

For the Love of Reading — Rotary President's Battle Official Rules

NO PURCHASE REQUIRED TO PARTICIPATE. CONTEST VOTING BEGINS APRIL 1, 2010 AT 10:00 AM ET AND ENDS ON APRIL 14, 2010 AT 11:59 PM ET. CONTEST VOTING IS OPEN TO LEGAL RESIDENTS OF THE STATE OF GEORGIA WHO ARE 13 YEARS OF AGE OR OLDER AS OF APRIL 1, 2010. NO DONATION REQUIRED FOR ONE (1) VOTE PER PERSON PER DAY. ALL ADDITIONAL CONTEST VOTES ON THE SAME DAY REQUIRE A \$3 DONATION TO THE FERST FOUNDATION FOR CHILDHOOD LITERACY.

The Ferst Foundation for Childhood Literacy's "**For the Love of Reading – Rotary President's Battle**" Contest ("Contest") is a contest, whereby various Rotary Presidents or designated club leaders are videotaped talking about early reading and/or reading books to children (the "Entry"), such Entries are then placed on the Ferst Foundation for Childhood Literacy's web site <http://www.ferstfoundation.org/fortheLoveofReading/default.htm> (the "Web Site"), and thereby visitors to the Web Site are given an opportunity to vote for their favorite Entry. The Entry receiving the most votes is then declared the winner and such Rotarians will be declared Georgia's "Favorite Rotary Reader" by the Ferst Foundation for Childhood Literacy, and be presented the "Favorite Reader Award" at their respective district conference.

1. General Voting: Beginning on April 1, 2010 at approximately 10:00 AM ET and ending on April 14, 2010 at 11:59:59 PM ET (the "Voting Period"), visitors to the Web Site may vote for individual Entries of their choice, from amongst the Entries. During the Voting Period, visitors may Vote for an Entry by following the onscreen voting instructions; upon successful completion of such, the Entry will receive one vote ("General Vote"). **Limit of one (1) General Vote per person per day during the entire Voting Period.**

2. Donor Voting: Beginning on April 1, 2010 at approximately 10:00 AM ET and ending on April 14, 2010 at 11:59:59 PM ET (the "Voting Period"), visitors to the Web Site may cast additional vote for individual Entries of their choice, from amongst the Entries, by making a \$3.00 donation to the Sponsor. During the Voting Period, visitors may cast a Donor Vote for an Entry by following the onscreen instructions; upon successful completion of such, the Entry will receive one vote ("Donor Vote"). **There is no limit to the number of Donor Votes per person per day during the entire Voting Period. Each Donor Vote requires a donation of \$3.00 that must be collected at the time the Donor Vote is cast. Such donation is required to be made using one of the following credit cards: Visa, MasterCard, or American Express. The donations associated with Donor Votes are non-refundable.** Donations collected as a result of Donor Votes will be utilized to distribute books, on behalf of the Sponsor, under its "Imagination Library" book distribution program. Each \$3.00 donation approximates one (1) book being distributed under this program.

3. Judging: At the end of the Voting Period each of the Entries will receive a numerical score equal to the sum of the General Votes and Donor Votes received by the corresponding Entry (the "Score". Fraudulent votes for any Entry are void and will not be included in the total votes. Votes that do not comply with the Official Rules or any posted requirements, or that result from fraud or collusion, may be disqualified at the Sponsor's sole discretion. If a Participant is found to have engaged in such fraud or collusion, his/her Entry and any votes s/he received for such Entry will be disqualified. The Entry receiving the highest score will be declared the winner (the "Winner"). In the event of a tie, all Entrants included in such tie, will be declared a Winner. Entries are subject to validation and verification of eligibility and compliance with all terms and conditions set forth in these Official Rules.

4. Eligibility to Vote: CONTEST VOTING IS OPEN TO LEGAL RESIDENTS OF THE STATE OF GEORGIA WHO ARE 13 YEARS OF AGE OR OLDER AS OF FEBRUARY 7, 2010. The following persons are **NOT** eligible to vote in the Contest: 1. Employees, officers and directors of Sponsor, and each of their parent companies, affiliates, subsidiaries, related companies, suppliers, agents and retailers, advertising and promotion agencies, anyone involved in the creation, execution or fulfillment of this Contest; 2. Entrants and members of the immediate families (defined as parents, siblings, children and spouse, and their respective spouses, regardless of where they reside) and/or households (whether related or not); and 3. members of the immediate families (defined as parents, siblings, children and spouse, and their respective spouses, regardless of where they reside) and/or households (whether related or not) of any of the above. Participation constitutes full and unconditional agreement to these Official Rules and the decisions of the Sponsor, which are final and binding in all matters related to the Contest. Participants not abiding by these Official Rules will be disqualified.

5. Grand Prize: One (1) Grand Prize will be awarded to the Winner in each Rotary District. The Grand Prize consists of the Winner being declared Georgia's "Favorite Rotary Reader" by the Ferst Foundation for Childhood Literacy, and be presented the "Favorite Rotary Reader Award" at the District Conference in April, 2010. The Grand

Prize has NO retail value. No substitutions or transfers of Grand Prize permitted, in whole or in part, except at Sponsor's sole and exclusive discretion or as provided herein. In the event of a tie, as described above in Section 3. Judging, all Entrants included in such tie, will receive one (1) Grand Prize.

6. General: Participants in the Contest assume all risk of loss, damage, destruction, delay or misdirection of materials/mail/email submitted to Sponsor. Participant agrees to the terms of and to be bound by these Official Rules and further agrees that the prize is awarded upon the condition that Sponsor, and each of their respective promotion/advertising agencies, printers, suppliers of Contest materials, their respective parent companies, affiliates and subsidiaries, and the officers, directors, partners, principals, partnerships, employees and agents of each of the foregoing shall have no liability whatsoever and shall be held harmless for any injuries, losses, or damages of any kind to persons or property, including death, sustained, in whole or in part, directly or indirectly, in connection with or resulting from acceptance, possession or use/misuse of the prize, or participation in this Contest or participation in any Contest-related or prize related activities and further acknowledges that said parties have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. ALL WARRANTIES, INCLUDING THE IMPLIED WARRANTIES OF FITNESS AND MERCHANTABILITY ARE HEREBY DISCLAIMED. As a condition of entering, Participant agrees that (1) under no circumstances will Participant be permitted to obtain awards for, and Participant hereby waives all rights to claim punitive, incidental, consequential or any other damages, other than for actual out-of-pocket expenses; (2) the Contest will be administered in Georgia and all causes of action arising out of or connected with this Contest, or the prize awarded, shall be resolved individually, without resort to any form of class action and shall be brought in a court of competent jurisdiction in the State of Georgia applying Georgia law; and (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorney's fees.

Sponsor, its parent company, subsidiaries, promotions agencies, printer, suppliers of promotional materials or any of their respective affiliates and the officers, directors, partners, principals, partnerships, employees and agents of each of the foregoing, are not responsible for typographical errors, security, technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, fraud by any Entrant or voter, incomplete, garbled or delayed computer transmissions, or un-delivered, late, or illegible mail/email whether caused by Sponsor, Participant or by any of the equipment or programming associated with or utilized in the Contest or by technical or human error which may occur and/or which may damage a user's system or limit a Participant's ability to participate in the Contest and/or receive the prize in the Contest or any virus, bugs, non-authorized human intervention or other causes that may corrupt or impair

the administration, prize claim, security, fairness or proper play of the Contest (including but not limited to attempts to hack into or otherwise tamper with underlying source code/programming of the Contest). By accepting prize, winner agrees that Sponsor may use winner's name, likeness, photograph and/or limited biographical information, without limitation, for promotional purposes without further consideration or payment, except where prohibited by law. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend this Contest should (in the Sponsor's opinion) human error, virus, bugs, non-authorized human intervention, fraud, or any other causes corrupt or affect the administration, security, fairness, publicity, or proper conduct of the Contest. In such case, Judges will select the Winner from all eligible Entries. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds (in the Sponsor's opinion), to be tampering with the entry process or the operation of the Contest or Web Site. Sponsor may prohibit a Participant from participating in the Contest or winning the prize if, it determines (in the Sponsor's opinion) that said Participant is attempting or has attempted to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other persons or entities, including without limitation, Sponsor, any other entrants or Sponsor representatives.

7. Sponsor: Ferst Foundation for Childhood Literacy, P.O. Box 1327 Madison, Georgia, 30605.

8. Data Collection: Except as noted in these Official Rules, information collected shall be used only for the purpose of administration of the Contest, and will not be re-used, sold or shared in any manner by Sponsor except with those third parties responsible for administering the Contest or the applicable web site. The information collected is subject to Sponsor's privacy policy, which can be found at <http://www.ferstfoundation.org/default.htm>