Follett “Dirty Little Secret” Photo Contest
Official Rules

1. NO PURCHASE NECESSARY: Making a purchase will not increase your chances of winning a prize. Contest open to legal residents of the 50 United States and the District of Columbia who are 13 years of age and older as of date of entry. (See further eligibility exceptions in Rule 7). Void outside the 50 United States and D.C. and where prohibited by law. The “Dirty Little Secret” Photo Contest (the “Contest”) sponsored by Follett Higher Education Group, Inc. (the “Sponsor”) begins on March 1, 2015 at 10:00:00 AM Eastern Time (“ET”) and ends on March 31, 2015 at 11:59:59 PM ET (the “Contest Period”). The Contest Period consists of an entry phase that begins on March 1, 2015 at 10:00:00 AM ET and ends on March 31, 2015 at 11:59:59 PM ET (the “Entry Phase”) and a public voting phase that begins on March 1, 2015 at 10:00:00 AM ET and ends on March 31, 2015 at 11:59:59 PM ET (the “Public Voting Phase”).

2. How To Enter: Submit a “Dirty Little Secret” Photo Entry: In order to participate in this Contest, you must have an Instagram account. Creating an Instagram account is free, and you must agree to the Instagram Terms of Service available at http://instagram.com/about/legal/terms/#. To create an Instagram account, visit www.instagram.com and follow the instructions. You must upload (1) photo of yourself and your “Dirty Little Secret” bottle of water and share the photo on Instagram with the tag #thirstproject. During the Entry Phase, visit www.thirstproject.org/dirtylittlesecret for contest details. In order for the photo to be considered for the contest the user’s profile needs to be set to public. Limit one (1) Contest entry per person, Instagram account, email address or account during the Entry Phase of the promotion. If it is discovered that a participant has attempted to enter with multiple e-mail addresses, Instagram accounts or under multiple identities, or uses any other method or device to enter multiple times, such participant will be disqualified. Photo submission must depict the Contest entrant and the bottle of dirty water can only be used once. If it is discovered that the same photo is submitted on behalf of multiple entrants, all such participants submitting the same photo will be disqualified. Instructions on Creating a “Dirty Little Secret” Water Bottle: To make a “Dirty Little Secret” bottle of water, use the following recipe: In a clear bottle, mix 12oz of warm water; 1 teaspoon of flour; cut open a tea bag and add 5-10 pinches of tea leaves; shake well.

3. Notes Regarding Photo Submissions: Each “Dirty Little Secret” Photo submission must meet the following “Photo Requirements” (any Photo that, in Sponsor’s sole and absolute discretion, violates the following criteria will be disqualified):
   ➤ Photo must be submitted either in .jpg, .bmp or other accepted format.
   ➤ Photo must clearly depict entrant and the Dirty Little Secret water bottle.
   ➤ Entrant must have permission from any person depicted in the photo to have the photo submitted for entry into the Contest.
   ➤ Photo must NOT contain material which is (or promote activities which are) sexually explicit, obscene, pornographic, violent (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking,
substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing or which is otherwise inappropriate in the sole discretion of the Sponsor nor may Photo contain any derogatory references to Sponsor or any other person or entity.

➢ Photo must not contain or transmit any materials that contain software viruses or other computer code, files or programs designed to impair, limit, interfere with or cause harm to any communications network operated by any of the Sponsor or the computers of any individual or entity participating in or otherwise associated with the Contest.

➢ Photo must be entirely original to the entrant.

➢ Photo must NOT include mention of any copyrighted material including but not limited to branded products, films, books, television programming, trademarks, artwork, etc., or identifying descriptions or names of any person whether living or dead or any media property.

➢ If Sponsor determines – in its sole discretion – that any entry violates any of these Photo Submission guidelines, Sponsor may disqualify such entry at any point during the Contest Period.

Contest entrant hereby irrevocably grants, transfers, sells, assigns and conveys to the Sponsor all present and future right, title and interest of every kind and nature whatsoever, including, without limitation, all copyrights, and all rights incidental, subsidiary, ancillary or allied thereto (including, without limitation, all derivative rights) in and to the Photo for exploitation throughout the universe, in perpetuity, by means of any and all media and devices whether now known or hereafter devised. Sponsor shall have the right, in its sole discretion, to edit, composite, morph, scan, duplicate, or alter the Photo for any purpose which Sponsor deems necessary or desirable, and each entrant irrevocably waives any and all so-called moral rights they may have therein. Each entrant hereby acknowledges that such entrant does not reserve any rights in or to the Photo.

4. Public Voting / Winner Determination: Photos that have been preliminarily approved by Sponsor will be made available by searching the tag #ThirstProject during the Public Voting Phase. Instagram users will be instructed to view all of the submitted photos and vote for their favorite “Dirty Little Secret” photo. Limit one (1) vote per person/computer IP address/Instagram account per day during the Public Voting Phase. Votes generated by script, macro, agencies, vote-swapping websites or robotic, repetitive, automatic, programmed or other automated means will be void. In the event that the use of automatic voting software, vote swapping websites and/or multiple email addresses for a single voter is suspected and/or detected, any suspect votes will be voided and the voter will be disqualified from any further participation in the Contest. At the end of the Public Voting Phase, the photo with the highest number of total votes will be declared the Grand Prize Winner, subject to verification of eligibility. In the unlikely event of a tie, the winner will be determined by a judging panel comprised of representatives of the Sponsor and its designee to determine the Grand Prize Winner.

5. Prize / Approximate Retail Value: (1) Grand Prize: Trip for Two (2) to the 2015 Thirst Project Gala in Los Angeles, CA on June 30, 2015. Grand Prize Package
consists exclusively of: Roundtrip coach air travel for Grand Prize winner and one (1) traveling companion from closest major airport to winner’s residence to Los Angeles, CA; 3 day/2 night hotel accommodations (double occupancy); two (2) admission passes to the Thirst Project Gala event in Los Angeles, CA on June 30, 2015; $500 in prepaid gift cards. Approximate retail value of the Grand Prize is: $3,000.

If the Grand Prize winner or the Grand Prize winner’s travel companion is a minor, all relevant documents must be executed by the parent or legal guardian of the winner or traveling companion. If the prize winner is a minor in his/her state of residence, the prize winner’s traveling companion must be the prize winner’s parent or legal guardian. The Grand Prize winner and his or her travel companion must travel together on the same itinerary and possess all required travel documents prior to awarding of prize. Air transportation tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. Sponsor reserves the right to structure the travel route and select the hotel in its sole discretion. ARV for the Grand Prize may vary depending upon points of departure and destination and fare fluctuations. If the closest airport to the Grand Prize winner’s home is in close enough proximity to prize destination city so that, as Sponsor may determine in its sole discretion, a flight is unnecessary, such prize winner will receive alternate transportation from the Sponsor with no further obligation to the winner. Grand Prize winner will not receive cash or any other form of compensation if actual travel costs are less than the Grand Prize ARV in these Official Rules. Trip does not include taxes, tips, gratuities, meals, service charges, hotel room service, laundry service, alcoholic beverages, merchandise, souvenirs, local and long distance telephone calls, airport charges, or any other service or item not specifically described above. In the event the scheduled Grand Prize event and/or any other component of the prize is cancelled, delayed, or postponed for any reason outside the control of the Sponsor, Sponsor will have no further obligation, other than to award the remainder of the prize. In the event Grand Prize winner and/or his or her travel companion engage in behavior that (as determined by Sponsor in its sole and absolute discretion) is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip or other applicable experience early, in whole or in part, and send Grand Prize winner and/or his or her travel companion home with no further compensation. The Grand Prize winner and his/her travel companion must travel on June 29-July 1, 2015. If the Grand Prize winner is unable to participate in the Grand Prize trip during dates approved by Sponsor, the Grand Prize will be forfeited in its entirety.

6. Potential Winner Notification: Potential Grand Prize Winner will be notified by e-mail or through Instagram on or about April 15, 2015. Sponsor’s representative will attempt to notify the potential Grand Prize winner via email using the Instagram account or email address supplied by the entrant during the Contest entry process, and he/she will be required to provide his/her complete name and mailing address to Sponsor upon notification. If the Potential Grand Prize winner fails to respond to the notification attempt and provide his/her name and mailing address information within seventy-two (72) hours of notification, the entrant will be disqualified and an alternate potential winner will be selected. Potential winner will be disqualified and an alternate winner will
be selected if prize notification email or Instagram message is returned as undeliverable. Potential Grand Prize winner (or prize winner’s parent or legal guardian if prize winner is a minor) will also be required to sign an Affidavit of Eligibility/Release of Liability/Publicity and Advertising Consent and Release (except where prohibited by law) and such other documents reasonably required by Sponsor. All such documents must be signed and returned within ten (10) days of notification or prize will be forfeited. Allow 6-8 weeks for prize delivery.

7. **Conditions of Participation & Certain Restrictions:** The participant is solely responsible for entering the Contest between March 1 and March 31, 2015, as well as replying to a prize notification communication within seventy-two (72) hours and properly claiming a prize within 10 days of prize notification if selected as the Grand Prize winner. Prize may not be transferred or assigned. Prize winner (or prize winner’s parent or legal guardian if prize winner is a minor) must agree to certain terms and conditions related to eligibility, release of liability, and Sponsor’s use of winner's name, Photo submission and/or likeness for publicity, advertising and promotional purposes, without compensation (unless prohibited by law) as part of the prize claim process. Noncompliance may result in disqualification. Once the prize has been delivered to the winner’s residence via delivery-confirmed mail or courier, the prize is considered “awarded.” Taxes on the Grand Prize are the sole responsibility of the winner. Acceptance of prize constitutes permission to the Sponsor to use winner's name, photo submission, and/or likeness for purposes of advertising and promotion without additional compensation, unless prohibited by law. All entries become the property of Follett Higher Education Group, Inc. and will not be acknowledged or returned. By entering, entrants (or entrant’s parent or legal guardian if entrant is a minor) acknowledge compliance with these Official Rules, including all eligibility requirements. By participating, entrants (or entrant’s parent or legal guardian if entrant is a minor) agree to release Follett Higher Education Group, Inc., Instagram, and each of their respective parents, affiliates, subsidiaries, divisions, wholesales, retailers or distributors or advertising and promotion agencies and each of their respective officers, directors, employees, agents or representatives (collectively, “Released Parties”) from and against any and all claims, demands, losses and liabilities of any nature whatsoever, which entrant may now or hereafter be entitled to assert, including but not limited to, any death, injury, loss of enjoyment, damage to computer equipment, or other harm or loss of any nature whatsoever caused or contributed to by participation in the Contest, any of the prizes awarded in the Contest and/or in connection with the awarding, receipt and use or misuse of prize, and/or claims based on publicity rights, defamation or invasion of privacy. All entries become the property of Sponsor and will not be acknowledged or returned. Released Parties are not responsible for misdirected, late, lost, delayed, inaccurate, damaged, garbled, incomplete, undelivered or stolen entries, delayed or misdirected entries for whatever reason, for lost, interrupted or unavailable network, cable, satellite, Internet Service Provider (ISP) or other connections, or for errors, omissions, interruptions, deletions, defects or delayed transmissions or in operations or transmission of information, in each case whether arising by the way of technical or other failures or malfunctions of computer hardware, software, communications devices, or transmission lines, or data corruption, theft, destruction, unauthorized access to or alteration of entry
materials, loss or otherwise and any mechanical, electronic, network, computer, printing, typographical, human or other error relating to or in connection with the Contest, including, without limitation, errors which may occur in connection with the administration of the Contest, the processing of entries, the announcement of prizes or in any Contest-related materials. Sponsor reserves the right to cancel or modify the Contest if fraud, technical failures or any other factor beyond their reasonable control impairs the integrity of the Contest, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual they find to be tampering with the entry process or the operation of this Contest or to be acting in violation of these Official Contest Rules or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys’ fees) from any such person to the fullest extent permitted by law. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Any participant who is notified that he or she has won is a potential winner until Sponsor determines, in its sole discretion, that the participant is eligible to win in accordance with these Official Rules.

8. **Eligibility:** Employees, officers and directors of Follett Higher Education Group and its subsidiaries, parent companies, distributors, retailers, sales representatives, affiliates, divisions, advertising and promotion agencies, individuals engaged in the development, production or distribution of materials for this Contest, and the immediate families of each of the above, or persons living in the same household of such employees are NOT eligible to participate in this Contest.

9. **List of Prize Winner:** To receive name and city / state of residence of prize winner, mail a stamped, self-addressed envelope accompanied with a signed, hand-printed request to “Dirty Secret Winner’s List”, 5478 Wilshire Blvd. Suite 400 Los Angeles, CA 90036. All requests must be received by April 30, 2015.

10. **Sponsor:** Follett Higher Education Group, Inc., 3 Westbrook Corporate Center, Suite 200, Westchester, IL 60154 USA.