

EXHIBIT B-1

**SOCIALVIBE LIVE-FROM-AFRICA SWEEPSTAKES
OFFICIAL RULES**

1. **NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.**
2. **SPONSOR:** The sponsor of the Sweepstakes is SocialVibe, Inc. ("Sponsor"), 8687 Melrose Ave. Suite G-498, West Hollywood, CA 90069.
3. **PROMOTION PERIOD:** The Sweepstakes begins at 12:00:00 a.m. PST on July 31, 2009 and ends at 11:59:59 p.m. PST on October 31, 2009 ("End Date").
4. **ELIGIBILITY:** The Sweepstakes is open only to residents of the 50 United States of America and District of Columbia who are 18 years old or older at time of entry, and registered members of SocialVibe, and have selected Camfed as their SocialVibe "cause." Employees of Sponsor and Camfed USA Foundation and each of the foregoing entities' licensors, affiliates, authorized designees, service providers, and other related entities, and any other individual or entity associated with the development, judging or administration of the Sweepstakes (collectively, the "Sweepstakes Entities"), as well as members of such employees' immediate families (spouses, children, siblings, parents), and persons living in the same household as such persons, whether or not related, are not eligible to participate in the Sweepstakes.
5. **HOW TO ENTER:** There are two (2) ways to enter the Sweepstakes: (a) go to the Website located at <http://www.socialvibe.com> (the "Website") and follow the online instructions to invite friends to join SocialVibe and successfully get at least ten (10) friends to join SocialVibe (register and confirm their e-mail); or (b) to enter by mail, send a 3" x 5" postcard with your contact information (first and last name, mailing address, e-mail address, date of birth, and telephone number) to: SocialVibe, Inc., attn: Camfed Sweepstakes Entry, 8687 Melrose Ave. Suite G-498, West Hollywood, CA 90069. Joining SocialVibe is free. Limit one (1) entry per person. Entries must be received before the End Date. Sponsor is the official time keeper for the Sweepstakes. All entry information and materials become the property of Sponsor and will not be acknowledged or returned. Except as otherwise contemplated in these Official Rules, and to the extent entrants may otherwise elect at the time of entry, personal information collected in connection with the Sweepstakes will be used in accordance with the online privacy policy available at www.socialvibe.com.
6. **PRIZE:** One (1) prize is available (the "Africa Trip"). Subject to all of the terms set forth in these Official Rules, the Africa Trip includes (a) round trip coach class air transportation for one from a major U.S. airport near the prize winner's place of residence in the U.S. (carrier and airport to be selected by the Sweepstakes Entities) to a location in Africa, to be designated by the Sweepstakes Entities, in their sole and absolute discretion; (b) hotel accommodations (one room, standard, single occupancy) for 9 nights; (c)

ground and air transportation in Africa; and (d) certain on-site meals (totaling no more than \$330 for the entire trip (i.e., an average of no more than \$36.66 per day to be allotted by Sponsor as determined in its sole discretion)). Except as specifically provided herein, the Africa Trip does not include taxes, insurance, travel visas, telephone charges, internet/data fees, personal expenses, travel arrangements between the Africa Trip winner's home and the U.S. airport of departure, ground transportation (except as specified herein), gratuities, passenger facility charges, departure taxes, incidental charges, or any other items not specifically described in these Official Rules, and all expenses for any of the foregoing are the sole responsibility of the applicable winner. THE WINNER OF THE AFRICA TRIP MUST BE ABLE TO TRAVEL ON THOSE DATES AND TIMES DESIGNATED BY SPONSOR, IN ITS SOLE AND ABSOLUTE DISCRETION, and all travel arrangements shall be made by the Sweepstakes Entities through their designated agent. If the potential Africa Trip winner chooses not to accept the Africa Trip, fails to comply with these Official Rules, or is unable and/or unwilling to travel on those dates and times designated by Sponsor, in its sole and absolute discretion, the Africa Trip shall be forfeited, in its entirety, by that potential Africa Trip winner, and Sweepstakes Entities reserve the right to offer the Africa Trip to an other qualifying participant, subject to the terms and conditions set forth in these Official Rules. If Sponsor cannot find an eligible entrant able to travel on the required dates and times, the Africa Trip shall be forfeited. Once confirmed, trip dates and travel accommodations cannot be changed by the prize winner; travel is subject to availability, blackout dates, and/or changes due to circumstances beyond the Sweepstakes Entities' control. No extensions shall be permitted, and any unused travel shall be forfeited. The Africa Trip cannot be used in conjunction with any other promotion or offer and may not be separated. All tickets issued in conjunction with the Africa Trip are not eligible for frequent flyer miles and no code-share flights may be used. The ARV of the Africa Trip is \$4,666.00 and the value of same may vary depending upon the actual cost of air transportation from point of departure and accommodations at time of reservation or redemption. In the event the prize winner engages in behavior that (as determined by the Sweepstakes Entities in their sole discretion) is contrary to the spirit of the Africa Trip, or is dangerous, obnoxious, threatening, illegal or that is intended to annoy, abuse, endanger, threaten or harass any other person, the Sweepstakes Entities reserve the right to terminate the Africa Trip early, in whole or in part, and send the winner home, at his/her sole expense. Only the prize set forth in these Official Rules shall be awarded and no substitutions, cash equivalents and/or redemptions shall be made, except that the Sweepstakes Entities reserve the right to substitute any prize with another prize of equal or greater value, including a cash award, in the event that the applicable prize (or any component thereof) is not available. The prize is non-transferable or assignable to any other person or entity, except by the Sweepstakes Entities. Reporting and payment of all applicable taxes, fees, and/or surcharges, if any, arising out of, or resulting from, acceptance or use of any prize, are the sole responsibility of the winner of that prize. The Sweepstakes Entities expressly disclaim any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use and redemption of any prize. The Sweepstakes Entities make no representations or warranties (express or implied) concerning the appearance, safety or performance of any prize. Restrictions, conditions, and limitations apply. FOR THE AVOIDANCE OF DOUBT, THE WINNER

IS RESPONSIBLE FOR REPORTING AND PAYING ANY AND ALL INCOME, SALES OR EXCISE TAXES THAT MAY APPLY TO ACCEPTING PRIZES; THE SWEEPSTAKES ENTITIES ARE NOT RESPONSIBLE FOR AND WILL NOT PAY ANY SUCH TAXES.

7. ODDS: Many will enter, only one (1) will win. Actual odds of winning depend on the number of eligible entries received.
8. WINNER SELECTION: The winner will be determined by random selection conducted by Sponsor from among all eligible entries on or around November 2, 2009. All results of the selection are final and binding, subject to these Official Rules. In the event a winning entry is discovered to be invalid for any reason whatsoever or the person who submitted the winning entry fails to comply with these Official Rules prior to delivery of the prize, the prize may be forfeited and awarded to an alternate winner. No more than the advertised number of prizes will be awarded.
9. NOTICE TO WINNER: Attempts to notify potential winner will be made using the e-mail address or telephone number provided at entry. Sponsor is not responsible for e-mail, telephone or other communication problems of any kind. If, despite reasonable efforts, a potential winner does not respond within five (5) days of the first notification attempt (or such shorter time as exigencies may require), or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected.
10. VERIFICATION OF WINNER: Potential winner may be required to execute an Affidavit of Eligibility, a Liability Release, and (where imposing such condition is legal) a Publicity Release (collectively, "Prize Claim Documents"). If any potential winner fails or refuses to sign and return all Prize Claim Documents within five (5) days of prize notification (or such shorter time as exigencies may require), the winner may be disqualified and an alternate winner may be selected.
11. SWEEPSTAKES ENTITIES SHALL NOT BE RESPONSIBLE OR LIABLE FOR ENTRIES THAT ARE ENTERED BY OTHER THAN HUMAN MEANS (SUCH AS BY AN AUTOMATED COMPUTER PROGRAM OR ANY NON-HUMAN MECHANISM, ENTITY, OR DEVICE), IN EXCESS OF THE STATED LIMIT, OR FOR ENTRIES THAT ARE LATE, FORGED, DESTROYED, LOST, MISPLACED, STOLEN, MISDIRECTED, TAMPERED WITH, INCOMPLETE, DELETED, DAMAGED, GARBLED, OR OTHERWISE NOT IN COMPLIANCE WITH THESE OFFICIAL RULES, AND ALL SUCH ENTRIES WILL BE DISQUALIFIED. BY ENTERING THE SWEEPSTAKES, EACH ENTRANT AGREES: (A) TO BE BOUND BY THESE OFFICIAL RULES AND BY ALL APPLICABLE LAWS AND ALL DECISIONS OF SPONSOR WHICH SHALL BE BINDING AND FINAL; (B) TO WAIVE ANY RIGHTS TO CLAIM AMBIGUITY WITH RESPECT TO THE OFFICIAL RULES; (C) TO WAIVE ALL OF HIS OR HER RIGHTS TO BRING ANY CLAIM, ACTION, OR PROCEEDING AGAINST ANY OF THE SWEEPSTAKES ENTITIES; AND (D) TO RELEASE, INDEMNIFY, AND HOLD HARMLESS EACH OF THE SWEEPSTAKES ENTITIES AND EACH OF THEIR RESPECTIVE

OFFICERS, DIRECTORS, EMPLOYEES, AGENTS AND REPRESENTATIVES, FROM ANY LIABILITY (INCLUDING, WITHOUT LIMITATION, LIABILITY FOR ANY PROPERTY LOSS, DAMAGE, PERSONAL INJURY, BODILY INJURY, DEATH, LOSS, EXPENSE, ACCIDENT, DELAY, INCONVENIENCE OR IRREGULARITY), COSTS AND EXPENSES (INCLUDING, WITHOUT LIMITATION, REASONABLE OUTSIDE ATTORNEY'S FEES) THAT MAY ARISE IN CONNECTION WITH: (I) THE ENTRANT'S PARTICIPATION OR INABILITY TO PARTICIPATE IN THE SWEEPSTAKES, (II) TYPOGRAPHICAL ERRORS IN THE OFFICIAL RULES OR ANY SWEEPSTAKES PROMOTIONAL MATERIALS, (III) ACCEPTANCE OR POSSESSION, DEFECTS IN, USE, MISUSE OR INABILITY TO USE ANY PRIZE (OR ANY COMPONENT THEREOF), (IV) ANY CHANGE BY ANY COMPANY OR ANY OTHER PERSON PROVIDING ANY OF THE COMPONENTS OF A PRIZE DUE TO REASONS BEYOND ANY OF THE SWEEPSTAKES ENTITIES' CONTROL OR AS OTHERWISE PERMITTED HEREUNDER, (V) ANY INTERRUPTIONS IN OR POSTPONEMENT, CANCELLATION, OR MODIFICATION OF THE SWEEPSTAKES, (VI) HUMAN ERROR, (VII) INCORRECT OR INACCURATE TRANSCRIPTION, RECEIPT OR TRANSMISSION OF ANY PART OF THE ENTRY (INCLUDING, WITHOUT LIMITATION, THE ENTRY INFORMATION OR ANY PARTS THEREOF), (VIII) ANY TECHNICAL MALFUNCTIONS OR UNAVAILABILITY OF ANY WEBSITE OR ANY TELEPHONE NETWORK, COMPUTER ONLINE SYSTEM, COMPUTER DATING MECHANISM, COMPUTER EQUIPMENT, SOFTWARE, OR INTERNET SERVICE PROVIDER UTILIZED BY ANY OF THE SWEEPSTAKES ENTITIES OR BY AN ENTRANT, (IX) INTERRUPTION OR INABILITY TO ACCESS THE SWEEPSTAKES, ANY SWEEPSTAKES-RELATED WEB PAGES, OR ANY ONLINE SERVICE VIA THE INTERNET DUE TO HARDWARE OR SOFTWARE COMPATIBILITY PROBLEMS, (X) ANY DAMAGE TO ENTRANT'S (OR ANY THIRD PERSON'S) COMPUTER OR ITS CONTENTS RELATED TO OR RESULTING FROM ANY PART OF THE SWEEPSTAKES, (XI) ANY LOST OR DELAYED DATA TRANSMISSIONS, OMISSIONS, INTERRUPTIONS, DEFECTS, OR ANY OTHER ERRORS OR MALFUNCTIONS, (XII) ANY WRONGFUL, NEGLIGENT, OR UNAUTHORIZED ACT OR OMISSIONS ON THE PART OF ANY OF THE SWEEPSTAKES ENTITIES, OR ANY OF THEIR AGENTS OR EMPLOYEES, OR (XIII) ANY OTHER CAUSE, CONDITION OR EVENT WHATSOEVER BEYOND THE CONTROL OF ANY ONE OR MORE OF THE SWEEPSTAKES ENTITIES. EACH WINNER HEREBY ACKNOWLEDGES THAT THE SWEEPSTAKES ENTITIES HAVE NEITHER MADE NOR ARE IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO ANY PRIZE OR COMPONENT THEREOF, INCLUDING ANY EXPRESS OR IMPLIED WARRANTIES PROVIDED BY ANY OF THE PRIZE PROVIDERS ASSOCIATED WITH THIS SWEEPSTAKES.

12. Acceptance of a prize constitutes winner's permission for Sponsor to use winner's name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising or publicity purposes, worldwide, and in all forms of media now known or hereafter developed, in perpetuity, without further compensation.

13. Sponsor reserves the right to suspend or cancel the Sweepstakes or modify these Official Rules as necessary for any reason or as required by applicable law. Sponsor reserves the right, in its sole discretion, to disqualify from the Sweepstakes, and ban from any future promotions, any person it believes to have intentionally violated these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or to have tampered with any element of the Sweepstakes without notice to the disqualified or banned person.
14. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants and Sponsor in connection with the Sweepstakes shall be governed by and construed in accordance with the laws of the State of California without giving effect to any choice of law or conflict of laws rules or provisions. Any legal claims arising out of or relating to the Sweepstakes or these Official Rules must be brought in the federal or state courts located in Los Angeles, California.
15. To obtain any legally-required winners list (after the conclusion of the Sweepstakes) or a copy of these Official Rules, send a self-addressed envelope with the proper postage affixed to: SocialVibe, 8687 Melrose Ave. Suite G-498, West Hollywood, CA 90069. Please specify "winners list" or "Official Rules" and the name of the Sweepstakes in your request.