

DISCOVERY EDUCATION'S
"THE ULTIMATE COOL SCHOOL SCIENCE DAY" 2016 SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT
INCREASE YOUR CHANCES OF WINNING.

VOID WHERE PROHIBITED. SOME RESTRICTIONS MAY APPLY.

1. **ELIGIBILITY:** "The Ultimate Cool School Science Day" 2016 Sweepstakes ("Sweepstakes") is a trade sweepstakes offered only in the fifty (50) United States and the District of Columbia (collectively, "U.S.") and open only to legal U.S. residents who are 18 years of age and older and who are employed, during the Term of the Sweepstakes and when prize is awarded, as teachers at a public, private or parochial elementary school in the U.S. containing any class with students from Kindergarten through Grade 6, that has a 501(c)(3) or 509(a)(1) tax-exempt designation. Employees of Discovery Communications, LLC ("Sponsor"), its promotional partners, their direct and indirect respective subsidiaries, affiliates, advertising and promotion agencies, Promotion Mechanics, Inc. ("Sweepstakes Administrator"), and the immediate family members (spouses and parents, children and siblings and their spouses, regardless of where they live) or members of the same households (whether related or not) of such individuals (collectively, "Sweepstakes Entities") are not eligible. Eligibility may be verified by Sponsor at any time. Any determinations of eligibility will be made by the Sponsor whose decisions are final.

Eligible teachers who enter the Sweepstakes will be deemed to have entered as employees of their respective schools. Thus, these rules are binding upon both you, as a teacher and employee of your school, and your respective school. Therefore, by entering into the Sweepstakes, you represent and warrant that your school has full knowledge of your actions and has consented to your entry, including your potential receipt of the prize described below.

2. **TERM:** The Sweepstakes begins at 5:00:00 PM Eastern Time ("ET") on September 8, 2015 and ends at 5:00:00 PM ET on February 25, 2016 (the "Term").
3. **TO ENTER: NO PURCHASE NECESSARY.** Visit the Sweepstakes page at www.siemensscienceday.com and access the Sweepstakes entry form. Complete the entry form by providing all requested entry information, including your name, address, school in which you teach, grade(s) or class(es) taught, and contact information. All entries must be received by Sponsor's server by 5:00:00 PM ET on February 25, 2016. Limit one (1) entry per person per day.
4. **RANDOM DRAWING AND PRIZE DESCRIPTIONS:** On or about March 4, 2016, the Sweepstakes Administrator, an independent judging organization, will conduct a random drawing from among all eligible entries received during the Term to select one (1) potential First Prize winning entry and four (4) potential Runner-Up Prize winning entries. The First Prize will consist of a 1-year subscription to Discovery Education Science Elementary service for the school associated with the First Prize winning entry with an approximate retail value ("ARV") of \$1,995, plus a prize pack of merchandise selected by Sponsor in its sole discretion to be awarded to each student in the winning teacher's class (ARV \$50 each, limit 50 prize packs for the First Prize). Each Runner-Up prize will consist of a prize pack of merchandise selected by Sponsor in its sole discretion to be awarded to each student in the winning teacher's class (ARV \$50 each, limit 50 prize packs for each Runner-Up Prize). Prize packs will be delivered to the applicable winning teachers, who will be responsible for ensuring each class member receives his/her prize. In the case of a dispute over which school is associated with a particular entry, Sponsor reserves the right to designate a school in its sole discretion. Among other conditions detailed in these rules, the granting of prizes will be subject to all applicable laws, rules and regulations and the approval of any applicable school and/or governmental agency as well as the acceptance by the elementary school and/or governmental agency of Sponsor's requirements and conditions in connection with the award and execution of the prize.
5. **WINNER NOTIFICATION AND VERIFICATION:** The teachers associated with the winning entries will be notified by email, phone, postal mail and/or express mail at Sponsor's sole discretion following the random drawing. If a potential winner does not respond to the notification attempt by the time period specified therein, then such potential winner will be disqualified and an alternate potential winner will be selected from among the applicable eligible entries received during the Term. With respect to notification by telephone, such notification will be deemed given when the potential winner engages in a live conversation with Sponsor or when a message is left on the potential winner's voicemail service or answering machine by the Sponsor,

whichever occurs first. Except where prohibited by law, Sponsor reserves the right to require each potential winning teacher and an authorized representative of the potential winning schools to sign and return a Declaration of Eligibility and Liability and Publicity Release and provide any additional information that may be required by Sponsor to fulfill prizes. Further, except where prohibited by law, Sponsor reserves the right to require the First Prize winning teacher to provide a photograph of him/herself with students from his/her class (including only students who wish to appear in such a photo, and who have permission from their parent or legal guardian), which must be returned along with a Publicity Release from the parent or legal guardian of each student appearing in the photograph. If required, potential winners must return any such required documents and materials within the time period specified therein or such potential winner will be deemed to have forfeited the prize and another potential winner to replace the forfeited winner will be selected from among the applicable eligible entries received during the Term.

6. **PRIZE RESTRICTIONS:** Taxes on prizes and all expenses related to acceptance and use of the prizes not otherwise specified are the sole responsibility of winner and/or the winner's school. Prizes cannot be transferred, substituted or redeemed for cash or any other consideration except at Sponsor's sole discretion. Sponsor reserves the right at its sole discretion to substitute a prize of comparable or greater value if a prize cannot be awarded as described for any reason. Odds of winning will be determined by the number of eligible entries received.
7. **PERSONAL INFORMATION:** Please note that by entering this Sweepstakes and by checking the "opt-in" boxes on the entry form for this promotion, you are [a] agreeing that the Sponsor may share your entry information (including your name, address, email address, etc.) with our promotional partners and other third parties; and [b] granting the Sponsor, our promotional partners and other third parties with which we choose to share your information, permission to contact you about our upcoming shows, promotions or for other reasons. You can enter this Sweepstakes but keep your entry information private by not checking the "opt-in" boxes on the entry form. The collection and use of entrant information will be governed by Discovery Education's on-line privacy policy, available for viewing at <http://www.discoveryeducation.com/cep/privacypolicy.cfm>.
8. **RELEASE:** By participating in the Sweepstakes, entrants agree [a] to these rules and decisions of Sponsor and judges, which shall be final in all respects relating to this Sweepstakes; and [b] to release, discharge and hold harmless Siemens Foundation, Sweepstakes Entities, together with their respective employees, officers, directors, representatives and agents (the aforementioned organizations and individuals collectively, the "Releasees") from any and all injuries, liability, losses and damages of any kind, known or unknown, resulting from their participating in the Sweepstakes or their acceptance, use or misuse of a prize including, without limitation, personal injury, death and property damage, and claims based on publicity rights, copyright, trademark, defamation or invasion of privacy. In addition, Releasees are not responsible for and shall not be liable for [a] electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any human error which may occur in the processing of entries; [b] failed, incomplete, garbled or delayed computer transmissions; [c] lost, late, misdirected, damaged, incomplete entries or postage-due mail; or [d] any condition caused by events beyond the control of the Sponsor that may cause the promotion to be disrupted or corrupted.
9. **RIGHTS IN ENTRY MATERIALS AND PUBLICITY:** Entrants agree, by participation in the Sweepstakes, to irrevocably and unconditionally assign to Sponsor and Siemens Foundation use of entrant's name, school, city and state and/or photograph for programming, advertising, publicity and promotional purposes without compensation (unless prohibited by law) and without prior approval or inspection, and agree to execute documentation for specific consent to such use if asked to do so.
10. **RIGHT TO CANCEL:** Persons who tamper with or abuse any aspect of the Sweepstakes or website, who provide fraudulent information in their entry or otherwise engage in fraudulent conduct, or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right to: [a] suspend, modify or terminate the Sweepstakes; [b] limit entry to the eligible, non-suspect entries submitted prior to the action taken; and/or [c] to proceed in such a manner as may be deemed fair and equitable by Sponsor in its sole discretion.
11. **GOVERNING LAW:** Except where prohibited, each participant hereby agrees by participating that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court

located in the State of Maryland. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, the rights and obligations of participants, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Maryland, without giving effect to any choice of law or conflict of law rules (whether of the State of Maryland or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Maryland.

12. WINNER LIST: To receive a winners list, mail a self-addressed, stamped envelope to be received by April 30, 2016 to: "The Ultimate Cool School Science Day" Sweepstakes Winner List, PMI Station, PO Box 750, Southbury, CT 06488-0750.
13. SPONSOR: Discovery Communications, LLC, One Discovery Place, Silver Spring, MD 20910.
14. SWEEPSTAKES ADMINISTRATOR: Promotion Mechanics, Inc., 87 South Main Street, Newtown, CT 06470.

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