

Pearson Canada Social Media Survey

Contest Rules

1. CONTEST PERIOD

The "**Pearson Canada Social Media Survey**" Contest (the "**Contest**") is run by Pearson Canada through its School Division (the "**Sponsor**") and will take place in Canada from **June 21, 2010** at 12:00am (EST) to **September 17, 2010** at 11:59pm (EST) (the "**Contest Period**"). Entry in this contest constitutes acceptance of these contest rules (the "**Contest Rules**").

2. ELIGIBILITY

The Contest is open to all individuals who:

- Reside in Canada, excluding Quebec.
- Are employed by a Canadian public or private school, school board / district / division at Pre-K to Grade 12 level.
- Are at least 18 years of age in their province or territory of residence as of the date entering the contest.
- Are otherwise eligible pursuant to these Contest Rules.

Employees, representatives, or agents of Pearson Canada (the "**Sponsor**"), its respective affiliates, subsidiaries, related companies, advertising and promotional agencies, and the household members and / or the immediate family of any of the above, are not eligible to participate in the Contest. For the purposes of these Contest Rules, "immediate family" means husband, wife, spouse, mother, father, brother, sister, son and/or daughter, whether or not they reside in the same household.

The Sponsor shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Sponsor for the purposes of this Contest must be truthful, complete, accurate and in no way misleading. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant should any entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and / or information.

3. METHODS OF ENTRY

3.1 To enter the contest, you must complete the Pearson Canadian Educator Social Media Survey located at <http://www.surveygizmo.com/s/307185/social-media-survey-june-10->. You will then obtain one entry into the Contest (the "**Direct Entry** ").

3.2 NO PURCHASE NECESSARY. Although online access and an e-mail account are required in order to participate, no purchase is required in order to

enter the Contest. Many public libraries, retail businesses and others offer free access to computers and a number of Internet service providers and other companies offer free e-mail accounts.

3.3 Limit of Entries: There is a limit of one entry per person.

3.4 All entries become the sole property of the Sponsor and none will be returned for any reason. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. No communication or correspondence will be exchanged with entrants except with those selected for a prize.

4. PRIZES

4.1. There is a total of **one (1) Grand Prize** available to be won.

The Grand Prize consists of **one (1) Apple iPad Wi-Fi 16Gb MB292C/A** (value: \$549). Winner is not entitled to monetary difference between actual prize value and stated approximate prize value, if any.

4.2. All prizes must be claimed by **October 30, 2010**.

4.3. Prizes must be accepted as awarded and cannot be transferred, assigned, substituted or redeemed for cash, except at the sole discretion of the Sponsor. The Sponsor reserves the right, in its sole discretion, to substitute a prize of equal or greater value if any prize (or any portion thereof) cannot be awarded for any reason.

5. WINNER SELECTION

On **September 24, 2010** in Toronto in the province of Ontario, at the offices of Pearson Canada, all entries will be submitted to a random draw, where 1 winner will be chosen. Before being declared a winner, the selected entrant shall be required to correctly answer a mathematical skill-testing question which shall be administered by telephone, mail or email by the Sponsor, comply with these Contest Rules, and sign and return the Release. **The winner will be announced via e-mail on or before September 30, 2010.**

6. AWARDING OF PRIZE

6.1. To be declared a winner, a selected entrant must, in addition to meeting the Contest eligibility criteria and otherwise complying with the Contest rules, (the "**Winner**"):

- Be reached by the Sponsor or its representatives by telephone or e-mail and accept the prize no later than November 1, 2010;
- and

- Complete, sign and return within five (5) business days from the acceptance of the prize, a declaration and release ("**Release**") that confirms winner's: (i) eligibility for the Contest and compliance with these Contest Rules; (ii) acceptance of or participation in the prize as offered; (iii) release of the Sponsor, Pearson Canada, and each of their respective parent companies, subsidiaries, affiliates, employees, directors, officers, suppliers, agents, sponsors and administrators (collectively, the "**Sponsors**") from any and all liability for any loss, harm, damages, cost or expense arising out of participation in this Contest.

6.2. Disqualification: If any one of the conditions mentioned above is not met, the selected entrant will be disqualified and shall not be entitled to receive any prize, and the Sponsor reserves the right, in its sole and absolute discretion, to select at random another eligible entrant as a potential prize winner

6.3. Prizes Delivery: Following receipt of the selected entrant's signed declaration and release form, the Sponsor or its representatives will send to the winner(s) an email informing him or her of the method by which he or she may take possession of the prize(s).

7. LIMITATION OF LIABILITY

The Sponsor assumes no responsibility or liability for lost, late, stolen, misdirected, mutilated or incomplete entries, notifications, responses, replies or any Release. Sponsor is not responsible for any technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or deleted computer or network transmissions which may limit the ability to participate in the Contest. Sponsor assumes no liability for injury or damage which may be caused directly or indirectly, in whole or in part, from downloading. The Sponsor is not responsible for any incorrect or inaccurate information, whether caused by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the administration of the Contest. The Sponsor assumes no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Sponsor, such as tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest.

9. PRIVACY/USE OF PERSONAL INFORMATION

By participating in the Contest, entrant: (a) grants to the Sponsor the right to use his/her name, mailing address, email address and telephone number ("**Personal Information**") for the purpose of administering the Contest, including but not limited to contacting and announcing the winners; and (b) acknowledges that the Sponsor may disclose his/her Personal Information to third-party agents and service providers in connection with any of the activities listed in point (a) above.

10. INTELLECTUAL PROPERTY

All intellectual property, including but not limited to trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the Sponsor and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

11. LAW

These are official Contest Rules. This Contest is subject to applicable federal, provincial and municipal laws and regulations. These Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.

12. WINNERS LIST

For a list of winners, send a self-addressed envelope bearing sufficient postage to **Pearson Canada Social Media Survey**, c/o Pearson Canada School Division, 26 Prince Andrew Place, Don Mills, Ontario M3C 2T8.