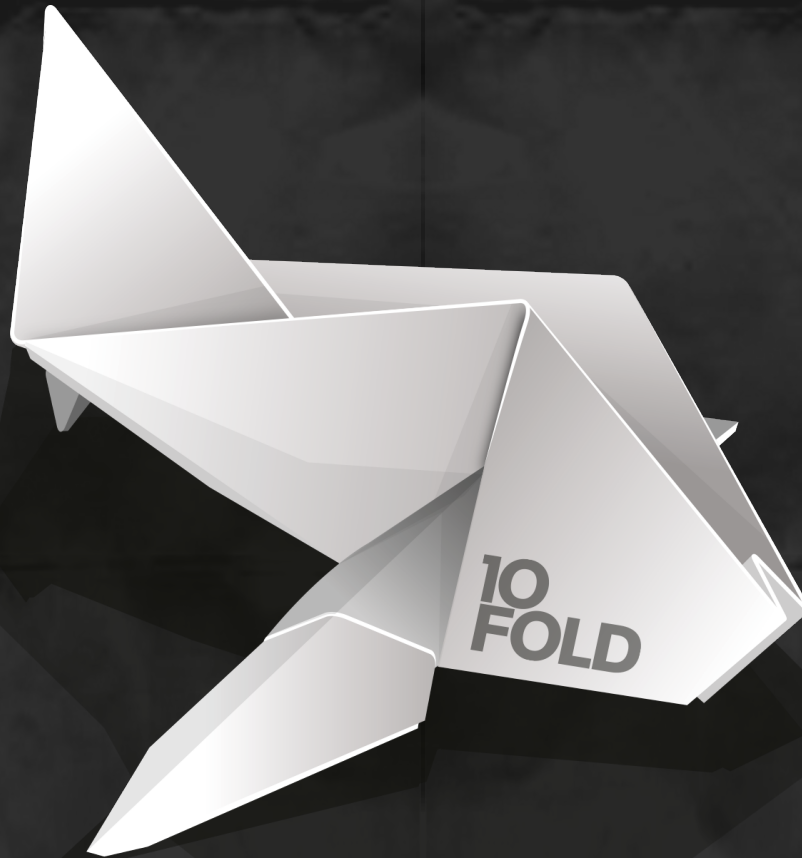**4**

JOIN THE

CALLING ALL CREATIVES...

ORIGORUG

PROJECT

10
FOLD

/. ABOUT THE ORIGARMY PROJECT

1 WHAT IS ORIGARMY?

The OrigArmy Project is the creation of Melbourne based Digital Creative Agency 10FOLD.

The idea behind OrigArmy is for creatives to make and share their unique 10 OrigArmy animals by applying their own personal style to each one. It is an opportunity for creatives to showcase their original flair, achieve recognition for their work and develop an online community to inspire ideas around the globe.

2 HOW DOES IT WORK?

The Project will be running for 10 months, beginning on 01 February 2013 through to 15 December 2013. At the beginning of each month, the instructions for each OrigArmy animal will be available for download from www.10FOLD.com.au/OrigArmy

To enter, simply construct your OrigArmy animal, take a photo and post it with your details on the 10FOLD Facebook wall. There will be a monthly winner and an overall annual winner.

3 WHO CAN ENTER?

Anyone can enter - whether you are an illustrator, designer, photographer, OrigArmy-ist, student, school or company. There are no limitations on how you style your OrigArmy animal, it can be a printed photograph, graffiti, wallpaper pattern or even manual style arts and crafts. The choice is yours!

4 HOW DO I ENTER?

4a. Download the instructional PDF each month from www.10FOLD.com.au/OrigArmy. Open the PDF in Adobe Illustrator or Photoshop and superimpose your unique design over the top of the diagram.

4b. Print off the page trimming the image to the square shape.

4c. Follow the OrigArmy instructions in the PDF to construct your animal.

4d. Take a photo of your masterpiece. Smart Phone specs are standard.

4e. Visit www.Facebook.com/10FoldCreative and post the image accompanied by your full name, location, institute or company and email address on the 10FOLD Facebook page.

4f. All entries will be displayed on www.Facebook.com/10FoldCreative page for public viewing and voting.

4g. Sign up to the 10FOLD newsletter at www.10FOLD.com.au to receive the announcement of the winners at the end of each month.

4h. Winners will be announced on the 5th of each month. Should the 5th fall on a weekend, the winner will be announced on the following business day. Don't forget to 'like' your favourites and share your creation with your friends to help your chances of winning!

4i. Return to www.10FOLD.com.au/OrigArmy at the start of each month to download your next OrigArmy challenge.

5 ARE THERE PRIZES TO BE WON?

Yes. Prizes will be awarded based on the number of likes received on the 10FOLD Facebook page www.Facebook.com/10FoldCreative.

There are also prizes for the runner up each month, as well as a 'Platinum Origrammy Award' for the OrigArmy receiving the most likes throughout 2013.

See page 3 for a full list of prize details.

6 TERMS AND CONDITIONS

6a. The OrigArmy project is open to residents from all over the world and multiple entries are accepted, however every entry must be submitted separately.

6b. Entries must not be of an offensive nature and 10FOLD reserve the right to disqualify any entry deemed inappropriate for publication.

6c. Entries for May's Fish OrigArmy are accepted from 10 May 2013 until 31 May 2013.

6d. Voting for May's Fish OrigArmy will commence the 10 May 2013 and will finish on 31 May 2013.

6e. Although the entry remains property of the entrant, the name and photograph of the winner may be used for promotional purposes by 10FOLD.

/. ORIGARMY PROJECT AWARDS

PLATINUM ORIGRAMMY AWARD

The OrigArmy receiving the most likes throughout 2013 will receive the Platinum Origrammy Award:

THE WINNING IMAGE OVER THE YEAR WILL BE DISPLAYED TO OVER 15,000 VIEWERS VIA:

- 10FOLD WEBSITE
- 10FOLD MONTHLY E-NEWSLETTER
- 10FOLD FLICKR
- 10FOLD BEHANCE
- 10FOLD COROFLOT
- 10FOLD FACEBOOK
- 10FOLD BLOG
- 10FOLD TWITTER

AS WELL AS THE EXPOSURE, PLATINUM ORIGRAMMY WINNERS WILL RECEIVE:

- $30 iTUNES GIFT VOUCHER
- SIGNED COPY OF PATTI ASTORS 'FUN GALLERY' BOOK
- SIGNED POSTER OF THE PATTI ASTOR'S 'FUN GALLERY'
- LIMITED EDITION FUN GALLERY T-SHIRT BY BURN CLOTHING.

GOLD AWARD

The OrigArmy receiving the most likes each month will receive the Gold Award:

THE WINNING IMAGE EACH MONTH WILL BE DISPLAYED TO OVER 15,000 VIEWERS VIA:

- 10FOLD WEBSITE
- 10FOLD MONTHLY E-NEWSLETTER
- 10FOLD FLICKR
- 10FOLD BEHANCE
- 10FOLD COROFLOT
- 10FOLD FACEBOOK
- 10FOLD BLOG
- 10FOLD TWITTER

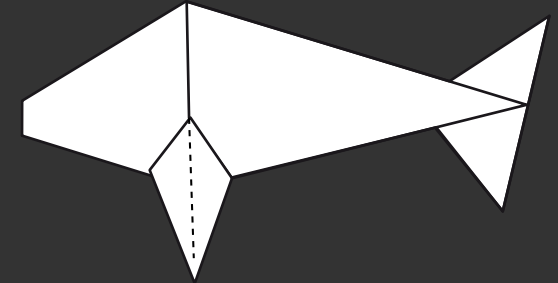### AS WELL AS THE EXPOSURE, GOLD WINNERS WILL RECEIVE:

- $30 iTUNES GIFT VOUCHER

SILVER AWARD

The OrigArmy runner up for each month will receive the Silver Award:

THE RUNNER UP EACH MONTH WILL BE DISPLAYED TO OVER 2,000 VIEWERS VIA:

- 10FOLD FACEBOOK
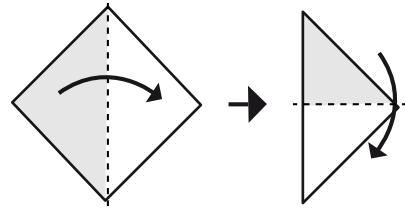- 10FOLD BLOG
- 10FOLD TWITTER

FISH

10 FACTS ABOUT FISH

1. Most fish have taste buds all over their body.

2. Pixar's 'Finding Nemo' was first released May 30, 2003; ten years ago this month.

3. Fish have been on earth 450 million years before dinosaurs even existed.

4. There are more species of fish than mammals, reptiles and birds combined.

5. Although starfish, jellyfish and crayfish have the word 'fish' in their name, they aren't actually fish.

6. A fish can drown in water. Like humans, fish need oxygen, so if there isn't enough oxygen in the water, they will suffocate.

7. Sharks are the only fish that have eyelids.

8. Goldfish can live decades. The oldest known goldfish, 'goldie' died in 2005, aged 45 years.

9. The biggest fish is the whale shark which can grow up to 65 feet long and weigh 40 tons.

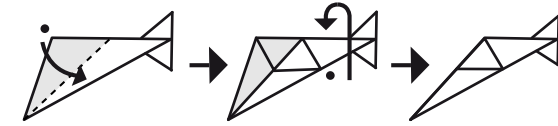10. Most brands of lipsticks contain fish scales.

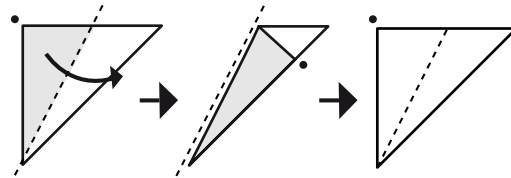**1** Fold the paper in half on the vertical axis. Then fold in half again on the horizontal axis.

2 Fold the dotted corner to the right edge as shown, then unfold.

3 Fold the upper layer of the dotted corner diagonally upward as shown. Make sure to leave a portion of the right corner unfolded.*

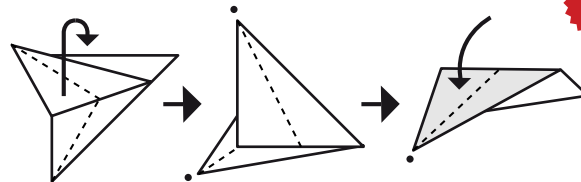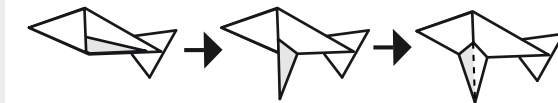**4** Flip your fish over as shown; the lower left corner of the triangle should touch the crease in the centre of the flap.** Fold the top triangle down so that the two dotted corners meet.
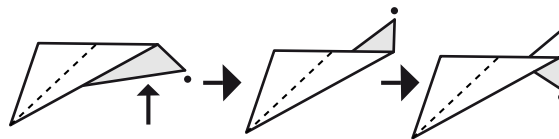
5 Open up the figure fish and inside reverse fold the shaded area, then close the figure.
The tail has two layers; pull out the inside layer of the dotted corner and reverse fold to reflect the fin above.

6 Fold the dotted corner of the top layer downward to meet the bottom edge of the fish.
Flip over and do the same to the other side of the fish.

7 Pull back the dotted corner of the top layer and reverse fold under the top flap. Fold back further for a bigger fin.

8 Reverse fold the shaded triangles into the fish head as shown.
Repeat on the other side.

9 Fold the shaded area to the left, down along the right edge of the flap. Open and flatten on the crease.
Repeat on the other side.
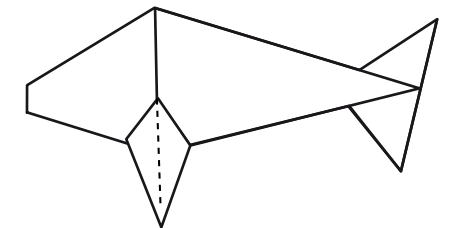Reverse fold the square off the nose.

10 Take a photo of your fish and post it on the 10FOLD Facebook wall:
www.Facebook.com/10FoldCreative

*HINT: This step will determine the how large your fish's tail will be. ie. the bigger the unfolded portion is, the larger the tail willl be. **HINT: This determines the fish's fin size. i.e.The more you pull this back, the laregert your fins will be.