

Sweepstakes for Education

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN

1. ELIGIBILITY: The Sweepstakes for Education (the “Sweepstakes”) is open only to legal residents of the forty-eight (48) continental United States (including the District of Columbia), who are 18 years of age or older. Employees of Area Publications Inc., and their participating clients, vendors, agencies and related companies, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, provincial, state and local laws and regulations.

2. SPONSOR: The Sweepstakes is sponsored by Area Publications Inc., PO Box 20181, Bloomington, MN 55420 (the “Sponsor”).

3. AGREEMENT TO OFFICIAL RULES: Participation in the Sweepstakes constitutes entrant’s full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. PROMOTION PERIOD. The Sweepstakes begins at 10:01 a.m. Central Daylight Time on July 1, 2012 and ends at 6:00 p.m. Central Standard Time on May 31, 2013 (the “Sweepstakes Period”). Entries submitted prior to or after the Sweepstakes Period will be disqualified.

5. TO ENTER:

A. Outbound: Respond affirmatively to the entry offer provided through telemarketing and verify your name, address, phone and email address to receive one (1) entry.

B. Inbound: Call 952-563-0192 between the hours of 10 a.m. and 6 p.m. Central Standard Time, Monday through Thursday, during the Sweepstakes Period and request to be entered into the Sweepstakes for Education. When prompted please provide your name, address, phone number and email address to receive one (1) entry. Inbound entries must be received by end of Sweepstakes Period.

For All Methods of Entry: LIMIT: ONE ENTRY PER PERSON DURING THE SWEEPSTAKES PERIOD. Sponsor is not responsible for late, lost, illegible, incomplete or misdirected entries; interrupted or unavailable network servers, system outages, download issues or other connection miscommunications, failed phone or computer or telephone transmissions, or technical failure, jumbled, scrambled or misdirected transmissions or other error of any kind whether human, mechanical or electronic that may affect the Sweepstakes entry process. All entries become the exclusive property of the Sponsor, and none will be acknowledged or returned. Use of any automated system or agency relationship to submit entries is prohibited and will result in disqualification.

6. DRAWING: Potential winners will be selected in two (2) random drawing as follows: December 1, 2012 and June 1, 2012. Winners will be selected from entrants received during the Sweepstakes Period. Entrants are not eligible to win more than one (1) prize during the Sweepstakes Period. The drawing will be conducted on Sponsor’s behalf in St. Paul, MN, by Interactive Games, an independent judging organization whose decisions as to the administration of the Sweepstakes and the selection of the potential winners are final. Odds of winning depend on the number of eligible entries received. Interactive Games will attempt to notify the potential winner via mail, email or phone within five (5) days of the drawing. If the potential winner does not respond within two (2) days after the first attempt to contact him/her, Interactive Games will select an alternate potential winner in his/her place at random from all eligible entries received.

7. REQUIREMENTS OF THE POTENTIAL WINNER: Except where prohibited, the potential winner may be required to complete and return an affidavit of eligibility and liability/publicity release

(the "Affidavit/Release") within seven (7) days of being notified. If the potential winner fails to sign and return the Affidavit/Release within the required time period, an alternate entrant will be selected in his/her place in a random drawing of all eligible entries received.

8. PRIZES

Grand Prize: Two (2) Each winner will receive a Apple iPad 2 Wifi 16GB. Approximate Retail Value: \$399.99. No cash or other substitution may be made, except by the Sponsor, who reserves the right to substitute the Prize with another prize of equal or greater value if the Prize is not available for any reason as determined by the Sponsor in its sole discretion. The winner is responsible for any taxes and fees associated with receipt or use of the Prize.

9. PUBLICITY: Except where prohibited, participation in the Sweepstakes constitutes winner's consent to the Sponsor's use of winner's name, voice, photo, likeness, city and state of residence for the purpose of advertising, trade or promotion, in any media throughout the world, without further payment or consideration.

10. PRIVACY: By participating in the Sweepstakes, you hereby authorize Sponsor the right to collect, use, process, transfer and store all data provided by you, including without limitation, personal data, as Sponsor deems appropriate, for purposes of administration of the Sweepstakes.

11. GENERAL CONDITIONS: In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but not limited to fraud, virus, errors, or other technical problem, or any condition caused by events beyond the reasonable control of the Sponsor that may cause the Sweepstakes to be impaired, disrupted or corrupted, the Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) award the prize(s) at random from among the eligible entries received up to the time of the impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process, the operation of the Sweepstakes, to be acting in violation of these Official Rules, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. RELEASE AND LIMITATIONS OF LIABILITY: By participating in the Sweepstakes, entrants agree to release and hold harmless Area Publications Inc., their participating clients, vendors, agencies and related companies, as well as the each of their officers, directors, employees, and agents ("Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes, or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Sweepstakes or the processing of entries; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or acceptance, receipt use or misuse of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, incidental, consequential, direct, or indirect damages. Sponsor is not responsible if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.

13. SWEEPSTAKES RESULTS: To find out the name of the winners visit www.areapublications.com