

## INFORMATICA MARKETPLACE CONTEST RULES

1. **OVERVIEW.** As part of Informatica's launch of the Informatica Marketplace ("Marketplace"), Informatica is inviting the participation of the general public in a contest ("Contest") which would require that each Contestant (defined below) create and submit to Informatica a Solution, whether technology tool, application, utility or other asset more fully described below ("Solution") which the Informatica Panel determines to be the "best Solution" based on the criteria described in these Rules. Any approved Solution will be offered for sale by the Contestant on the Marketplace.
2. **ELIGIBILITY.** The Contest will be open to individuals who are 18 years or older as of March 31, 2010, groups of individuals acting together, or even companies (each, whether acting as a group or through a company, a "Contestant"). If the Contestant is a company or more than one person, the Contestant must designate a key participant to be its Representative in case it is selected as a Finalist or the Grand Prize Winner. Current employees of Informatica Corporation or its subsidiaries, or their immediate family members, are not eligible to participate. In addition, individuals from jurisdictions (whether states or countries) where participation is prohibited also are not eligible to participate. No payment is necessary to enter or participate in the Contest (however it is possible that the Contestant may incur certain charges to use Informatica development resources).
3. **TIMING:** The Contest will be launched on March 29, 2010 and will be open for the submission of Entries from that date until 12:00 noon Pacific Daylight Time on Friday, July 30, 2010.
4. **HOW TO ENTER; SOLUTION SUBMISSION REQUIREMENTS.** Each Contestant must complete a Contest Entry Form and agree to these Contest Rules, and then submit his or her original work to Informatica, a Solution as defined above, in the realm of data integration, data management and/or data quality. By way of example but not limitation, Solutions might be mapplets, mappings, reference dictionaries, content libraries, cloud services, data models, connectors, utilities, tutorials/how-to-guides, or other industry solutions. A Solution may support or enhance an existing and supported Informatica product or service, but need not do so, and in fact, it can be unrelated to Informatica's offerings, or can even relate to competitive products or services. The Contest Entry Form plus the Solution constitutes the "Entry." When the Contestant believes the Solution is ready for the Contest, the Contestant will submit the Solution via email or FTP upload (depending on file size) no later than July 30, 2010 (12:00 noon PDT). However, Informatica strongly urges Contestants to submit their Solutions well before the July 30 deadline, as examination for the Seal of Approval (see below) and then Contest Solution evaluation during the Evaluation

Period are both time-consuming, labor-intensive processes, and Informatica cannot guarantee that it will be able to evaluate every Solution submitted.

5. SOLUTION WARRANTIES: The Contestant retains ownership of the Solution at all times. Contestants must ensure that they have fully complied with their own organization's or employer's policies regarding ownership of intellectual property and eligibility to participate, and with respect to their right to offer a Solution for evaluation by Informatica and sale through the Informatica Marketplace to third parties. Submission of an Entry constitutes a representation and warranty by the Contestant that the Solution: (i) is his/her/their original work (and has appropriate license rights to any non-original components if applicable, which are clearly identified), (ii) does not violate any other organization's rules or policies, and (iii) does not infringe any third party rights or applicable law. In addition, if access to any Informatica software or services is provided to a Contestant to facilitate his or her development of a Solution for the Contest, as a condition to the provision of such access, the Contestant represents and warrants that he or she will not transfer or distribute or make available the Informatica software or service to any third party.
6. INFORMATICA EVALUATION PROCESS: The Solutions of the Contestants who are selected as finalists ("Finalists") must earn the Informatica Seal of Approval based on testing by Informatica GCS [Global Customer Support] resources by August 13, 2010, in order to be evaluated by the Informatica Panel which will choose the winner. Evaluation of the Finalists will occur between August 13, 2010 and September 17, 2010 ("Evaluation Period"). If the Solution obtains the Seal of Approval, it will be available for download by the general public from the Informatica Marketplace, and all approved Solutions will be available for download during the Evaluation Period. Entries will be evaluated based on the following criteria and metrics: (i) the number of Solution downloads during the Evaluation Period [excluding suspicious downloads], (ii) the average user rating for the Solution [based on "star" rating system, and excluding suspicious ratings], (iii) the quality and design of the Solution, as determined by the Informatica Panel in its sole discretion, and (iv) how innovative the Solution is, as determined by the Informatica Panel in its sole discretion. The Informatica Panel consists of Informatica employees as well as Informatica User Group members.
7. SELECTION OF WINNER; TIMELINE; ADDED BONUS: Up to ten (10) Finalists<sup>1</sup> from the Contestant pool will be notified by Informatica by email no later than Friday, August 13, 2010. The Grand Prize Winner will be notified by email and telephone on Friday, September 17, 2010, and will be publicly announced at Informatica World, November 2-4, 2010. In addition, any Solution which obtains the Informatica Seal of Approval will be offered for sale/license by the Contestant on the Marketplace, and as an added

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<sup>1</sup> The actual number of Finalists will be the lesser of ten or half the number of Contestants.

bonus, Informatica will waive upfront Marketplace fees for all approved Contestants for the first year that the Contestant offers the Solution on the Marketplace.

8. PRIZE: The top 5 Finalists will receive a new iPad. If a top Finalist is represented by a Representative, that individual must indicate whether the Finalist wants a single iPad or the value of the iPad instead. In addition, the Grand Prize Winner (or its Representative in the case of a group or company) will receive a paid trip to Informatica World in Washington, D.C., November 2-4, 2010 [including event registration, hotel, economy class air travel,<sup>2</sup> transportation to/from airport and a daily stipend of \$100, with the total not to exceed \$3000], five minutes on the main stage at Informatica World to demonstrate and explain the winning Solution, and commencing on the first business day after Informatica World ends, three months of free placement on the Informatica Marketplace home page.
9. GRAND PRIZE WINNER CONDITIONS: The Grand Prize Winner (or Representative) must agree to: (i) participate in the Main Stage Presentation at Informatica World, November 2-4, and (ii) placement and promotion of the Solution on the Informatica Marketplace, as described herein. Failure to agree to and meet these conditions will result in the runner-up Finalist being awarded the Grand Prize. The Grand Prize Winner and other Finalists may accept equivalent cash value, if permitted by their organizations, for the iPad, or alternatively may choose to donate the equivalent cash value to a charity of their choice. Each of the Finalists further agrees as a condition of winning a prize that Informatica shall have the right to use the name, image, and likeness of the Finalist, and a full description of the Solution (including photographs), in any medium for so long as the Solution is offered on the Informatica Marketplace or on any other Informatica platform, and for up to 90 days thereafter, without any further payment or consideration by Informatica. Informatica also reserves the right to remove any Solution at any time from the Marketplace in its sole discretion.
10. ADDITIONAL DISCLOSURE: Informatica does not know the total number of Contestants who will participate, as this is the first Contest of this nature, but anticipates at least 100 participants. The value of each iPad is approximately \$500 plus tax. The value of attendance at Informatica World, including registration and hotel and travel expenses is estimated to be approximately \$3000. In addition, there is additional value in the boost that Grand Prize Winner exposure will give to sales of the winning Solution. Finally, Informatica agrees to waive upfront fees for all approved Contestant Solutions offered on the Marketplace for one year. Upon request by any Contestant, a list of names of all winners (Finalists), the prizes they received, and the winning Solutions will be provided. Upon request by any member of the public, the actual number of

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<sup>2</sup>Unless the Winner lives driving or train distance from Washington, DC, in which case mileage or train cost will be reimbursed.

Contestants who submitted Solutions will be provided. Informatica is based in California, and this Contest is governed by California law, and Contestants agree to the exclusive jurisdiction of the California courts with respect to any dispute relating to the Contest. For any questions or requests, contact us at [MarketplaceContest@informatica.com](mailto:MarketplaceContest@informatica.com).

11. ACKNOWLEDGMENT OF INFORMATICA DEVELOPMENT: As a condition to participating in the Contest, each Contestant acknowledges that Informatica expends millions of dollars each year on research and development, and has many products, services, tools and solutions in development. There is no guarantee that Informatica is not developing, or will not develop, a product or service or tool that may appear to a Contestant to be similar to a Solution. Given that many Solutions submitted will support or enhance an existing, supported Informatica product or service, similarity is to be expected. Notwithstanding the foregoing, Informatica takes great care to respect your intellectual property rights and all intellectual property laws, and to be fully compliant with applicable law.