

CONTEST SHEET

SCHOLASTIC ART DESIGN A MASK CONTEST

Official Rules

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. To enter, draw or use another creative form to create an original mask design on a blank 8 1/2 X 11 sheet of paper and write a 100-word summary describing your concept. All entries must include separate sheet listing your name, grade, teacher's name, name of the school you attend, school's address, and school's phone number. Entrants may create their own cover sheet or use the preformatted PDF available for download at www.scholastic.com/art. Entries must be mailed to Scholastic ART Design a Mask Contest, Scholastic Inc., 557 Broadway, 4th Floor, New York, NY 10012. One entry per person. All entries must be postmarked by February 28, 2011.

Scholastic Inc. ("Sponsor") assumes no responsibility for (a) lost, misdirected, damaged, stolen, postage-due, illegible, incomplete, garbled, delayed, or late entries or mail; or (b) any human error that may occur in the processing of any entry, nor is it responsible for any theft or destruction or unauthorized access to, or alteration of, entries, whether caused by the sender or any of the equipment or programming associated with or utilized in this Contest. All entries (and rights in the winning entries) become the property of Sponsor and will not be acknowledged or returned.

2. Contest open to legal residents of the 50 United States and the District of Columbia between the grades of 4-12 as of January 15, 2011. Employees of Sponsor, its affiliates, subsidiaries, directors, officers, and their respective advertising, promotion, and fulfillment agencies (the "Related Entities"), and the immediate families of each are not eligible to enter or win. Subject to all applicable federal, state, and local laws. Contest is void where prohibited or restricted by law.

3. Entries will be judged based on the following equally weighted criteria: originality of idea for mask design, craftsmanship of entry, and quality of written description of mask. Sponsor reserves the right, in its sole and absolute discretion, to disqualify any entries that are inappropriate for any reason, including without limitation, for depicting or mentioning sex, drugs, alcohol, and/or inappropriate language. Judging will be completed on or about March 18, 2011, by Sponsor, whose decisions on all matters relating to this Contest are final and binding. Winner will be notified by Sponsor via phone or mail on or about March 21, 2011.

4. Prizes: Three grand prize winners will each receive one Nintendo DSi XL game console and one copy of the *Art Academy* game for Nintendo DS. The grand prize winners will also have their mask designs featured on scholastic.com/art. Approximate retail value for the grand prize: \$219.99. Total retail value for all prizes combined: \$659.97.

5. Each grand prize winner and his/her parent/legal guardian will be required to sign and return an affidavit of eligibility/release of liability within five (5) days of notification. Sponsor and Related Entities shall not be liable for unsuccessful efforts to notify a winner. If a potential winner and his/her parent/legal guardian do not sign and return the affidavit of eligibility/release of liability within five (5) days from notification, or if the winner does not meet qualification criteria, Sponsor reserves the right to select an alternate winner. After Sponsor's reasonable attempt to award the prizes, any unclaimed prizes will not be awarded.

6. Prize is nontransferable, not returnable, and cannot be sold or redeemed for cash. No prize substitution except by Sponsor in case of unavailability, in which case a prize of equal or greater value will be awarded. By accepting the prize, winner agrees that Sponsor and Related Entities will have no liability or responsibility for any injuries, losses, or damages of any kind, including but not limited to death, injuries, damages or losses to persons and property that may be sustained in connection with this Contest, the receipt, ownership, or use of the prize or while preparing for, participating in, and/or traveling to any prize-related activity, or accepting, possessing, using or misusing, any prize, and they will be held harmless against any claims of liability arising directly or indirectly from the prizes awarded. By entering, participants warrant that their drawings and descriptions are their original work, entrant is the sole and exclusive owner of the artwork and description, and that Sponsor's use of any artwork or characterization submitted will not violate any rights of any other person or entity, including, without limitation, any copyright rights. Participants further agree to indemnify and hold Sponsor and related entities harmless from any claims arising from Sponsor's use of participants' submissions. Taxes on prizes, if any, are the sole responsibility of winner and his/her parent or legal guardian.

7. If the administration or integrity of the Contest is compromised or corrupted at any time, the Sponsor reserves the right to modify, suspend or cancel the Contest. Sponsor and related entities shall not be liable for any injury or damage to an entrant's or any other person's computer related to or resulting from entering the Contest. By entering the Contest, entrants affirm that they have read and accepted these Official Rules. Any person attempting to defraud or in any way tamper with this Contest will be ineligible for prizes.

8. Except where prohibited, acceptance of a prize shall constitute and signify a winner's consent to the use of his/her name, address (city and state only), likeness, age, voice, and/or photograph and school name for any lawful purpose in any media, including online, in perpetuity without further notice or compensation. One or more winners may also be asked to attend and participate in media and/or public relations events (the "Media Events") designated by Sponsor and/or requested by various media outlets. Upon Sponsor's request, and subject to winner's availability, each winner agrees to participate in such Media Events without any further compensation. Sponsor shall have the right, in its sole discretion, to choose the winners it wishes to participate in such Media Events. By accepting the prize, all winners, whether or not chosen to participate in such Media Events, agree to release Sponsor and related entities and hold each of them harmless from any claims relating to their selection, nonselection, participation, or nonparticipation in any Media Events. Any person attempting to defraud or in any way tamper with this contest will be ineligible for a prize.

9. WINNERS' LIST. For the names of the Contest winners send a self-addressed stamped envelope after April 15, 2011, and before June 15, 2011, to: Scholastic ART Design a Mask Contest Winners, 557 Broadway, 4th Floor, New York, New York 10012.

10. Sponsor: Scholastic Inc., 557 Broadway, New York, NY 10012