

**Dee-1's 2017 Knowledge for College Tour Scholarship Sweepstakes
Official Rules**

NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. Sweepstakes begins at 12:00:00 PM Eastern Time ("ET") on September 15, 2017 and ends at 5:00:00 PM ET on October 31, 2017 ("Sweepstakes Period").

- 1. ELIGIBILITY:** The Dee-1's 2017 Knowledge for College Tour Scholarship Sweepstakes ("Sweepstakes") is open only to legal residents of the fifty (50) United States (excluding Florida and New York), the District of Columbia and Puerto Rico who are in grades 9 – 12 and attend a Dee-1 2017 Knowledge for College Tour event ("Event"). Employees of Sallie Mae Bank ("Sponsor"), Scholarship America ("Administrator") and their parents, affiliates, subsidiaries, advertising, promotion and fulfillment agencies (collectively, "Related Entities") and members of the immediate family or household of each are not eligible. Entrants must be present at an Event, have a minimum 2.0 grade point average (on a 4.0 scale), plan to enroll in full-time undergraduate study at an accredited two-year or four-year college, university, or vocational-technical school in the United States for an entire academic year within two years of high school graduation. Winners (or their parent/guardian, if Winner is a minor in his/her state of residence) will be required to complete and return an affidavit of eligibility/release form within ten (10) days of being selected. Void where prohibited by law. This Sweepstakes is subject to all applicable federal, state and local laws and regulations.
- 2. SPONSOR:** The Sponsor of this Sweepstakes is Sallie Mae Bank, 300 Continental Drive, Newark, DE 19713.
- 3. HOW TO ENTER:** Eligible entrants may enter by attending an Event, obtaining a scratch off card (which Sponsor/Administrator will make available at the Event), and following the directions to reveal whether or not the entrant has won. Limit one (1) entry per person. Each entrant agrees to abide by the terms of these Official Rules.
- 4. WINNER SELECTION:** At each Event, one (1) potential scholarship Winner will be revealed from among all eligible Entries (each, a "Winner"). Each potential Winner (or Winner's parent/legal guardian if the Winner is deemed a minor in his/her state of residence) is deemed to be a potential Winner pending verification of their eligibility and compliance with these Official Rules as determined by Sponsor, at Sponsor's sole discretion. Sponsor's decisions are final in all matters relating to this Sweepstakes. If due to a printing, production or other error, more scholarships are claimed than are intended to be awarded, the intended scholarship(s) will be awarded in a random drawing from among all verified and validated claims from eligible entrants. In no event will more than the stated number of scholarships be awarded. Odds of winning depend upon the number of Eligible Entries received. Must be present at Event to win.
- 5. SCHOLARSHIPS AND THEIR ACTUAL RETAIL VALUES ("ARV"):** Seven (7) Winners will each receive a Five Thousand Dollar (\$5,000) scholarship. Approximate Total ARV of all scholarships: Thirty-Five Thousand Dollars (\$35,000.00). Scholarship awards are payable in equal disbursements to the Winner's school to cover the cost of qualified

undergraduate tuition, fees, books and supplies. Scholarship awards may not exceed the total of such qualified costs. ALL EXPENSES, FEDERAL, STATE AND LOCAL TAXES AND COSTS ASSOCIATED WITH ACCEPTANCE AND USE OF SCHOLARSHIPS SET FORTH IN THESE RULES ARE THE OBLIGATION OF EACH SCHOLARSHIP WINNER. No assignment, transfer or substitution of any scholarship is permitted by a scholarship Winner. Entrants agree that if a scholarship Winner is found to have violated these Official Rules, or otherwise does not meet the eligibility criteria, such scholarship will be forfeited and awarded to an alternate Winner in a random drawing from among all remaining eligible Entries. Sponsor reserves the right to substitute any scholarship for a different scholarship of equal or greater value, in its sole discretion. Sponsor is solely responsible for providing the scholarships. Limit one (1) scholarship per household.

- 6. NOTIFICATION OF SCHOLARSHIP WINNERS:** All potential scholarship Winners will be notified in person at the Event. Potential scholarship Winners (or their parent/guardian, if Winner is a minor in his/her state of residence) will each be required to execute and return an Affidavit of Eligibility and Liability and Publicity Release (where permitted; Tennessee residents may not be required to sign and return such Affidavit and Release) within ten (10) days of notification attempt or such scholarship Winner will be disqualified and that scholarship will be awarded to an alternate Winner in a random drawing from among all remaining eligible Entries. In the event a potential scholarship Winner's Affidavit/Release Form is returned to the Sponsor as undeliverable or a potential scholarship Winner is determined to be ineligible in accordance with these Official Rules, such scholarship will be forfeited and awarded to an alternate Winner in a random drawing from among all remaining eligible Entries. Each scholarship Winner must supply Sponsor with his/her social security number for tax purposes and agree to a criminal and personal social media background investigation during the scholarship Winner notification process. In the event the criminal background investigation consists of any criminal record, the Sponsor reserves the right, at its sole discretion, to disqualify that scholarship Winner. In the event a scholarship Winner's personal social media investigation consists of content found in any social medium that is false or contains misleading claims about Sponsor and its products or services, that defames, misrepresents or contains disparaging remarks about Sponsor, its products or services, or other people or companies; or communicates any message or image that is inconsistent with Sponsor's positive image and/or good will with which Sponsor wishes to associate or contains content that violates any rule, law or regulation, the Sponsor reserves the right, at its sole discretion, to disqualify that scholarship pinner. Each potential scholarship Winner will not be deemed a scholarship Winner until he/she provides the materials requested by the Sponsor. The scholarships will be awarded provided they are properly claimed.
- 7. GENERAL:** By entering this Sweepstakes, entrants and each scholarship Winner: (1) agree to be bound by these Official Rules; (2) agree to release Sponsor, Administrator and the Related Entities and their respective parents, subsidiaries, affiliates, directors, officers, employees and agents from any and all liability for any loss, harm, damages, costs or expenses, including without limitation property damages, personal injury and/or death arising out of participating in this Sweepstakes, or the acceptance, possession, use or misuse of any scholarship and claims based on publicity rights, defamation or invasion of privacy and merchandise delivery; and (3) consent to the use of his/her name, voice, picture, and likeness for advertising and promotional

purposes in any medium throughout the world in perpetuity without additional compensation unless prohibited by law, and (4) acknowledged that the stated parties have neither made nor are responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any scholarship, including but not limited to its quality, mechanical condition, or fitness for a particular purpose. Sponsor may prohibit individuals from participating in the Sweepstakes and disqualify Entries if they (1) attempt to enter the Sweepstakes through any means other than as described in these Official Rules; (2) attempt to disrupt the Sweepstakes or circumvent the terms and conditions of these Official Rules in any way; or (3) repeatedly show a disregard for these Official Rules or act (a) in an unsportsmanlike manner, or (b) with an intent to annoy, abuse, threaten or harass any other entrant or Sponsor. Sponsor's decisions with respect to the Sweepstakes are final. In the event the Sponsor, Administrator or Related Entities are prevented from continuing with this Sweepstakes or the integrity and/or feasibility of the Sweepstakes is undermined by any event including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute, or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state, provincial or local government law, order of regulation, order of any court or jurisdiction, or other cause not reasonably within the Sponsor's, Administrator's or Related Entities' control (each a "Force Majeure" event) the Sponsor, Administrator and Related Entities shall have the right, in their sole discretion, to abbreviate, modify, suspend, cancel or terminate the Sweepstakes without notice or further obligation. If the Sponsor, Administrator or Related Entities, in their discretion, elect to abbreviate, cancel or terminate the Sweepstakes as a result of a Force Majeure event, the Sponsor, Administrator and Related Entities reserve the right, but shall have no obligation, to award the scholarships from among all valid and eligible Entries received up to the time of such Force Majeure event.

8. **BINDING ARBITRATION:** Any controversy or claim arising out of or relating to this Sweepstakes shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Comprehensive Arbitration Rules and Procedures of JAMS ("JAMS Rules and Procedures") then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply Delaware law consistent with the Federal Arbitration Act and applicable statutes of limitations, and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant's filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor shall be entitled

to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty (60) days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. **THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT'S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.**

BY PARTICIPATING IN THE SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY SCHOLARSHIP AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY ENTRANT.

9. **GOVERNING LAW & JURISDICTION:** The Official Rules and the Sweepstakes are governed by US law and are subject to all applicable federal, state and local laws and regulations. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant, Sponsor and/or Administrator in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Delaware, U.S.A., without giving effect to the conflict of laws rules thereof, and any matters or proceedings which are not subject to arbitration as set forth in "Binding Arbitration" Section of these Official Rules and/or for entering any judgment on an arbitration award, shall take place in the State of Delaware, in the City of Newark.
10. **WINNERS LIST:** To obtain the names of the scholarship Winners, send a stamped, self-addressed envelope to: Dee-1's Knowledge for College Winners, Sallie Mae, 300 Continental Drive, S3103, Newark, DE 19713 by December 31, 2017.

11. OFFICIAL RULES: For a printed copy of the Official Rules, send a stamped, self-addressed envelope (VT residents need not affix return postage) to: Dee-1's Knowledge for College Winners, Sallie Mae, 300 Continental Drive, S3103, Newark, DE 19713 by December 31, 2017.

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