

THE 25TH HOUR PROMOTION OFFICIAL RULES

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase will not improve your chances of winning. To enter The 25th Hour Promotion ("Promotion"), visit www.scholastic.com/25thHour and submit a short paragraph of no more than 100 words (or upload a photo) that describes/depicts what you would do if you had an extra hour each day along with your name, email, date of birth, and zip code. The Promotion begins August 11, 2015, 12:01 a.m. ET and all entries must be received by February 29, 2016, 11:59 p.m. ET. You can receive additional entries in the promotion by following @PARENTandCHILD on Twitter and/or parentandchildmag on Instagram and using #My25Hour during the entry period. If you do not already have a Twitter and/or Instagram account, you will need to establish them to receive additional entries. Establishing a Twitter or Instagram account is free. All Twitter and/or Instagram terms and conditions apply. If you post updates to or receive updates from Twitter or Instagram via SMS or a smart phone, your wireless service provider may charge you. Please consult your wireless service provider for more information. Sponsor is not responsible for any charges wireless service provider may charge entrant. Entries generated by mechanical, script, macro or other automated means or by any means which subvert the entry process are void. In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the authorized account holder of the email address used to submit the online entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Scholastic Inc., the sponsor of the Promotion ("Scholastic") reserves the right to disqualify any entry it deems to be offensive, inappropriate, not in keeping with its image, or not completed in good faith, in its sole discretion.

2. ELIGIBILITY. The Promotion is open only to legal residents of the 50 United States (and the District of Columbia) who are currently (1) 18 years of age or the age of majority in their state of residence and (2) are the parent and/or legal guardian of at least one child who is currently 12 years of age or younger at the time of entry. Employees (and their immediate families and those living in the same household of each employee, whether or not related) of Scholastic, The J.M. Smucker Company, their parents, subsidiaries, and affiliates, and their advertising, promotion and production agencies are not eligible to enter. The Promotion is governed by these Official Rules and is subject to all applicable U.S. federal, state and local laws. Void where prohibited by law.

3. PRIZING. Four (4) Grand Prize Winners (the "Grand Prize Winners") will be randomly selected by Scholastic from among all eligible entries on or about March 14, 2016 and notified by phone or e-mail on or about March 28, 2016. Odds of winning depend on the total number of eligible entries received. The Grand Prize Winners and their entries may be featured, in Sponsor's sole discretion, on Sponsor's website at www.scholastic.com/25thHour. The Grand Prize Winners will receive a healthy makeover prize package including spa and personal training gift certificates, healthy snacks, cookbooks and more (approximate retail value ("ARV"): \$1,000 each; ARV for all of the prizes: \$4,000).

Prize is non-transferable, non-assignable and no cash alternative will be offered except in the event of unavailability, in which case a prize of equal or greater value will be awarded. Actual value of the Grand Prizes awarded may be lower or higher at the time of its fulfillment. Any difference between actual value and stated ARV (if actual value is lower than stated ARV) will not be awarded.

4. ENTRY REQUIREMENTS/USE OF ENTRY. By submitting an entry, each entrant represents and warrants that the entry: is entrant's own original work; created solely for purposes of this Promotion; must not have been previously published, released or distributed in any form; must not have won any award; and must not infringe the copyright or other personal or proprietary rights of any person or entity. By submitting any entry, each entrant further agrees Scholastic shall own the entry submitted (including all rights embodied therein in winning entries) and that it and its designees may exploit, edit, publish, use, adapt, modify, or dispose of any entry and elements embodied therein, online, in print, film, television, or in any other media now or hereafter known for advertising, promotional, or other purposes throughout the world, in perpetuity, without additional compensation or notification to, or permission of the entrant, except as prohibited by law. This Promotion is not authorized or sponsored by or affiliated with Twitter or Instagram, which is not involved in this Promotion in any way. You understand that by entering you are providing your information to Scholastic and not Twitter or Instagram. All entries, including all personal information collected from the entrants, are subject to Scholastic's privacy policy located at <http://www.scholastic.com/privacy.htm>.

5. GENERAL. By entering, entrant agrees to release and hold harmless Scholastic, The J.M. Smucker Company and their respective parents, affiliates, subsidiaries, advertising and promotion agencies, prize suppliers and all others associated with the development and execution of this Promotion, and the respective officers, directors, shareholders, agents, and employees of the foregoing (collectively, the "Released Parties") from any and all claims, injuries, damages, or losses to the person or property and/or liabilities of any nature that in any way arise from participation in this Promotion or acceptance or use of a prize. The Grand Prize Winners may be required to sign and return an affidavit of eligibility and liability/publicity release (where permitted by law) within ten (10) business days of notification attempt or an alternative winner may be selected. By entering and/or accepting a prize, entrants grant to Scholastic, The J.M. Smucker Company and their designees the right to use his or her name, likeness, hometown, biographical information, and entry for purposes of advertising and promotional purposes in any and all media now or hereafter known throughout the world in perpetuity without further notice, permission, or compensation, except where prohibited by law.

The Released Parties are not responsible for interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections; for lack of availability or accessibility, or miscommunications due to failed computer, satellite, telephone, or cable transmissions or lines; for technical failure or jumbled, scrambled, delayed, or misdirected transmissions; for computer hardware or software malfunctions, failures, or difficulties; or for any other computer, network, technical, typographical, human or other error, problem, or malfunction related to or in connection with the Promotion, including, without limitation,

errors, problems, or malfunctions that may occur in connection with the administration of the Promotion, the announcement of the prizes, the processing or judging of entries, or any Promotion-related materials. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion and assume no responsibility for any injury or damage to participants' or to any other persons' computer (whether hardware or software), relating to or resulting from downloading materials or software in connection with this Promotion.

If for any reason (including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond the control of Scholastic, which corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Promotion) the online portion of the Promotion is not capable of being conducted as described in these rules, Scholastic shall have the right, at its sole discretion, to cancel, terminate, modify or suspend the Promotion.

6. GOVERNING LAW; VENUE: Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant or Sponsor in connection with the Promotion, shall be resolved individually, without resort to any form of class action, and shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York. In addition, any dispute relating to the Promotion (including these Official Rules) shall be brought in the appropriate state or federal court having jurisdiction over the subject matter located in New York, New York. Entrants hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non conveniens or lack of personal jurisdiction that they may have. Any and all claims, judgment and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees and under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives, all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

7. WINNERS LIST. The names of the Grand Prize Winners will be available on approximately April 29, 2016. You may request these names by sending a self-addressed, stamped envelope by February 28, 2016 to: 25th Hour Promotion Winners List, Scholastic Inc., 557 Broadway, 5th Floor, NY, NY 10013.

Promotion Sponsor:
Scholastic Inc., 557 Broadway, New York, NY 10013

For any questions or concerns regarding this Promotion, please contact
P&Cconnects@scholastic.com