

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

The following Sweepstakes is intended for legal residents of the 50 United States of America (USA) and D.C. only and shall only be construed and evaluated according to U.S. law. Do not enter this Sweepstakes if you are not located in the USA at the time of entry.

**ELIGIBILITY:** The Barnes & Noble College Student POV Sweepstakes (the "Sweepstakes") is open and offered only to legal residents of the 50 United States and D.C. who have reached the age of majority in their state of residence at the time of entry. In addition, an Entrant must be a current member of the Barnes & Noble College Student POV Panel. The Promotion is not open to the general public. Employees of Barnes & Noble College Booksellers, Inc., their immediate families (parent, child, sibling or spouse) and/or household members and any other persons or entities associated with this promotion are ineligible to enter or win. Void in Puerto Rico and where prohibited by law.

**SPONSOR/ADMINISTRATOR:** The Sweepstakes is sponsored by Barnes & Noble College, 120 Mountain View Blvd., Basking Ridge, NJ 07920 (the "Sponsor") & administered by Vision Critical Communications Inc. with an office address at 436 Lafayette, Street, New York, NY 10012 (the "Administrator").

**AGREEMENT TO OFFICIAL RULES:** By participating, Entrants agree to abide by and be bound by these Official Rules and the decisions of the Sponsor & Administrator, which are final and binding in all matters relating to the Sweepstakes. Winning a Grand Prize is contingent upon fulfilling all requirements set forth herein.

**HOW TO ENTER:** The Sweepstakes begins at 12:00:01 a.m. Eastern Daylight Time ("EDT") on July 1, 2016 and ends at 11:59:59 p.m. EDT on June 30, 2017 ("Sweepstakes Period"). The Administrator's database computer is the official time-keeping device for the Sweepstakes. Each month during the Sweepstakes Period, students will receive an email from the Sponsor. Recipients of the email will be asked to click through the text and visit the Sweepstakes Website (exact URL hyperlink to be provided within the email text). At the Website, Entrants will be instructed to complete a brief survey and the Sweepstakes registration form. Entrants must enter their name and e-mail address. Upon submitting a completed survey and Sweepstakes registration form, the Entrant will receive one (1) Sweepstakes entry for that month's Sweepstakes. All completed entries must be received by 11:59:59 p.m. EDT, on the last day of the applicable month in the Sweepstakes Period.

All required information must be completed to enter and to be eligible to win. Incomplete entries will be disqualified. Proof of entering information at the Website is not considered proof of delivery to or receipt by Administrator of an entry. Entries made by any other individual or any entity, and/or originating at any other website or e-mail address, including, but not limited to, commercial Sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of automated entry devices is prohibited and no

mechanically reproduced entries are allowed; all such entries are void. The Administrator is not responsible for: late, incomplete, incorrect, delayed, garbled, undelivered, or misdirected entries. Sponsor reserves the right to disqualify any person or e-mail address that submits more than maximum allowed entries. All entries become the exclusive property of Sponsor and Administrator and will not be acknowledged or returned.

**GRAND PRIZE:** There will be **two (2) Grand Prizes** awarded at the end of each month throughout the Sweepstakes Period, for a total of twenty-four (24) Grand Prizes. Each Grand Prize Winner will receive one (1) prize with an Estimated Retail Value of \$100.00, which will be delivered to each Grand Prize Winner through Administrator's third party prize provider ("Prize Provider") who will contact the selected Grand Prize Winner to fulfill the prize. This prize can be redeemed through a virtual Visa gift card or direct bank deposit. Total prize pool for the Sweepstakes Period is \$2400.00. No substitution or transfer of prize will be permitted. The Sponsor reserves the right at its sole discretion to substitute the prize with another prize of equal or greater value in the event that the aforementioned prize is not available. In Sponsor's sole discretion, if a prize or prize notification is returned as unclaimed or undeliverable to a potential winner, or if the potential Grand Prize Winner is not in compliance with these Official Rules, then such person shall be disqualified and an alternate winner will be selected for the prize at issue.

**DRAWING AND NOTIFICATION:** Two (2) Grand Prize Winners will be selected each month throughout the Sweepstakes Period, for a total of twenty-four (24) Grand Prize Winners, in a random drawing from among all eligible entries received by the Administrator. The Administrator's decisions are final and binding. The prize drawing will be conducted on or about ten (10) days from the final day of the previous month. Odds of winning will depend on the total number of eligible entries received throughout the Sweepstakes Period. The selected Grand Prize Winners will be contacted by email by Administrator. Selected Grand Prize Winners must respond and complete the Winner Notification Form details required by Administrator to claim their Grand Prize within two (2) days after the first attempt to contact him/her. Failure to respond and provide a completed Winner Notification Form within such two (2) day period, will result in forfeiture and the Administrator may select an alternate potential winner (up to a maximum of 2 re-draws) at random from the remaining entries for the applicable month. By completing and returning the Winner Notification Form, the selected Grand Prize Winner is required to: (i) consent to Administrator providing the selected Grand Prize Winner's name, email address and province/state details to Prize Provider for Prize Provider to contact the selected Grand Prize Winner to fulfill the Prize; and (ii) acknowledge that to fulfill the Prize, the selected Grand Prize Winner may be required to set up a password-protected account with Prize Provider and provide the following information: date of birth, gender, mailing address and certain banking information (if the selected Grand Prize Winner elects to redeem the Prize by bank deposit (where such option is available; other options for redemption may include virtual VISA card, cheque or other options offered by Prize Provider) and agree to Prize Provider's Terms & Conditions.

**RELEASE AND LIMITATIONS OF LIABILITY:** By participating in the Sweepstakes, Entrants agree to release and hold harmless the Sponsor and the Administrator, their respective parents, employees, officers, directors, subsidiaries, affiliates, distributors, sales representatives, advertising and promotional agencies (collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) any technical errors that may prevent an entrant from submitting an entry; (b) unauthorized human intervention in the Sweepstakes; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; or (e) injury, death, or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt of any prize. Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Released Parties are not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

**GENERAL CONDITIONS:** If for any reason the operation or administration of this Sweepstakes is impaired or incapable of running as planned for any reason, including but not limited to (a) infection by computer virus, bugs, (b) tampering, unauthorized intervention, (c) fraud, (d) technical failures, or (e) any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, at any time, without notice and award the Grand Prize using all non-suspect eligible entries received as of, or after (if applicable) this cancellation, termination, modification or suspension date, or in any manner that is fair and equitable and best conforms to the spirit of these Official Rules. Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or Sponsor's Website; or (b) acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision. In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entry will be declared

by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

**GENERAL:** By accepting the Grand Prize, where permitted by law, each Grand Prize Winner grants to the Released Parties and those acting pursuant to the authority of Sponsor and the Released Parties (which grant will be confirmed in writing upon Sponsor's request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time the Winner's full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification. IN NO EVENT WILL RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES. By participating, entrants release and agree to hold harmless the Released Parties from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the Prize. Each Grand Prize Winner also acknowledges that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prize.

**USE OF DATA:** All information submitted by Entrants will be treated according to Sponsor's privacy policy, available at <http://www.bncollege.com/privacypolicy.aspx>. By participating in the Sweepstakes and providing your e-mail address, Entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Policy.

**DISPUTES:** Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of New Jersey. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules (whether of the State of New Jersey or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New Jersey.

**WINNERS LISTREQUEST:** To request confirmation of the name and address of the Grand Prize Winners, please send a self-addressed, stamped business size envelope, by October 31, 2017, to: Barnes & Noble College, Student POV Sweepstakes Winners List Request, 120 Mountain View Blvd., Basking Ridge, NJ 07920.