



EBL (Educational Benchmarking, Inc.)

MAP-Works Making Achievement Possible Scholarship Essay Contest

Official Rules

NO PURCHASE NECESSARY; A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING

PLEASE CAREFULLY READ THE FOLLOWING OFFICIAL RULES. BY ENTERING THE MAP-WORKS MAKING ACHIEVEMENT POSSIBLE SCHOLARSHIP ESSAY CONTEST (THE “SCHOLARSHIP CONTEST”) AND SIGNING THE ATTACHED AFFIDAVIT OF ELIGIBILITY AND RELEASE OF LIABILITY, YOU ACKNOWLEDGE AND AGREE, AMONG OTHER THINGS, THAT YOU HAVE REVIEWED, UNDERSTAND, AND AGREE TO BE BOUND BY THE OFFICIAL RULES. IF YOU DO NOT AGREE TO ABIDE BY THE OFFICIAL RULES, DO NOT ENTER THE SCHOLARSHIP CONTEST.

1. **ELIGIBILITY:** The Scholarship Contest is only open to individuals who are legal residents of the United States and who are at least eighteen (18) years of age as of the date of entry. In addition, entrants must: (i) attend a college or university that is a current MAP-Works partner; (ii) be enrolled in either the first or second-year at their college or university; and (iii) have participated in at least one MAP-Works survey. THE SCHOLARSHIP CONTEST IS ONLY OPEN TO THOSE ENTRANTS FOR WHOM THEIR COLLEGE OR UNIVERSITY HAS AGREED TO PARTICIPATE IN THE SCHOLARSHIP CONTEST. IT IS THE SOLE RESPONSIBILITY OF THE POTENTIAL ENTRANT TO DETERMINE WHETHER HIS OR HER COLLEGE OR UNIVERSITY HAS AGREED TO PARTICIPATE IN THE SCHOLARSHIP CONTEST.

Employees and non-employee workers of Educational Benchmarking, Inc. (the “Sponsor”) and its affiliates, agents and agencies involved in the Scholarship Contest, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such ineligible person, are not eligible for entry into the Scholarship Contest. THE SCHOLARSHIP CONTEST IS VOID WHERE PROHIBITED.



2. **ENTRY PERIOD:** During the period beginning at 12:00 a.m. Central Standard Time ("CST"), March 1, 2012 and ending at 11:59 p.m. CST, April 13, 2012 (the "Entry Period"), you may enter the Scholarship Contest using the Method of Entry set forth in these Official Rules. The Sponsor's computer is the official time keeping device for the Scholarship Contest.

3. **METHODS OF ENTRY:** During the Entry Period, if your college or university has agreed to participate in the Scholarship Contest, you may enter the Scholarship Contest by completing an application which shall be made available to you by your college or university. As part of your application, all entrants must complete an essay of no fewer than 800 and no more than 1600 words, which shall answer and/or address one (1) of the following three (3) essay questions:

- i. How did MAP-Works affect your college experience?
- ii. What did you learn from the MAP-Works student report that caused a change in your college behavior?
- iii. Was there a person that reached out to help you that had information from MAP-Works? How did that person affect you?

During the Entry Period, please email your completed application and corresponding essay to: DFulkerson@webebi.com. Please place, "MAP-Works Making Achievement Possible Scholarship Essay Contest" in the subject line.

4. **Award of Scholarship:** Three winners (individually, a "Winner" or collectively, the "Winners") will each receive a scholarship in the amount of Fifteen Hundred & 00/100 Dollars (\$1500.00) which shall be granted to each of the three Winners at the end of the 2011-2012 academic year. The funds from each scholarship will be transferred directly from the Sponsor to each Winner's college or university and shall be applied during the 2012-2013 academic year to assist each Winner with the payment of his or her tuition. The funds from each Winner's scholarship are non-transferable, therefore, if a Winner should fail to return to his



or her college or university for the 2012-2013 academic year, such funds would be forfeited. Taxes associated with the acceptance of the scholarship are the sole responsibility of the Winners.

5. **Judging:** The Winners will be selected by a panel of six (6) judges (the “Judges”), which shall consist, in part or in whole, of members of the Sponsor. The Sponsor reserves the right, in its sole discretion, to vary the number and composition of Judges. The essays submitted by the entrants shall be judged blindly. Essays will be judged on both style and content. The Judges will look for writing that is clear, articulate and logically organized. Winning essays must demonstrate the significance MAP-Works has had on the entrant’s college experience. The selection of the Winners, the Sponsor’s interpretation of these Official Rules, and the Sponsor’s decisions on all matters relating to this Scholarship Contest are final. The Sponsor reserves the right to substitute one Winner for another Winner.

6. **WINNER NOTIFICATION:** The Winner will be notified by electronic mail on a date following May 1, 2012.

7. **ODDS OF WINNING:** Odds of winning depend upon the number of eligible entries received.

8. **GENERAL:** The Sponsor reserves the right to cancel the Scholarship Contest without notice for any reason at its sole discretion. Acceptance of an offered prize by the Winner constitutes permission to use any of such person’s name, likeness, and biographical information for advertising and publicity, without compensation, unless prohibited by law.

9. **DISCLAIMERS:** UNDER NO CIRCUMSTANCES, INCLUDING NEGLIGENCE, SHALL THE SPONSOR BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES THAT RESULT FROM THE ACT OF SUBMITTING AN ENTRY, OR INABILITY TO DO SO, INCLUDING DUE TO ANY AND ALL TECHNICAL MALFUNCTIONS FOR ANY REASON WHATSOEVER, OR OTHERWISE PARTICIPATING IN ANY ASPECT OF THIS SCHOLARSHIP CONTEST OR OUT OF ANY BREACH OF ANY WARRANTY. THIS EXCLUSION OR LIMITATION OF LIABILITY WILL NOT APPLY TO THE EXTENT THAT ANY APPLICABLE STATUTE PROHIBITS SUCH EXCLUSION OR LIMITATION OF LIABILITY.



10. ENTIRE AGREEMENT; VENUE. These Official Rules and the attached Affidavit of Eligibility and Release of Liability constitute the entire agreement and understanding between the Sponsor and you and supersede all prior agreements and understandings, written and oral, relating to the subject matter hereof. You agree that any suit or action that may be brought against the Sponsor may only be brought in the State court located in the County of St. Louis, Missouri or in the United States Federal District Court, Eastern District of Missouri.

11. HEADINGS. The section headings contained in these Official Rules are inserted for convenience only and shall not affect in any way the meaning or interpretation of these Official Rules.

12. SPONSOR: Educational Benchmarking, Inc., 3058 E. Elm Street, Springfield, MO 65802.

Educational Benchmarking, Inc.

Map-Works Making Achievement Possible Scholarship Essay Contest

Affidavit of Eligibility and Release of Liability

The undersigned certifies and confirms that I entered the MAP-Works Making Achievement Possible Scholarship Essay Contest (the “Scholarship Contest”) by completing the required MAP-Works Making Achievement Possible Scholarship Application.

I have read, understand and agree to comply with the Official Rules of the Scholarship Contest.



I further state that I am:

- At least 18 years of age and have a valid university I.D.
- Not an employee or non-employee worker of Educational Benchmarking, Inc. and its affiliates, agents and agencies involved in the Scholarship Contest, nor am I a member of the immediate family (spouse, parents, siblings, and children) or a household member of each such ineligible person.
- Hereby releasing Educational Benchmarking, Inc. and its employees, officers, agents, or affiliates from and against any and all claims, losses or liability, including reasonable attorneys' fees that may be asserted at any time in connection with the contest winning.
- Hereby waive consent to a photograph and Educational Benchmarking, Inc.'s right to use, publish and reproduce, for all purposes, including publicity, promotion and advertising in any media, my name, city and state of residence and photograph, likeness and image, without compensation.
- Hereby waive any right to inspect or approve any publicity materials, advertising or other copy that may be used in connection with the Scholarship Contest.
- Accept sole responsibility as a winner of a prize under the Scholarship Contest, if such were to occur, and understand that I am solely responsible for the reporting and payment of any applicable licensing and registration fees and any federal, state, local or other taxes imposed as a result of winning and that Educational Benchmarking, Inc. has no further obligation to me with respect to this contest or the prize for which I am eligible upon the conclusion of the contest.

[Signature Page to Affidavit of Eligibility and Release of Liability]

Agreed to and signed by: _____ Date: _____

Printed Name: _____

Address: _____

DOB: _____