

**Samsung® “Solve for Tomorrow” 2014 Education Contest
OFFICIAL RULES**

No purchase necessary to enter or win. Void where prohibited. A purchase will not increase your chances of winning. This Contest is in no way sponsored, endorsed or administered by, or associated with Facebook, Inc. By entering, you understand that you are providing your information to the Sponsor and not Facebook. The information you provide will only be used in accordance with the Sponsor’s privacy policy which may be viewed at <http://www.samsung.com/us/common/privacy.html>

1. Entry Date:

The Samsung “Solve for Tomorrow” 2014 Education Contest (the “**Contest**”) begins at 12:00:01 a.m. Eastern Daylight Time (“EDT”) on Wednesday, September 3, 2013 and ends at 11:59:59 p.m. EDT on Thursday, October 31, 2013 (“**Contest Entry Period**”). The Contest will be divided into four (4) phases, as outlined below.

2. Eligibility:

The Contest is open only to legal residents of the fifty (50) United States and the District of Columbia who are twenty one (21) years of age or older and currently employed as full-time teachers in a public Middle School, Junior High School, or High School, grades 6-12, including Charter Schools that are 50% or more publicly funded. Home School, privately funded Charter school (less than 50% publicly funded), Private School, College, University and Vocational/Trade School teachers are not eligible to participate or win. Employees of Samsung Electronics America, Inc. (“**Sponsor**”), Cohen-Friedberg Associates, LLC (“**Administrator**”), DIRECTV, Inc., Adobe Systems, Inc., IMS Marketing, National Environmental Education Foundation (“NEEF”) and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies, retailers, distributors and suppliers (collectively the “**Contest Entities**”), and the immediate families (spouse, parents, children and siblings and their respective spouses, regardless of where they reside) and individuals living in the same households of any of the foregoing individuals, whether or not related, are ineligible to participate or win a prize. Subject to all applicable federal, state and local laws and regulations.

ENTRY NOTE: Entrants are responsible for confirming whether their school has any policies or restrictions concerning participation in Contests such as this. The awarding of prizes is subject to such school policies. If, for any reason, any school is unable to accept a prize, including due to school policies, prize will be forfeited and Sponsor will not have any further obligation to such school. Prizes will be awarded to the school for the benefit of the teacher submitting the entry.

3. Phase One:

Phase One Entry Submission:

You may enter the Contest by visiting www.Samsung.com/solve or the Samsung USA page on Facebook (www.facebook.com/SamsungUSA) and accessing the **Samsung® “Solve for Tomorrow” 2014 Education Contest** application on the Facebook Platform by clicking on the link to the “Contest Tab” page during the Contest Entry Period and following the directions to complete and submit the Official Entry Form (collectively, the “**Entry**”).

Entry Note: Your answers to questions #1 through #3 on the Entry Form, as provided below, will be judged to determine which entrants will advance to Phase Two of the Contest:

Entry Form Questions:

This Contest focuses on how Science, Technology, Engineering, and Math (STEM) can be applied to help improve your local community (the "Project").

1. How would you utilize this project to raise student interest in the fields of Science, Technology, Engineering and Mathematics ("STEM")?
2. How would you engage your students to enthusiastically participate in this Project?
3. Describe the school and students' need for technology.

Answers to each question must not exceed one hundred (100) words. All Phase One entries must be received by 11:59:59 p.m. EDT on Thursday, October 31, 2013 to be considered. Applications will only be accepted in English and answers to all questions must be in the form of a statement. Answers submitted in other forms such as poems or songs will not be considered. The decisions of Judges are final and legally binding in all matters relating to this Contest. Entries generated by script, macro or other automated means and entries by any other means which subvert the entry process or are otherwise not in compliance with these Official Rules are void. Limit one (1) entry per person and per e-mail address during Phase One, however more than one teacher from the same school may enter. Limit one (1) prize per school not including the Environmental Innovation Award. If multiple entries are received from any person or e-mail address during Phase One, only the first such entry will be eligible. All entries become the property of the Sponsor and will not be acknowledged or returned. Except as otherwise provided herein, Sponsor will not enter into any correspondence with an entrant regarding an entry. Entry must be entrant's own original work, be true and verifiable, cannot be previously published or submitted in connection with any other, program or contest, may not be offensive or inappropriate and may not contain profanities or obscenities nor depict Contest Entities unfavorably, as determined by Sponsor or the Administrator in their sole discretion. Entries must be consistent with the images of the Contest Entities and must not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. Sponsor reserves the right in its sole discretion to disqualify any entry it determines does not comply with these requirements or these Official Rules, in its sole discretion.

Phase One Judging and Judging Criteria:

All eligible entries received during the Phase One Contest Entry Period, will be judged, by category on the following criteria by a panel of qualified judges selected by Sponsor:

- 45%** Quality of content and adherence to theme/questions
- 45%** Inclusion of specific points and/or examples illustrating the answer
- 10%** Writing style and grammar

Subject to verification of eligibility and compliance with these Official Rules, up to five (5) entries per state and the District of Columbia (up to two hundred and fifty five (255) total), with the highest judging scores will be deemed potential State Finalists (the " State Finalists ") and will advance to Phase Two, subject to verification of eligibility (see section 4 for Phase Two details). In the event of a tie, an additional "tie-breaking" judge will determine the entrants who will proceed to Phase Two based on the above stated criteria.

Phase One State Finalist Notification:

Each potential State Finalist will be notified via telephone and/or email on or about Wednesday, November 5, 2013. If any e-mail to a potential State Finalist is undeliverable, any phone number provided by a potential State Finalist is incorrect or no longer in service, a response to any given e-mail or phone call is not received within three (3) business days of date of its issuance or any potential State Finalist does not comply with these Official Rules, the opportunity to participate in Phase Two of the Contest may be forfeited and, at Sponsor's discretion, an alternate State Finalist may be selected.

State Finalist prize package consisting of:

- **Two (2) Samsung Galaxy Tabs.** Approximate retail value \$399.99 each

Total Approximate Retail Value of each prize package is \$799.98

Prizes are awarded “as is” with no warranty or guarantee, either express or implied by Sponsor. State Finalists may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute the prize (or portion thereof) with one of comparable or greater value. Prizes will be awarded to the school for the benefit of the State Finalist teacher. State Finalist winners will be responsible for any expenses associated with acceptance and use of the prize except as expressly stated in these Official Rules. All prize details are at the sole discretion of the Sponsor. **All required documents must be executed and returned prior to participation in Phase Two.**

4. Phase Two: To participate in Phase Two, State Finalists must complete a teacher lesson plan (the "**Lesson Plan**") provided by Sponsor. The objective of the Phase Two Lesson Plan is to outline how you and your students will create a video addressing the Contest challenge, “Show how STEM can be applied to help improve your local community.” The lesson plan can be no longer than three pages in length and will address the following:

1. Concept overview
2. Objective
3. Activities and procedures

Each eligible Lesson Plan submitted will be judged to determine which entries will advance to Phase Three.

The Lesson Plan submission period begins on Tuesday, November 5, 2013 at 12:00:01 a.m. Eastern Standard Time ("EST") and ends at 11:59:59 p.m. EST on November 25, 2013. Entries must be submitted online at www.Samsung.com/solve no later than 11:59:59 p.m. on November 25, 2013.

Completed Lesson Plan entries may be uploaded online at www.Samsung.com/solve.

Lesson Plans will only be accepted in English. Lesson Plans generated by script, macro or other automated means which subvert the entry process or are otherwise not in compliance with these Official Rules are void. Limit one (1) Lesson Plan per State Finalist. All Lesson Plans become the property of the Sponsor and will not be acknowledged or returned. Except as otherwise provided herein, Sponsor will not enter into any correspondence with a State Finalist regarding an Lesson Plan. Lesson Plans must be entrant’s own original work, be true and verifiable, cannot be previously published or submitted in connection with any other, program or contest, may not be offensive or inappropriate and may not contain profanities or obscenities nor depict Contest Entities unfavorably, as determined by Sponsor or the Administrator in their sole discretion. Entries must be consistent with the images of the Contest Entities and must not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person’s personal or property rights or any other third party rights. Sponsor reserves the right in its sole discretion to disqualify any entry it determines does not comply with these requirements or these Official Rules, in its sole discretion.

Phase Two Judging and Judging Criteria:

All eligible entries received during the Phase Two Contest Entry Period, will be judged on the following criteria by a panel of qualified judges selected by the Sponsor:

- 40%** Strength of overall concept
- 20%** Lesson objective and how it relates to peaking interest in STEM subjects in students
- 40%** Planned execution of the concept

Subject to verification of eligibility and compliance with these Official Rules, up to one (1) entry per state plus the District of Columbia (up to fifty one (51) total), with the highest judging scores will be deemed potential State Winners (the "State Winner") and will advance to Phase Three. In the event of a tie, an additional "tie-breaking" judge will determine the entrants who will proceed to Phase Two based on the above stated criteria.

Phase Two State Winner Notifications:

Each potential State Winner will be notified via telephone and/or email on or about Wednesday, November 26, 2013. If any e-mail to a potential State Winner is undeliverable, any phone number provided by a potential State Winner is incorrect or no longer in service, a response to any given e-mail or phone call is not received within three (3) business days of date of its issuance or any potential State Winner does not comply with these Official Rules, the opportunity to participate in Phase Three of the Contest may be forfeited and, at Sponsor's discretion, an alternate State Winner may be selected. Each eligible State Winner will be issued a final kit on or about December 2, 2013, consisting of: participation guidelines for Phase Three of the Contest along with Parent Permission Forms (to be completed and signed by the parent or legal guardian of any minor student participating in or appearing in a submitted Phase Three entry) and the Video Kit package consisting of:

- One (1) Samsung Laptop (NP550P5C. Approximate retail value \$899.99
- One (1) Samsung Camcorder (QF30). Approximate retail value \$329.99
- Select Adobe software (software to be determined by Sponsor, in its sole discretion. Approximate retail value \$150.00

Total Approximate Retail Value of Video Kit package is \$1,379.98

Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. State Winners may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute the prize (or portion thereof) with one of comparable or greater value. Prizes will be awarded to the school for the benefit of the State Winner teacher. State Winner winners will be responsible for any expenses associated with acceptance and use of the prize except as expressly stated in these Official Rules. All prize details are at the sole discretion of the Sponsor. **All required documents must be executed and returned prior to participation in Phase Three.**

5. Phase Three:

Phase Three Video Entry Submissions:

Each State Winner and his or her students will be required to produce and submit one (1) video of up to three minutes in length, demonstrating how STEM can be applied to help improve your local community. Video should show the application of a specific STEM lesson/topic used to address the issue raised in your Lesson Plan submitted in Phase Two.

Upon receipt of all completed documents (as specified above) by the Administrator from each State Winner, the Administrator will provide State Winner with access to a password-protected website to upload their video submission. Video must be uploaded between Monday, December 2, 2014 at 12:00:01 a.m. EST and Wednesday, February 12, 2014 by 11:59:59 p.m. EST to be eligible.

Each video must be no larger than 100MB in size and be in .avi, .mov, .mpeg, or .wmv format. Each video must be narrated in English and must not exceed three (3) minutes in length. Limit one (1) unique video submission per State Winner. If a State Winner submits more than one video, or the submitted video exceeds 3-minutes in length, 10% of the Judges score will be subtracted from the State Winner's score. Sponsor reserves the right to disqualify any video submission if not compliant with these Official Rules or any other guidelines provided by Sponsor, as determined by Sponsor in its sole discretion. Any student depicted in a video must have submitted a Parent Permission Form (enclosed in the State Winners kit), by the deadline specified above. In the event a student who has not submitted a Parent

Permission Form is depicted in a video, the video in question will be disqualified. All video submissions become the property of the Sponsor and will not be returned. Except as otherwise provided herein, Sponsor will not enter into any correspondence with a State Winner regarding any video submission.

Requirements of Video Submission:

Video submissions may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- a) is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- b) promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- c) is obscene or offensive; endorses any form of hate or hate group; appears to duplicate any other video submission;
- d) defames, misrepresents or contains disparaging remarks about other people or companies;
- e) contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others;
- f) contains any personal identification, such as personal names or e-mail addresses;
- g) contains copyrighted materials owned by others (including music, photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media);
- h) contains materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission;
- i) contains look-alikes of celebrities or other public or private figures, living or dead;
- j) communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate; and/or
- k) violates any law.

Video submissions must be the original work of the State Winner and eligible students, may not have been previously published, may not have won previous awards. If the Entry contains any individuals other than the State Winner and eligible students, the State Winner is responsible for obtaining, prior to submission of the video, any and all releases and consents necessary to permit the use and exhibition of the video by Sponsor in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from any person who appears in or is identifiable in the video. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any State Winner at any time. Failure to provide such proof may, if requested, render Entry null and void. By submitting a video, each State Winner warrants and represents that they and any persons appearing or who are identifiable in the video consent to the submission and use of the video in the Contest and to its use as otherwise set forth herein.

By submitting a video, each State Winner understands and agrees that the video submission may be posted on www.Samsung.com/solve or Samsung USA's page on Facebook www.Facebook.com/SamsungUSA for viewing and voting by visitors during Phase Three of the Contest, and entrants agree that they will not use the video for any other purpose, including, without limitation, posting the video to any online social networks, without the express consent of Sponsor in each instance. Released Parties (as defined below) do not guarantee the posting of any video and are not liable for the use of any video by any third party. You acknowledge and agree that Released Parties do not now or in the future have any duty or liability, direct or indirect, vicarious, contributory or otherwise, with respect to the infringement or protection of any copyright in and to any video submission.

By entering, entrant unconditionally assigns and transfers to Sponsor all rights, title, interest and claim, which it now has or may in the future have to his/her entry and any element(s) embodied therein. Sponsor and its designees shall have the right to edit, publish, use, adapt, reproduce, exploit, modify or dispose of any entry and all elements of such entry, online, in print, film, television, or in any other media now or hereafter known throughout the world.

Phase Three Judging:

All eligible video submissions received, will be judged on the following criteria by a panel of qualified judges selected by Sponsor:

- 35%** The submission addresses/answers the topic provided
- 35%** The submission demonstrates student-driven creativity
- 20%** Quality of content/production of submission
- 10%** Concepts illustrated in video are feasible (practical and achievable by school participants)

Judges will select fifteen (15) National Finalists. In the event of a tie, an additional “tie-breaking” judge, to be selected by Sponsor, will determine the National Finalist based on the above stated criteria. Subject to compliance with these Official Rules, the fifteen (15) video submissions with the highest Judges scores will be deemed National Finalists and will advance to Phase Four of the Contest. Sponsor reserves the right not to choose fewer than fifteen (15) National Finalists if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries. The fifteen (15) National Finalists will be announced on February 14, 2014.

5. Phase Four (Online Voting/Final Judging):

The fifteen (15) National Finalists will be announced on or about Friday, February 14, 2014 on www.Samsung.com/solve and on the Samsung USA page on Facebook. Public voting will begin at 12:00:01 a.m. EST on Tuesday, February 25, 2014 and end at 11:59:59 p.m. EST on Friday, March 14, 2014 ("**Public Voting Period**"). All fifteen (15) National Finalists' videos will be displayed online at www.Samsung.com/solve and on the Contest Application on the Samsung USA page on Facebook at www.Facebook.com/SamsungUSA.

Phase Four Online Public Voting:

During the Phase Four Online Public Voting period, legal residents of the fifty (50) United States and the District of Columbia age thirteen (13) and older, can go to www.Samsung.com/solve or www.Facebook.com/SamsungUSA to register and vote for the entry that best exemplifies the Phase Three video topic (Show how STEM can be applied to help improve your local community) from among those posted. Voting will not determine the winner, but will be considered in the judging below. Limit one (1) vote per person per validated email address, per day during the Public Voting Period. Votes received from any person or email address in excess of the stated limitation will be void. Entrants are prohibited from obtaining votes by any fraudulent or inappropriate means, including, without limitation, offering prizes, forced voting sessions, or other inducements to members of the public, as determined by Sponsor in its sole discretion. Use of script, macro or any automated system to vote or with the intent to impair the integrity of the voting process is prohibited and all such votes will be void.

Phase Four Final Judging:

Each of the fifteen (15) National Finalists and authorized officer of the winning school will be invited, along with entrant to a location to be determined by the Sponsor on or about March 14, 2013 to present their video & concept to a panel of judges (the "**Pitch**"). The Finalist videos will be judged using the below judging criteria by a panel of qualified judges selected by Sponsor. The winners will be determined by a combination of:

- 40% Video (based on previous judges' scores)
- 20% "Project" actively engaged students in STEM subjects
- 20% Ability to clearly and articulately answer question regarding the "Project"
- 10% Enthusiasm by participating students is shown for their "Project"
- 10% "Project" had a direct impact on the local community

Each presentation Pitch may not exceed 10 minutes in length. In the event of a tie, an additional “tie-breaking” judge, selected by Sponsor, will determine the winning entry/entries based on the above stated criteria. Sponsor reserves the right to not award all prizes or advance fewer entries for any phase if, in its sole discretion, it determines it has not received a sufficient number of qualified eligible entries. At the

conclusion of the Phase Four judging, the 51 State Winners scores will then place each entry into one of the following categories: State Winners (36 available prizes) or National Finalists (10 available prizes) or People's Choice (1 available prize) or Ambassador Award (1 available prize) or National Winners (3 available prizes). The National Winner will be the entry with the highest Judges score at the conclusion of the Phase Four Final Judging ("**National Winner**"). If there is a tie, the Sponsor will cast one vote to determine the winning entry.

Ambassador Judging:

The National Finalist videos will also be judged using the below judging criteria by employees selected by Sponsor. The winners will be determined by a popular vote factoring the combination of:

- **40%** The submission addresses/answers the topic provided (the results of the public voting will be considered by the judges in determining the score for this criteria)
- **40%** The submission demonstrates student-driven creativity
- **20%** Quality of content/production of submission

Subject to compliance with these Official Rules, the video submission with the highest score in the Ambassador Judging will be deemed the Ambassador's Award Prize winner. In the event of a tie, an additional "tie-breaking" judge, selected by Sponsor, will determine the winning entry/entries based on the above stated criteria. Sponsor reserves the right to not award the Ambassador's Award prize if, in its sole discretion, it determines it has not received a qualified eligible entry.

GENERAL JUDGING NOTE: No teacher or any single entry, may win in more than one category.

Environmental Innovation Award:

Each State Finalist video will also be judged by National Environmental Education Foundation ("NEEF") employees using the below weighted judging criteria:

- Understanding of the Problem (10%)
- STEM Focus (15%)
- Innovation (40%)
- Technical Expertise (15%)
- Video Quality - Production (10%)
- Overall Presentation (10%)

Subject to compliance with these Official Rules, the video submission with the highest score in the Judging will be deemed the Environmental Innovation Award winner. In the event of a tie, an additional "tie-breaking" judge, selected by Sponsor, will determine the winning entry/entries based on the above stated criteria. Sponsor reserves the right to not award the Environmental Innovation Award prize if, in its sole discretion, it determines it has not received a qualified eligible entry.

6. Prize Details: Prize consists of the following elements:

Thirty-six (36) State Winner Prizes: Prize consists of the following elements:

The State Winners Prize package consists of:

- \$20,000 of Samsung Merchandise (exact items to be determined by Sponsor in its sole discretion).

Total approximate retail value of this prize package \$20,000 each.

Fifteen (15) Trips to attend the Pitch Event

Trip for (4) to attend the Pitch / National Finalist Announcements. An authorized officer of the winning school will be invited, along with entrant/teacher and two students (four (4) participants in total) to the Pitch / National Finalist announcement scheduled to take place at a location to be determined by the Sponsor between March 5, 2014 and March 28, 2014 (exact date to be determined by Sponsor). Trip consists of the following: round trip coach commercial air transportation for four (4) from a major U.S. gateway airport nearest school's location (as determined by Sponsor) to the Pitch / National Finalist location; four (4) standard hotel rooms for two (2) days/one (1) night at a hotel designated by Sponsor; and ground transportation to/from hotel and airport in destination city. Approximate retail value: \$6,000 per prize package. Actual Prize package value may vary based upon departure city.

Ten (10) Pitch/National Finalist Prizes: Prize consists of the following elements:

- **\$35,000 of Samsung merchandise** (exact items to be determined by Sponsor in its sole discretion).
Total approximate retail value of each prize package \$35,000.

One (1) "People's Choice Award" Prize: Prize consists of the following elements:

- **\$125,000 of Samsung merchandise** (exact items to be determined by Sponsor in its sole discretion).
- **\$7,000 grant from DirecTV®** (awarded in the form of a check made payable to the winning school) and the DIRECTV GOES TO SCHOOL® package.
- **\$8,100 of Adobe® software** (software to be determined by Sponsor, in its sole discretion)
- **Trip for four (4) to attend the National Winner Ceremony in Washington, DC.** An authorized officer of the winning school will be invited, along with entrant and two (2) non related students, in good standing, of the school (four (4) total) to the National Winner Ceremony scheduled to take place at a location to be determined by the Sponsor April 1, 2014 and May 15, 2014 (exact date to be determined). Trip consists of the following: round trip coach commercial air transportation for four (4) from a major U.S. gateway airport nearest school's location (as determined by Sponsor) to Washington, DC); four (4) standard hotel rooms for three (3) days/two (2) nights at a hotel designated by Sponsor; and ground transportation to/from hotel and airport in destination city.

Total approximate retail value of this prize package \$146,100. Actual Prize package value may vary based upon departure city.

One (1) "Ambassador's Award" Prize: Prize consists of the following elements:

- **\$125,000 of Samsung merchandise** (exact items to be determined by Sponsor in its sole discretion).
- **\$7,000 grant from DirecTV®** (awarded in the form of a check made payable to the winning school) and the DIRECTV GOES TO SCHOOL® package.
- **\$8,100 of Adobe® software** (software to be determined by Sponsor, in its sole discretion)
- **Trip for four (4) to attend the National Winner Ceremony in Washington, DC.** An authorized officer of the winning school will be invited, along with entrant and two (2) non related students, in good standing, of the school (four (4) total) to the Winner Announcement Ceremony scheduled to take place in Washington, DC location between April 1, 2014 and May 15, 2014 (exact date to be determined). Trip consists of the following: round trip coach commercial air transportation for four (4) from a major U.S. gateway airport nearest school's location (as determined by Sponsor) to Washington, DC); four (4) standard hotel rooms for three (3) days/two (2) nights at a hotel designated by Sponsor; and ground transportation to/from hotel and airport in destination city.

Total approximate retail value of this prize package \$146,100. Actual Prize package value may vary based upon departure city.

Three (3) National Prizes: Prize consists of the following elements:

- **\$125,000 of Samsung merchandise** (exact items to be determined by Sponsor in its sole discretion).
- **\$7,000 grant from DirecTV®** (awarded in the form of a check made payable to the winning school) and the DIRECTV GOES TO SCHOOL® package.
- **\$8,100 of Adobe® software** (software to be determined by Sponsor, in its sole discretion)
- **Trip for four (4) to attend the National Winner Ceremony in Washington, DC.** An authorized officer of the winning school will be invited, along with entrant and two (2) non related students, in good standing, of the school (four (4) total) to the Winner Announcement Ceremony scheduled to take place in Washington, DC location between April 1, 2014 and May 15, 2014 (exact date to be determined). Trip consists of the following: round trip coach commercial air transportation for four (4) from a major U.S. gateway airport nearest school's location (as determined by Sponsor) to Washington, DC); four (4) standard hotel rooms for three (3) days/two (2) nights at a hotel designated by Sponsor; and ground transportation to/from hotel and airport in destination city.

Total approximate retail value of this prize package \$146,100. Actual Prize package value may vary based upon departure city.

One (1) Environmental Innovation Award Prize: Prize consists of the following elements:

- \$41,900 of Samsung merchandise (exact items to be determined by Sponsor, in its sole discretion).
- \$8,100 of Adobe® software (software to be determined by Sponsor, in its sole discretion)

Total approximate retail value of this prize package \$50,000.

PRIZE NOTE: Actual values based on approximate retail value of selected merchandise. The DIRECTV GOES TO SCHOOL® package is available free of charge to all public K-12 schools across the United States, and includes the following: DIRECTV System Equipment (excluding installation) (including up to four (4) standard receivers, or up to three (3) standard receivers and one (1) DIRECTV Plus DVR) and SCHOOL CHOICE® programming as long as the winning school continues to qualify under the DIRECTV GOES TO SCHOOL® program and as long as DIRECTV has the DIRECTV GOES TO SCHOOL® or similar program. The principal or other individual or governing body of winning school will make all merchandise and package selections for winning schools without exceeding the stated prize package value. Any difference between value of merchandise and package selected and stated prize package value will not be awarded. **All prizes will be awarded to the winning schools and not the entrant.** The value of Samsung merchandise are based on the estimated retail value at the commencement of the Contest. No compensation will be offered for any difference in value between stated ARV and the actual ARV at time of prize award.

Travel arrangement for the Pitch and Winner Announcement Ceremony must be made through Sponsor's agent, on a carrier of Sponsor's choice. Travel restrictions may apply. School representatives and guests must travel together on same itinerary. Each guest must be of legal age of majority in his/her state of residence (and at least 18), unless he/she is accompanied by a parent or legal guardian (Please note, any additional guests beyond four (4) individuals shall be at the sole expense of the guest and shall require a release of Contest Entities). All guests (or parent or legal guardian, if a guest is a minor) must execute and return a liability/publicity release prior to travel. If school is located within a 100-mile radius of destination, Sponsor reserves the right to provide ground transportation in lieu of air transportation and hotel accommodations and no compensation or substitution will be provided for difference in prize value. If winning school is unable to travel on dates specified by Sponsor, the applicable prize package will be forfeited and Sponsor will have no further obligation to school. Winning schools and guests are responsible for obtaining all required travel documents prior to travel by airline and to check into a hotel. Winning schools and/or travelers are responsible for all costs and expenses associated with the

acceptance and use of the trips not specified herein as being awarded, including, but not limited to, all federal, state and local taxes, luggage fees, additional ground transportation, meals, gratuities and souvenirs. Exact date and location of Winner Announcement Ceremony will be determined by Sponsor. If, for whatever reason, the Winner Announcement Ceremony is canceled, no compensation or substitution will be provided, however remainder of prize package will be awarded and Sponsor shall have no further obligation to school.

ALL PRIZES ARE PROVIDED "AS IS" WITH NO WARRANTY OR GUARANTEE OF ANY KIND, EITHER EXPRESS OR IMPLIED. Prizes are not transferable, redeemable for cash, or substitutable except Sponsor retains the right at its discretion to substitute a prize, or portion of prize, with one of comparable or greater value. Winning schools will be responsible for all taxes, if any (including federal, state and local taxes) and other costs and expenses associated with the acceptance and use of a prize (or any portion thereof) not included with prizes as awarded, including, but not limited to, installation and costs of any service, including any telephone or cable service.

7. Winning School Notifications:

Each principal or other authorized officer of the Prize winning schools to be invited to the Winner Announcement Ceremony will be notified by telephone and/or e-mail on or about March 14, 2014 and will have three (3) business days to respond to such notification by the method specified therein. The principal or authorized officer of each school will be required to facilitate, execute and return a Liability/Travel release and a Parent Permission Form for each guest who is considered a minor, within five (5) business days of date of issuance. After the Winner Announcement Ceremony, the principal or authorized officer of each prize winning school may, and at the sole discretion of the Administrator, be required to execute and return an Affidavit of Eligibility/Liability, a Prize Selection form(s) and, unless prohibited, a Publicity Release form within five (5) business days of date of issuance. Acceptance of a prize constitutes permission for Sponsor and its designees to use school's name for purposes of advertising, promotional and other purposes in any and all media now or hereafter known throughout the world for a period of two (2) years from the conclusion of the Contest, without further compensation, notification or permission unless prohibited by law.

8. General Rules:

The Contest is governed by the laws of the United States, state of New Jersey without regard its conflict of laws principles with venue in Bergen County, and all claims must be resolved in the courts of Bergen County, New Jersey. As a strict condition of participating in the Contest, entrants and their school agree; (a) to abide by these Official Rules, and to the decisions of Sponsor and the judges, which shall be final and binding in all respects; (b) to the use of their names and/or likenesses and/or biographical data by Sponsor and its designees for advertising, promotional and other purposes in any and all media now or hereafter known throughout the world for a period of two (2) years from the conclusion of the Contest at discretion of Sponsor without compensation, permission or notification (except where prohibited by law); (c) THAT CONTEST ENTITIES (collectively the "Released Parties") SHALL HAVE NO LIABILITY AND SHALL BE HELD HARMLESS FOR ANY DAMAGE, LOSS OR INJURY TO AN ENTRANT OR ANY THIRD PARTY RESULTING FROM PARTICIPATION IN THIS SWEEPSTAKES OR THE USE OR MISUSE OF ANY PRIZE. PRIZES ARE AWARDED "AS IS" WITHOUT ANY REPRESENTATIONS OR WARRANTIES EXCEPT FOR ANY "IN THE BOX" WARRANTY THAT MAY BE PROVIDED WITH A PRIZE; (d) UNDER NO CIRCUMSTANCES WILL ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM PUNITIVE, INCIDENTAL, CONSEQUENTIAL, OR ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT OF POCKET EXPENSES, IF ANY; (e) ALL CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS SWEEPSTAKES, OR ANY COMPENSATION OR CREDIT TO BE PROVIDED, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND (f) ANY AND ALL CLAIMS, JUDGMENTS, AND AWARD SHALL BE LIMITED TO ACTUAL OUT OF POCKET COSTS INCURRED, IF ANY, AND IN NO EVENT SHALL ENTRANT BE ENTITLED TO RECEIVE ATTORNEYS' FEES OR OTHER LEGAL COSTS OR EXPENSES. By accepting a prize, each winning school agrees to release and hold harmless Released Parties from and against any damage, loss or injury resulting from the use or misuse of any prize or Released Parties' use of any rights granted herein. Released Parties are not responsible for lost, interrupted or unavailable network, server or other connections,

miscommunications, failed phone, computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, scoring errors or other problems or errors related to participation in the Contest or other errors or problems of any kind whether typographical, printing, human, mechanical, computer, electronic or otherwise relating to or in connection with the Contest, including, without limitation, errors or problems which may occur in connection with the administration of the Contest, the processing or judging of Entries, the tabulation of votes, the incorrect uploading of any video, the announcement of the prizes or in any Contest-related materials or for any damage to your or other person's computer hardware or software as a result of participation. Released Parties are not responsible for entries that are late, lost, stolen, incomplete, inaccurate, undelivered, misdirected, garbled or delayed by computer transmissions. Persons found tampering with or abusing any aspect of this Contest or who are in violation of these Official Rules as solely determined by the judges will be disqualified and all associated entries will be void. Every submission must be manually entered by the individual participant and repetitive automated electronic submission of entries is specifically disallowed. In the event the Contest is compromised by virus, bugs, non-authorized human intervention or other causes which corrupt or impair the administration, security, fairness or proper play of the Contest, or if Contest is unable to run as planned for any other reason, Sponsor reserves the right in its sole discretion to suspend or terminate the Contest or any portion thereof and/or terminate the participation of any participant (and void his/her entry) whose conduct potentially compromises the Contest and, if terminated, at Sponsor's discretion, judge all eligible, non-suspect entries received up to time of such action using the applicable judging procedures outlined above.

9. Winners List: For names of the winning schools (available after May 31, 2014), go to www.Samsung.com/solve.

Sponsor: Samsung Electronics America, Inc., 85 Challenger Rd., Ridgefield Park, NJ 07660.

Administrator: COHEN-FRIEDBERG ASOCIATES, LLC, Framingham, MA 01702 www.cfapromo.com

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