

### **DEMAND FOR ARBITRATION**

Please provide the following information in connection with your dispute RetailProductReview.com c/o Universal Family Publishing, LLC. ("Responding Party"), as submitted by you or the organization that you represent ("Initiating Party" and together with the Responding Party, the "Parties"):

Name of the Initiating Party: \_\_\_\_\_  
Address of the Initiating Party: \_\_\_\_\_  
\_\_\_\_\_

Telephone Number of Initiating Party: \_\_\_\_\_  
E-mail Address of Initiating Party: \_\_\_\_\_

Name of Responding Party: RetailProductReview, c/o Universal Family Publishing  
Address of Responding Party: \_\_\_\_\_  
Universal Family Publishing Attn: RetailProductReview  
1098 Ann Arbor Rd West, PMB 7472  
Plymouth MI 48170  
E-mail Address of Responding Party: memberservices@RetailProductReview.com

The Initiating Party previously agreed to the RetailProductReview Official Contest Rules ("Rules"). The Rules contain a valid and binding arbitration clause for the resolution of disputes, a copy of which is available upon request.

The Parties are in dispute as to the following issue(s) (*attach additional pages if needed*):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

As the Parties cannot agree as to the resolution of the subject dispute, the Initiating Party hereby demands that the Responding Party submit to arbitration pursuant to the rules and procedures set forth by either the American Arbitration Association or the Judicial Arbitration and Mediation Services, Inc., as selected by the Initiating Party.

The Initiating Party is claiming the following damages (*attach additional pages if needed*):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total Damages Claimed \$ \_\_\_\_\_

In filing this Demand for Arbitration ("Demand"), the Initiating Party certifies the following:

He/she/it has provided the Responding Party with a copy of this Demand by both e-mail and by certified mail, return receipt requested.

So demanded and certified, this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
**Initiating Party**

Sworn to and subscribed before me, this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
**Notary Public**

(PLEASE NOTE: Notarization is required for original and mailed copies only. Notarization is not required to file or serve this Demand via e-mail)