

YOUR Q ON KIDQ CONTEST (“CONTEST”) OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. CONTEST SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS. VOID OUTSIDE THE U.S. 50/D.C., ELSEWHERE AND WHERE PROHIBITED.

I. ELIGIBILITY: current legal residents of the 50 States and DC who are over the age of 18 at the time of entry and are the parents or legal guardians of at least one (1) child 12 or under. Void in Puerto Rico, the U.S. territories and possessions and where prohibited or restricted by law.

Employees of Scholastic Inc. (“Scholastic” or “Sponsor”) and their respective parent companies, subsidiaries, affiliates, advertising agencies, public relations agencies, product suppliers, including any vendors providing services in connection with this Promotion (collectively, the “Sponsor Affiliates”), and employees, agents, directors, officers (including members of their immediate family – i.e., spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren – or same household) of Scholastic or any Sponsor Affiliates are not eligible to participate.

II. HOW TO ENTER: The Contest begins at **12:00:01 AM EST on February 1, 2015 and ends at 11:59:59 PM EST on March 15, 2015**. Visit Scholastic.com/YourQKidQ to submit your KidQ question. Questions must be appropriate for children ages 3 to 12; involve a topic that most parents can't readily explain; and spark a discussion. Questions similar in content to those already featured on the KidQ app are not eligible. You may submit as many questions as you like to the Contest, however, each winning Participant will receive only one (1) prize in connection with the Contest. By submitting an entry, the entrant represents and warrants that he/she has all necessary rights and/or permissions as to the entry in order to grant the rights set forth herein. Sponsor reserves the right to disqualify any entry it deems to be offensive, inappropriate, or not in keeping with its image, in its sole discretion. Proof that winner is the authorized e-mail account holder may be required.

Entrants' information shall be subject to Scholastic's privacy policy, which can be found at the following link: <http://www.scholastic.com/privacy.htm>.

III. PRIZES: All winning entries will be featured on *Scholastic Parent & Child's* KidQ app. Two (2) Grand Prize Winners will each receive a *Nintendo Wii U Deluxe Set*, which includes a Wii U, a Super Mario Bros U game and a Luigi U game. The approximate retail value of each prize is \$300. Grand-Prize winning questions may also appear in *Scholastic Parent & Child Magazine*.

Ten (10) Runners-Up will receive a \$25 code to The Scholastic Store Online. Approximate retail value of the prize is \$25. The following restrictions apply: Code expires May 15, 2016. The purchase of LEGO Systems products are not eligible. Previous purchases, backorders, and purchase orders are not eligible. Promotion is valid for The Scholastic Store Online orders only and is not valid for Scholastic Reading Club orders.

IV. CONTEST JUDGING: Prize winners will be selected by a panel of qualified judges on or about **April 15, 2015** from among all eligible entries received during the entire Promotion Period. Judging will be conducted by Scholastic whose decisions shall be final in all matters relating to this Contest. Entries will be judged on the following criteria: 80 percent creativity; 20 percent spelling and grammar. Scholastic reserves the right to not award the prize if, in its sole discretion, it does not receive a sufficient number of qualified and eligible entries. Winners may not substitute, assign or transfer prize.

V. PRIZE NOTIFICATION: Potential Prize winners will be notified via mail, email, and/or phone utilizing information the entrant provided with their entry. If a prize notification is returned as undeliverable, the prize will be forfeited and awarded to an alternate winner. The prizes will be awarded within 4-6 weeks after verification of winners. Winners are responsible for all applicable state and federal taxes.

VI. USE OF ENTRY: By submitting an entry, each entrant 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. By entering, entrants grant to Scholastic and its designees the right to use his/her and his/her family's names, biographical information, name, likeness, entry and any information contained therein in any media now or hereafter known for advertising, promotion and/or other purposes throughout the world without additional compensation or notification to, or permission of the participant, except as prohibited by law.

VII. SPECIAL CONTEST LIMITATION: Any attempts by an individual to access the site via a bot script or other brute-force attack will result in that e-mail address becoming ineligible. Sponsor, in its sole discretion, reserves the right to cancel or modify the Contest without notice or liability if website becomes infected with a virus, or is technically corrupt, or if the Contest otherwise cannot operate as planned. Sponsor and its affiliates, subsidiaries, parent company and agencies assume no responsibility for any loss or damage to entrants' or to any other person's computer relating to, or resulting from, entering or downloading any information or software in connection with the Contest. Sponsor and its agents

are not responsible for technical, hardware, software or telephone/Internet malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user, or by any of the equipment or programming associated with or utilized in the Contest, or by any human or other errors that may occur in connection with the Contest. If any of the foregoing malfunctions, errors, fraud, unauthorized intervention or defects render the Contest incapable of operating as planned or corrupt the integrity, affect the administration, security, or fairness of the Contest, Sponsor, at its sole discretion, may suspend or cancel the Contest immediately. Under no circumstances will more prizes than those set forth in these full Official Rules be awarded. If a technical error or the like occurs that results in more potential winners than available prizes for a particular prize level, Sponsor may elect to hold a random drawing from all eligible claims received to award the number of prizes for the level of prize in dispute which have not yet been awarded. Any use of micro, automatic, programmed, robotic, or like entry methods will void all such entries by such methods, and entrants using such methods will be disqualified. Sponsor further reserves the right to disqualify any individual who tampers with the entry process. Sponsor may prohibit an entrant from participating in the Contest if it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception or other unfair playing practices or intending to abuse, threaten or harass other entrants. Any attempt by an entrant or any other individual to deliberately damage, interfere with, or undermine the legitimate operation of this Contest is a violation of criminal and/or civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

VIII. RELEASE OF LIABILITY: Except where prohibited, by participating in the Contest and/or accepting a prize, the entrants and the Winners agree to release and hold harmless the Sponsor and the Sponsor Affiliates and their respective parents, subsidiaries and affiliated companies and each of their respective officers, directors, employees, agents, licensees, and assigns, and sponsors, advertisers, partners, prize suppliers and agencies from and against any claim or cause of action arising out of participation in the Contest or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors or interruptions related to computers, software, servers, or telephone or network lines; (c) printing or typographical errors; (d) errors in the administration of the Contest or the processing of entries; (e) late, lost or undeliverable mail, e-mail or shipments; or (f) injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from your participation in the Contest, or receipt or use of a prize.

IX. WINNERS LIST: For a list of winners, send a self-addressed, stamped envelope by **August 15, 2015** to: Your Q on KIDQ Contest Winners' List, Scholastic Inc., 557 Broadway, 5th Floor, New York, NY 10012.

X. SPONSOR: Scholastic Inc., 557 Broadway, New York, NY 10012. For any questions or concerns regarding this promotion please contact P&CConnects@scholastic.com