

TeacherLists Schools Work Smarter \$5,000 Sweepstakes – Official Rules

NO PURCHASE NECESSARY TO ENTER OR TO WIN. ALL APPLICABLE FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED BY LAW. ONLINE ACCESS REQUIRED.

Sponsor: The sponsor of the TeacherLists Schools Work Smarter \$5,000 Sweepstakes (the "Sweepstakes") is TeacherLists (School Family Media Inc.) with offices located at School Family Media Inc., 100 Stonewall Blvd. Suite 3, Wrentham, MA 02093 ("Sponsor"). Affiliates of Sponsor include TeacherLists and each of their respective affiliated companies, parent companies, subsidiaries, suppliers, distributors, prize suppliers, advertising and promotional agencies, and each of their respective officers, directors, employees and agents ("Affiliates").

TeacherLists is awarding the following prize: a \$5,000 check or gift card for the winning school. There will be 1 winner drawn. Details for this offer can be found at www.teacherlists.com/schools-work-smarter.

1. Sweepstakes Dates: The Sweepstakes begins April 7, 2015 at 09:00:00 AM Eastern Time and ends on August 31, 2015 at 4:59:59 PM Eastern Time ("Sweepstakes Period"). Sponsor's computer is the official time-keeping device for the Sweepstakes.

2. Eligibility: Subject to the additional restrictions in these Official Rules, the Sweepstakes is only open to registered TeacherLists account users who are legal residents of the fifty (50) United States and the District of Columbia and at least 18 years or older at the time of entry. Each entrant is entering the Sweepstakes on behalf of his/her respective schools. Void where prohibited by law. Employees of Sponsor, Affiliates, and the immediate family members of, and any persons domiciled with any such persons, are not eligible to enter. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations.

3. Participation: Participation constitutes your full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein. Sponsor and its Affiliates are not liable for any injury or damage to your or any other person's computer or its contents relating to or resulting from participating in or downloading any materials concerning this Sweepstakes, or from other technical difficulties, failures or other errors of any kind. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Sweepstakes, as solely determined by Sponsor. In the event that the Sweepstakes is compromised by a virus, non-authorized human

intervention, tampering or other causes beyond the reasonable control of Sponsor which corrupt or impair the administration, security, fairness or proper operation of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to suspend, modify or terminate the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, Sponsor reserves the right to award prize based on the non-suspect, eligible entries received before the termination date.

CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

4. How To Enter: During the Sweepstakes Period, TeacherLists users can enter for a chance to win the prize on behalf of their respective schools by following the details outlined on the sweepstakes landing page, www.teacherlists.com/schools-work-smarter. Complete in full all of the required information, including creation of (or the updating of) the school's 2015-2016 back-to-school supply lists, and adding a link on the school's website to the school's lists on TeacherLists by August 31, 2015. You need to have or sign up for a free account with TeacherLists in order to create or upload lists. No purchase required to enter.

To qualify as an entry into the sweepstakes, a TeacherLists user must set up his or her own free TeacherLists account, and use TeacherLists to create, upload, or update all the school's 2015-2016 back-to-school supply lists; they then must add a link on their school's website to their school's lists on TeacherLists by August 31, 2015. A "user" can be anyone who is coordinating the request of supplies on behalf of a teacher for his or her classroom –school secretaries, technology coordinators, school PTO and PTA leaders, school principals, etc.

In order to qualify, each school must upload or create a minimum of four (4) back-to-school supply lists for the 2015-2016 school year (or existing TeacherLists users can update a minimum of four (4) existing lists for the 2015-2016 school year). Each list must be an actual valid list and contain a minimum of (4) items.

5. Limitations on Entry: Potential winner may be required to provide valid and legal proof of identification. All entries must be fully and accurately completed. Use of any automated system to participate in the Sweepstakes or subvert the entry process is prohibited and will result in disqualification and all associated entries will be void.

Sponsor and Affiliates are not be responsible for incomplete, inaccurate, illegible, unintelligible, damaged, lost, late, postage-due, misdirected, delayed or stolen entries or for failure to receive entries due to

transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prize or in any Sweepstakes-related materials. In the event of a dispute of who submitted an online entry, all online entries will be deemed to have been submitted by the owner of the ISP account from which they were sent and he/she must comply with these Official Rules. For these purposes, an ISP account holder shall mean the natural person assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account. Any questions regarding the number of entries submitted or the owner of an ISP account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Sweepstakes. All entries become the property of Sponsor and will not be acknowledged or returned.

Prize and Odds: One (1) winner will receive a Grand Prize: a \$5,000 check or gift card for their school to help fund smart ideas at the school (to be used at the school's discretion). Approximate Retail Value of all Sweepstakes prizes: \$5,000.

The odds of winning depend on the number of eligible entries received. Prize is non-exchangeable. No substitutions. If prize becomes unavailable or at Sponsor's sole discretion, Sponsor may award substitute prize of comparable or greater value. Allow up to 4 weeks after validation for receipt of prize. All prize details are at Sponsor's sole discretion. Limit one prize entrant and per school. Prize will only be provided to applicable school with school's consent. In the event a school does not consent to receive the prize, an alternate winner may be selected

6. Winner Drawing, Notification, and Acceptance: One (1) Winner will be selected from all eligible entries received to date, randomly drawn from all qualifying entries received to date at the start of April 7, 2015 through the contest close date of August 31, 2015. Potential Winner will be contacted at the applicable email address or phone number they provided at entry during Sponsor's regular business hours. Failure to reach a potential Winner by email after three (3) attempts may result in the disqualification of that potential Winner and forfeiture of his or her interest in the prize. Sponsor will, at its sole and absolute discretion, then be free to select an alternate potential Winner from among all remaining eligible entries. Any potential Winner may waive his/her right to receive a prize. Winners are solely responsible for reporting and payment of any and all taxes on any prizes received, if applicable. Potential Winner may be required to complete an Affidavit of Eligibility/Liability and Publicity and Prize Release ("Affidavit") (except where prohibited by law) which must be returned as directed by Sponsor in

order to claim the prize. Failure to complete, sign and return the Affidavit, or to comply with any term or condition of these Sweepstakes Rules, will result in a Winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to an alternate Winner. If Prize is not won and claimed by the eligible Winner in accordance with these Official Rules, it will not be awarded and will remain the property of Sponsor. The decisions of Sponsor regarding the selection of a Winner and all other aspects of the Sweepstakes shall be final and binding in all respects. If potential Winner is at least 18 but still considered a minor in his/her jurisdiction of residence, prize may be awarded in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winner set forth herein.

7. Release of Liability: By entering the Sweepstakes, you: (a) agree to be bound by these Official Rules and the decisions of Sponsor, which decisions shall be final and binding, and (b) agree to release and hold harmless School Family Media Inc, TeacherLists and their respective shareholders; directors; officers; employees; representatives; agents; affiliates; advertising, promotional and fulfillment agencies; and legal advisors from and against any and all claims, suits, causes of action or other proceedings of any kind for losses, costs, damages or other liabilities of any kind arising out of their participation in the Sweepstakes and/or their acceptance and/or use of any Sweepstakes prize, including without limitation, due to personal injury, death, and/or property damage; claims based on publicity rights, defamation or invasion of privacy.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes Winner's consent to Sponsor's and its Affiliates' use of Winner's name, likeness, photograph, voice, opinions and/or hometown and state of residence for any commercial or promotional purpose in any and all media, now or hereafter devised, worldwide in perpetuity, without further payment or consideration, notification or permission.

9. Winner's Name: Name of Winner, once Winner confirmation is complete by late September 2015, may be posted on the TeacherLists Facebook page at <https://www.facebook.com/teacherlists> and www.teacherlists.com/blog. This promotion is no way sponsored, endorsed or administered by Facebook. To obtain the list of winner(s), send a self-addressed, stamped envelope by September 30, 2015 to: TeacherLists c/o School Family Media Inc. 100 Stonewall Blvd. Suite 3, Wrentham, MA 02093.

MANDATORY:

NO PURCHASE NECESSARY. Sweepstakes begins April 7, 2015 at 09:00:00 AM Eastern Time and ends on August 31, 2015 at 4:59:59 PM Eastern Time. Open to TeacherLists users who are legal residents of 50 U.S.(D.C.), 18 or older. Prize will be awarded to school affiliated with winning list(s). Odds of winning depend upon number of entries. Void where prohibited. For full details go to www.teacherlists.com/schools-work-smarter. Sponsor: TeacherLists c/o School Family Media Inc. 100 Stonewall Blvd. Suite 3, Wrentham, MA 02093.