

OPEI/TURFMUTT'S BE A BACKYARD SUPERHERO CONTEST **OFFICIAL RULES**

1. TO ENTER: NO PURCHASE NECESSARY TO ENTER OR WIN. To enter the “Be a Backyard Superhero” Contest (the “Contest”) a parent/legal guardian or teacher will have their child/student in grades K-5 create an original picture using the character cutouts downloaded by the parent/legal guardian or teachers (at www.scholastic.com/turfmutt/contest) and describe in 150-200 words how he/she is a “Backyard Superhero” and along with TurfMutt and the Outdoor Powers, combats the environmental villains Carbon Creep, Dust Demon, Dr. Runoff, and Heat Freak. The student should not include any personally identifiable information in the picture and/or the description. **Entries may only be submitted electronically or via mail by the student’s teacher/or parent/legal guardian.** An entry must be received between 12:01 a.m. Eastern Time (“ET”) on February 16, 2015, and 11:59 p.m. ET on April 13, 2015 (the “Entry Period”), and the student’s parent/legal guardian or teacher may submit the entry in one of two ways:

Option 1. Visit www.scholastic.com/turfmutt/contest, complete the online registration form, including title of the story; the student’s name, grade; a parent’s/legal guardian’s name, mailing address, phone number, and email address; the student’s school name and mailing address; and a teacher’s name, email and phone number; and the name of the School (as defined below). They will also be required to upload the student’s written description and artwork.

Option 2. Mail completed entries to Scholastic’s “Be a Backyard Superhero Contest,” Scholastic Inc., 557 Broadway, 5th Floor, Attn: M. Battle, Office 528, New York, New York 10012. All entries must include a completed entry form available at www.scholastic.com/turfmutt/contest.

Incomplete entries will be discarded. A parent/legal guardian or teacher may only submit one entry per student. Only individual entries will be accepted—no group entries.

2. ELIGIBILITY: The Contest is open only to public schools, accredited private schools and home schools in compliance with their state of residence and have any or all of the following grades: K–5 (a “School”) in the fifty (50) United States (and the District of Columbia). The Contest entries on behalf of the School must be composed by a student currently attending the School who is a legal resident of the United States and is enrolled in grades K-5. Void where prohibited or restricted by law. Employees of Scholastic Inc., Outdoor Power Equipment Institute (“OPEI”), and their respective parents, affiliates, subsidiaries, advertising, promotion and production agencies, and their immediate families and those living in their households are not eligible to enter. Any person who attempts to defraud or tamper with the Contest will be ineligible for prizes.

3. ENTRY: By submitting an entry, each School, student who composed the entry and the submitting teacher/parent/legal guardian 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. Scholastic and/or OPEI reserve the right to disqualify any entry they deem to be offensive, inappropriate, or not in keeping with their images, in their sole discretion. Furthermore, an entry may not defame or invade publicity rights or the privacy rights of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third-party rights. The School's, student's and submitting teacher/parent/legal guardian's personally identifiable information submitted in connection with his or her entry shall be subject to Scholastic's privacy policy: www.scholastic.com/privacy.htm.

Judging Criteria: Entries will be judged on the following criteria:

1. Creativity and originality (30%)
2. Clarity of the story (25%)
3. Character incorporation (25%)
4. Spelling and grammar (20%)

4. SELECTION OF WINNERS: Entries submitted will be judged by Scholastic and OPEI. The Grand Prize winners ("Winners") and the parents/legal guardians of any students receiving a book as set forth below, will be notified by email and by phone on or about May 20, 2015. Each School, student and submitting teacher/parent/legal guardian agrees to be bound by the Official Rules, and the decisions of the judges are final in all matters relating to this Contest. Scholastic and OPEI reserve the right to not award any/all prizes if, in their sole discretion, they do not receive a sufficient number of qualified and eligible entries. If any prize or prize notification is returned as undeliverable, the potential winner chooses to decline a prize for any reason, or fails to comply with these Official Rules and all the requirements set forth herein, the prize may be forfeited and, at Scholastic's discretion, awarded to a runner-up.

5. PRIZE: Two (2) Winners each will receive a \$5,000 grant from OPEI to improve their green space. (Approximate Value: \$5,000 each). The students who composed the entries for the two Winners and the students who composed the entries of the one hundred (100) Runner-up winners (50 in grades K-2 and 50 in grades 3-5) each will receive a book from Scholastic (same book title). (ARV of book: \$5 to \$7). The prizes are nontransferable, non-assignable, and no alternative will be offered. If a Winner is a home school, \$2,000 of the prize will be awarded to the Winner and then the Winner will designate (i) a youth-based non-profit or community center or (ii) a public or accredited private School in its community to receive the remaining \$3,000. Taxes on the prizes, if any, are the sole responsibility of the Winners. Winners, and the students receiving the Scholastic books, should allow approximately four to six weeks after notification and completion of affidavit for delivery of prize.

6. GENERAL: By entering, the School, the student composing the entry and the submitting teacher/parent/legal guardian agree to release and hold harmless Scholastic, OPEI and their respective parents, affiliates, subsidiaries, advertising and promotion agencies, prize suppliers, and all others associated with the development and execution of

this Contest, 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 Contest or acceptance or use of the Prize. If the entry is submitted by a teacher, the teacher represents and warrants that he/she has the ability to grant the rights set forth herein. A designated representative from the Winners, the students who submitted winning entries, and the submitting teacher/parent/legal guardian may be required to sign and return an affidavit of eligibility and liability/publicity release within 10 business days of notification attempt or an alternative winner may be selected. The Winners may be required to participate in reasonable promotional activities. By entering the Contest and/or accepting a Prize, the School, the student composing the entry and the submitting teacher/parent/legal guardian grants to Scholastic and its designees the right to use his/her/its name, likeness, hometown, biographical information, school name, and entry for any lawful purposes, including 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 Contest, including, without limitation, errors, problems, or malfunctions that may occur in connection with the administration of the Contest, the announcement of the prizes, the processing or judging of entries, or any Contest-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 Contest and assume no responsibility for any injury or damage to participants’ or to any other persons’ computers (whether hardware or software), relating to or resulting from downloading materials or software in connection with this Contest.

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 Contest) the Contest 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 Contest.

6. WINNERS LIST: For the names of the Winners, send a self-addressed, stamped envelope after June 16, 2015 and before September 16, 2015, to: TurfMutt Be a Backyard Superhero Contest, Scholastic Inc., Attn: M. Battle, 557 Broadway, Office 528, New York, NY 10012.

CONTEST SPONSOR: Scholastic Inc., 557 Broadway, New York, NY 10012

For any questions or concerns regarding this Contest, please contact mbattle-consultant@scholastic.com.