

## Animation Mentor 30K LIKES Sweepstakes Official Rules

### No Purchase Necessary. A purchase will not increase your chances of winning

- 1. ELIGIBILITY.** The Animation Mentor 30K LIKES Sweepstakes (“Sweepstakes”) is open to English-speaking adults who are at least 18 years or older (or of the age of majority in jurisdictions where the age of majority is over 18 years and where such Sweepstakes are legal and do not require registration) and have an internet connection (“Entrants”). Sweepstakes is void in Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries, all other U.S. territories and possessions, and wherever else restricted or prohibited by law, including embargoed countries and the Province of Quebec. Sweepstakes is sponsored by Next Education, LLC, 1400 65th Street, Suite 250 Emeryville CA 94608 (“Sponsor”). Employees and immediate families of Sponsor and its parents, subsidiaries, affiliates, directors, owners, employees and agents are not eligible.
- 2. SWEEPSTAKES PERIOD.** The Sweepstakes is a double-blind promotion. It begins any time after Sponsor receives 30,000 “likes” on its Facebook page, located at <http://www.facebook.com/AnimationMentor> and ends at 11:59 pm Pacific Standard Time (“PST”) on January 31, 2013 (the “Sweepstakes Period”). In the event Animation Mentor does not receive 30,000 “likes” by January 15, 2013, the promotion will not be triggered.
- 3. HOW TO ENTER.** Check the Sponsor’s Facebook page to determine when entries are open. **Only one (1) entry per natural person. Online Entries Only.** Anytime during the Sweepstakes Period, go to <http://www.surveymethods.com/EndUser.aspx?D0F49881D39A8D85D5> and complete the online registration form to register. Entrants must provide a valid e-mail address. All entries must be received by 11:59 pm on January 31, 2013 according to Sponsor’s time. Sponsor is not responsible for late, incomplete, void, corrupted, garbled, misdirected, or otherwise unintelligible entries and for any problems, bugs or malfunctions Entrants may encounter when submitting their entry. Incomplete, garbled, corrupted or otherwise illegible entries are void and will not be accepted. Sponsor reserves the right to disqualify any Entrant it finds to be tampering with the entry process or the operation of the Sweepstakes or violating these Official Rules. Entries generated by a script, macro or other automated means will be disqualified. All entries submitted become the sole property of Sponsor and will not be acknowledged or returned. In the event of a dispute as to the identity of a winner, the winner will be deemed to be the person in whose name the e-mail account governing the e-mail address was opened. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor’s satisfaction, the affected entry will be deemed ineligible.
- 4. ODDS.** Odds of winning a prize depend on the number of eligible entries received.
- 5. SELECTION AND NOTIFICATION OF SELECTED ENTRANT:** Each qualified entry will be entered into the random drawing for the Prize. A random drawing by a representative of Sponsor, from among all eligible entries received during the Sweepstakes Period, will be held on or about February 5, 2013 (“Drawing Date”) to determine one (1) potential winner (“Selected Entrant”). Selected Entrant will be notified by phone or email, in Sponsor’s sole discretion, using the information provided on their entry forms (“Notification”). The Selected Entrant will be required to respond (as

directed) within 72 hours of attempted Notification. Selected Entrant's failure to respond timely to the Notification may result in forfeiture of the Prize, and in such case, Sponsor may randomly select an alternate chosen entrant from among the remaining eligible entries. The Selected Entrant will be sent an affidavit of eligibility / liability / publicity release ("Release"). Except where prohibited by law, the Release will state that Selected Entrant agrees to allow Sponsor to use (without additional compensation) his or her name, address, photograph, testimonial, likeness and/or biographical information for purposes of advertising and promotion (including, without limitation, posting on Sponsor's website(s) and affiliated website(s)). Selected Entrant may also be required to provide name, U.S. Social Security Number (for tax form purposes), birth date, current address and phone number. Unless restricted by law, the Selected Entrant will be required to complete and return the Release within the time period specified therein. The Prize may be forfeited, and in such case, an alternate Selected Entrant may be randomly selected from among the remaining eligible entries if the Selected Entrant: (i) cannot be reached; (ii) does not respond to the Notification within 72 hours; (iii) fails to obtain all signatures on the Release and to return the documents in a timely manner as required pursuant to these Official Rules; or (iv) cannot accept or receive the Prize for any reason. Non-compliance with these Official Rules may result in disqualification and selection of an alternate Selected Entrant. Limit one (1) prize per person and household.

If a Selected Entrant is a Canadian resident, such resident will be sent a skill question during a mutually agreed-upon time. The Canadian resident will have 15 minutes to correctly answer the question in order to be deemed a qualified Selected Entrant.

**6. PRIZE.** One Grand Prize and four Runners Up.

**GRAND PRIZE.** If eligible under these Official Rules, and under Animation Mentor's admission process and requirements, one (1) Selected Entrant will receive free tuition to the Spring 2013 "Maya Workshop: Animation Basics" six week online course. Selected Entrant must redeem the Grand Prize in Animation Mentor's Spring 2013 Term. Approximate retail value ("ARV") of the Prize is four hundred and ninety nine dollars (US\$499.00), and may not be redeemable for cash.

If the Selected Entrant is currently enrolled in the Winter 2013 "Maya Workshop: Animation Basics" six week online course, Selected Entrant will receive a full refund of tuition paid for the course (ARV: US\$499.00).

In no event will a substitute prize be awarded. Selected Entrant must take the online course for Spring 2013 or forfeit prize. In the event of forfeiture, Selected Entrant shall receive an Animation Mentor "swag bag" (ARV: US\$100.00). Contents of "swag bag" selected in Sponsor's sole discretion and subject to change.

**RUNNERS UP:** Each of four runners up will receive one Animation Mentor t-shirt (ARV US\$15.00).

Taxes, if any, are the sole responsibility of Selected Entrants, and Selected Entrants may be issued an IRS Form 1099 for the approximate retail value ("ARV") of any awarded prize. Any difference between actual value and actual retail value will not be awarded. No refunds, transfer, cash redemption or other substitution of prizes allowed except by Sponsor who may substitute a prize or prize component of comparable or greater value at Sponsor's discretion. Sponsor will not replace any lost or stolen prizes. Selected Entrant

is responsible for all fees, cost and/or expenses associated with the Prize and all federal, state and local taxes.

All details regarding redemption of the Prize are at Sponsor's sole discretion and will be provided at the time of Selected Entrant's Notification. Any and all activities related to the prize are at the Selected Entrant's own risk and subject to whatever restrictions are imposed by the entities that govern such activities. If Selected Entrant is unable to participate in or accept the prize, or any portion of the prize for any reason, the prize will be forfeited and Sponsor shall have no further obligation to the Selected Entrant. In the event of noncompliance with the foregoing requirements or if prize notification is returned as undeliverable, prize will be forfeited and, at Sponsor's discretion, an alternate Selected Entrant will be chosen.

- 7. CONDITIONS.** All federal, state or other tax liabilities (including income taxes) arising from this Sweepstakes will be the sole responsibility of Selected Entrant. Except where prohibited by law, the Selected Entrant's entry and acceptance of the prize constitutes permission for Sponsor to use said Selected Entrant's name, photograph, likeness, statements, biographical information, voice, and city and state address for promotional or advertising purposes in connection with these Sweepstakes on a worldwide basis, and in all forms of media, now or hereafter known, in perpetuity, without review, permission or further compensation. This Sweepstakes is subject to all applicable federal, state and local laws of the United States.

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, or other technical problem, 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) terminate the Sweepstakes and, if terminated, at its discretion, select the potential winner in a random drawing from among all eligible, non-suspect entries received prior to action taken. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or 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. You may not enter with multiple identities or email addresses or use any system, bot or other device or artifice to enter or obtain more than the maximum number of qualified entries. Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE SWEEPSTAKES. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.**

By participating, Entrants agree to be fully and unconditionally bound by these Official Rules and the decisions of Sponsor and waive any right to claim ambiguity in the Sweepstakes or these Official Rules. Entrants also agree to release, discharge, indemnify and hold harmless Sponsor, and each of their respective officers, directors, employees,

representatives and agents from and against any claims, damages, disability, attorneys' fees, and costs of litigation and settlement, as well as any liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from: (i) use, redemption, acceptance, possession, ownership, or misuse of any prize, (ii) participation in any activity, event, or excursion offered in connection with the prize, (iii) use of any facility, service and/or accommodation related to the prize, or (iv) participation in any Sweepstakes-related activity or participation in this Sweepstakes. Sponsor shall not be liable for: (i) late, lost, delayed, misdirected, incomplete, unreadable, inaccurate, garbled or unintelligible entries, communications or affidavits, regardless of the method of transmission; (ii) telephone system, telephone or computer hardware, software or other technical malfunctions, lost connections, disconnections, delays or transmission errors; (iii) data corruption, theft, destruction, unauthorized access to or alteration of entry or other materials; (iv) any injuries, losses or damages of any kind caused by the prize or resulting from acceptance, possession or use of a prize, or from participation in the Sweepstakes; or (v) any printing, typographical, administrative or technological errors in any materials associated with the Sweepstakes. Disputes regarding these Official Rules and/or this Sweepstakes will be governed by the internal laws of the State of California. By entering you consent to jurisdiction in the federal and state courts of San Francisco, California for the resolution of any and all disputes.

- 8. PRIVACY.** All personal information collected by Sponsor will be used for administration of the Sweepstakes. In addition, Entrants may receive email correspondence from, or on behalf of Sponsor subject to Sponsor's privacy policy. Sponsor uses reasonable commercial efforts to comply with Federal CAN-SPAM guidelines, and Entrants may subsequently opt-out of receiving further emails by following the opt-out instructions contained in the email. Any questions regarding privacy matters should be directed to the address set out below. Please refer to Sponsor's privacy policy located at <http://www.animationmentor.com/company/site-privacy.html> for important information regarding the collection, use and disclosure of personal information by Sponsor.
- 9. WINNERS LIST AND SWEEPSTAKES RULES.** To obtain a copy of these official rules within 90 days of the Sweepstakes Period, or to obtain a winners list within 90 days of the close of the Sweepstakes, send your request and a SASE (WA, VT residents need not affix postage) to "The Animation Mentor LIKES Sweepstakes," c/o Animation Mentor, 1400 65<sup>th</sup> Street, Suite 250, Emeryville, CA 94608.