

OFFICIAL RULES

NO PURCHASE NECESSARY

How to Enter: Registered attendees of the ISTE 2013 Conference (“ISTE”) that attend the Blackboard Client Appreciation Party at the San Antonio Children’s Museum may enter the Blackboard ISTE Scavenger Hunt (the “Contest”) by ConneCtXting to 97178 to receive clues to complete a Scavenger Hunt, between 7:00 p.m. and 9:00 p.m. local time on June 24, 2013. Entrants may learn about the contest by stopping by Blackboard’s booth at ISTE.

The first ConecTtxt to 97178 will prompt a scavenger hunt clue. ConneCtXting the right answer back to 97178 will prompt a new clue. Each correct answer will prompt a new clue that will ask the entrant to complete a series of missions. The first (5) five entrants that complete the scavenger hunt by answering each clue correctly will receive a Blackboard at ISTE t-shirt with a retail value of approximately \$6.00 for an approximate total value of all prizes, not exceeding \$30.00.

CONSUMER DISCLOSURE

Blackboard Inc. (“Blackboard”), the sponsor of this Contest, will award the first five (5) entrants that complete the scavenger hunt with the right answers a Blackboard at ISTE t-shirt. Limit one (1) entry per person. Prize winners must be present at time of announcement of winners to win.

Each prize winner is solely responsible for all federal, state, and local taxes on his or her prize. All federal, state and local laws and regulations apply. No substitution, transfer, or assignment of a prize shall be permitted except in Blackboard’s sole and absolute discretion. If a prize winner is unable to accept the Prize, a second name will be chosen. No substitute prize will be given. Any unclaimed prize will be forfeited and Blackboard may select a new prize winner.

Employees and Directors of Blackboard and any participating partner company, their respective parent, affiliated and subsidiary companies, advertising and promotion agencies, judges and legal advisors, and the immediate family or members of the same households of such employees or directors are not eligible. By entering, you agree to these Official Rules and the decisions of Blackboard, which are final and binding in all respects. Blackboard assumes no responsibility for the lost, late, incomplete, inaccurate, stolen, misdirected, illegible or altered entries.

This promotion is open only to persons who are at least eighteen years old at the time of entry. Entries are limited to individuals only; commercial enterprises and business entities are not eligible. **CONTEST IS VOID IN PUERTO RICO OR OTHER STATES AND COUNTRIES WHERE VOID AND WHERE PROHIBITED BY LAW.**

The promotion is governed by the laws of the United States with venue in Washington, D.C., and all claims must be resolved under District of Columbia law without regard to choice of law rules, first by mediation, and then by arbitration, in the District of Columbia, under the rules of the American Arbitration Association.

Blackboard assumes no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to promotion entries or entry forms; or alteration of entries or entry forms. Blackboard is not responsible for any problems with or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any e-mail or mailed-in entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to participants' or any other persons' computers related to or resulting from participation or downloading any materials in this promotion. In no event shall there be a greater number of prizes awarded than the published number.

By entering this promotion, entrants and prize winner(s): (1) agree to be bound by these Official Rules; (2) agree to release sponsor and its subsidiaries, affiliates, divisions, advertising and promotion, fulfillment and/or judging agencies, related entities 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 promotion, or the acceptance, possession, use or misuse of any prize and claims based on publicity rights, defamation or invasion of

privacy and merchandise delivery; and (3) consent to the use of their names, voices, pictures, and likenesses for advertising and promotional purposes in any medium throughout the world in perpetuity without additional compensation unless prohibited by law. Sponsor reserves the right to prohibit any entrant from participating in the promotion if, at their sole discretion, sponsor finds such entrant to be tampering with the entry process or the operation of the promotion, or if such entrant repeatedly shows a disregard for, or attempts to, circumvent these Rules, or acts: (a) in a manner the sponsor determines to be not fair or equitable; (b) with an intent to annoy, threaten or harass any other entrant the sponsor; or (c) in any other disruptive manner. Any failure by the sponsor to enforce any of these Rules shall not constitute a waiver of such Rules.

In the event that under your employer's policies you are not permitted to accept the prizes awarded in this promotion, your entry will be deemed to be made on behalf of your employer provided your employer assumes the tax obligations associated with the prize and other relevant rules.

Caution: any attempt by any person to deliberately damage any website or undermine legitimate operation of the promotion is a violation of criminal and civil laws. Should such an attempt be made, Blackboard reserves the right to seek damages from any such person to the fullest extent permitted by law.

If you have any questions about this promotion, please contact Colleen Smith, via email at colleen.smith@blackboard.com or at Blackboard Inc., 650 Massachusetts Avenue NW, 6th Floor, Washington, DC 20001.