

OFFICIAL RULES AND REGULATIONS FOR THE GO TO COLLEGE NEVADA CHALLENGE II

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. ENTRY OPEN TO LEGAL RESIDENTS OF NEVADA ONLY, 13 YEARS OF AGE OR OLDER.

1. Challenge Dates: The Go To College Nevada Challenge (“Challenge”) begins January 1, 2010 at 12:01 am Pacific Time (“PDT”), and ends August 31, 2010 at 11:59:59 pm PDT (“Challenge Period”).

2. Challenge Entities: The Challenge is funded by the Nevada System of Higher Education (“Patron”) and is executed on www.gotocollegenevada.org.

3. Eligibility: The Challenge is open to persons who, on the date of entry, are residents of the state of Nevada, are at least 13 years old, and have successfully completed the Challenge entry criteria (“Contestant”). Employees, officers, directors and their immediate family members of the Patron and their respective parents, affiliated and subsidiary companies, advertising and promotion agencies, legal and financial advisors, and any and all other companies associated with this Challenge are not eligible to enter. For purposes of this Challenge, “immediate family members” means parents, spouses, children, siblings, in-laws, grandmother or grandfather.

4. How to Enter: To enter, the Contestant needs to successfully complete and submit the Go To College Nevada Pledge (“Pledge”). Contestant may take the Pledge at any time during the eligible dates of the Challenge.

5. Privacy Policy: The information Contestants submit to take part in the Challenge will be used to confirm that Contestant is a Nevada resident. Information submitted by Contestant will be securely stored – to prevent unauthorized access, maintain data accuracy and ensure the correct use of information, Patron has put in place appropriate electronic and managerial procedures to safeguard and secure the information we collect online. Patron does not share this information with outside parties. Patron never use or share the

personally identifiable information provided to us online in ways unrelated to Go To College Nevada without also providing you an opportunity to opt-out or otherwise prohibit such unrelated uses.

6. Selection of Winners and Notification: Within one month from the close of the Challenge, two (2) entries will be randomly selected from the total group of entries and declared the winners. The respective winners will be notified, via the e-mail address that they provided upon entry, and an electronic letter stating that they have won. Winners may be announced on the Go To College Nevada web page (gotocollegenevada.org). Upon acknowledgement of award by the Contestant, prize will be shipped, standard mail, to the mailing address provided upon entry. Final delivery is considered the sending of the prize. Patron is not responsible for delivery negligence, delivery confirmation, theft or loss.

7. Prizes: For the Challenge Period, a total of two (2) prizes will be awarded: one prize for each of the two (2) winners. Each winner will receive one (1) Dell Inspiron Mini Notebook. All federal, state, or other tax liabilities are the responsibility of the winner. All details of any prize not specified herein shall be determined solely by Patron.

8. Additional Challenge Terms: By entering this Challenge, and to the extent allowed by law, Contestant's waive and release Patron, and each of their affiliates from any and all claims that entrants may now or hereafter have in any jurisdiction based on "moral rights" or "droit moral" or unfair competition with respect to Patron's exploitation of entries without further notification or compensation to entrants of any kind, and agree not to instigate, support, maintain, or authorize any action, claim, or lawsuit against Patron, and each of their affiliates, licensees, or any other person in connection with this Challenge, on the grounds that any use of any entry, or any derivative works, infringe or violate any of entrants rights therein. The Challenge Entities reserve the right, in their sole discretion, to disqualify any individual found tampering with the entry process or entry materials or otherwise interfering with the proper administration of the Challenge or violating these Official Rules. EACH CONTESTANT ACCEPTS THE CONDITIONS STATED IN THESE OFFICIAL RULES, AGREES TO BE BOUND BY THE DECISIONS OF THE PATRON, WARRANTS THAT THEY ARE ELIGIBLE TO PARTICIPATE IN THIS CONTEST, AND AGREES TO RELEASE, INDEMNIFY, AND HOLD HARMLESS CONTEST ENTITIES AND EACH OF THEIR PARENT COMPANIES, DIVISIONS, SUBSIDIARIES, AFFILIATES, ADVERTISING, PROMOTION, AND PUBLIC RELATIONS AGENCIES, AND THE RESPECTIVE OFFICERS, DIRECTORS,

EMPLOYEES, REPRESENTATIVES AND AGENCIES OF EACH FROM AND AGAINST ANY AND ALL CLAIMS, LOSSES, LIABILITY, AND DAMAGES OF ANY KIND, (INCLUDING REASONABLE ATTORNEYS' FEES AND EXPENSES) ASSERTED AGAINST ANY OF THEM, INCURRED, SUSTAINED, OR ARISING IN CONNECTION WITH THE USE, ACCEPTANCE, MISUSE, OR DONATION OF THE PRIZES OR WHILE PREPARING FOR, PARTICIPATING IN, AND/OR TRAVELLING TO OR FROM ANY CONTEST-RELATED ACTIVITY, INCLUDING, WITHOUT LIMITATION, ANY INJURY, DAMAGE, DEATH, LOSS, OR ACCIDENT TO PERSON OR PROPERTY, OR FROM THE RESPECTIVE ENTRANTS' BREACH OF ANY AGREEMENT OR WARRANTY ASSOCIATED WITH THE CHALLENGE, INCLUDING THESE OFFICIAL RULES. ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CHALLENGE IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, THE CHALLENGE ENTITIES AND EACH OF THEIR LICENSEES RESERVE THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR ANY SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Each entrant hereby acknowledges and agrees that the relationship between the entrant and the Challenge Entities is not a confidential, fiduciary, or other special relationship, and that the entrant's decision to provide contact information to Patron for purposes of the Challenge does not place the Challenge Entities in a position that is any different from the position held by members of the general public.

This Challenge is governed by U.S. law and is subject to all applicable federal, state, and local laws. Any and all legal actions or claims arising in connection with this Challenge must be brought in a court of competent jurisdiction in the State of Nevada. If, in Patron's sole opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Challenge, or if technical difficulties compromise the integrity of the Challenge, the Patron reserves the right to void suspect entries and/or votes and/or terminate the Challenge and award the prize at its sole discretion. The use of any automated launching or entry software or any other mechanical or electronic means that permits the participant to automatically enter or vote repeatedly is prohibited. In the event of a dispute as to the identity of an entrant based on an e-mail address, the entry in question may be disqualified subject to the Judges' or Patron's sole discretion.