first name and any other first names that appear in my entry may be disclosed by AstraZeneca, in connection with my entry. I understand that AstraZeneca, at its sole discretion, may choose to use a fictional name instead of my first name or any other names that appear in my entry, in connection with my entry. I understand that, while my full name will not be disclosed, I may be recognizable from the medical information and personal information that is contained in my entry. I further agree that my entry may be combined with commentary from AstraZeneca, its affiliates, and agents.

I understand that once I have signed this Authorization, I cannot change my mind and cancel it. Finally, I acknowledge that I am 18 years of age or older and make this Authorization of my own free choice and am in no way obligated to agree.

Signature:

Printed Name:

Date:

Please keep a copy of this Authorization for your records.