

OFFICIAL RULES

NO PURCHASE NECESSARY

How to Enter: Registered attendees of the ISTE 2013 Conference (“ISTE”) at the San Antonio Convention Center may enter the Get Social with Blackboard K-12 at ISTE Contest (the “Contest”) by following @BlackboardK12 and live tweet about a Blackboard event or location during ISTE. Blackboard events and locations include the Blackboard booth, Blackboard Client Appreciation Party and the Project Tomorrow Briefing Breakfast between 7:00 a.m. local time on June 24, 2013 and 5:00 p.m. local time on on June 26, 2013.

Tweets must include a note about the event/ location and/or a picture to @BlackboardK12 with hashtag #BbISTE13 from a Blackboard event or location during ISTE. Tweets will be scored by the Blackboard K-12 Vertical Marketing Team on the following basis:

Event/ Location Name	Points Assigned
Blackboard Booth at ISTE	5 points
Blackboard Client Appreciation Party at ISTE	10 points
Project Tomorrow Briefing Breakfast at ISTE	10 points
Bonus for Wearing an Active Attendee T-shirt and Tweeting a Picture at ISTE	3 points
Anywhere at ISTE	1 point

Blackboard at ISTE T-shirts will be given to the first one hundred (100) visitors to the Blackboard Booth that discuss Blackboard solutions with a Blackboard representative at the booth.

Each new tweet counts as a separate entry. Duplicate tweets will not be counted. Anyone found to use multiple Twitter accounts to enter will be ineligible.

CONSUMER DISCLOSURE

Blackboard Inc. (“Blackboard”), the sponsor of the Contest, will award the three (3) highest scoring attendees with a Starbucks Gift Card in one of the following denominations: first prize \$15US, second prize \$10US, and third prize \$5US. PURCHASING ANY ADDITIONAL GOOD OR SERVICE WILL NOT INCREASE THE ODDS OF WINNING. The total retail value of the prize is \$30US.

Prize winner is solely responsible for all federal, state, and local taxes on their prize. All federal, state and local laws and regulations apply. No substitution or transfer of a prize shall be permitted except as provided herein. Specifically, no substitution, transfer, or assignment of a prize shall be permitted except in Blackboard’s sole and absolute discretion. Limit one prize per person. If the prize winner is unable to accept the prize, a second name will be drawn. No substitute prize will be given.

Prize winners shall be announced on June 27, 2013 at 12:00 p.m. EST through Twitter at the @BlackboardK12 Twitter handle and notified via Twitter direct message shortly thereafter. 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 Contest is open only to legal residents of the United States 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 WHERE VOID AND WHERE PROHIBITED BY LAW.

The Contest 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 or mobile devices related to or resulting from participation or downloading any materials in this Contest. In no event shall there be a greater number of prizes awarded than the published number.

By entering this Contest, 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 Contest, 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) prize winner(s) 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 Contest if, at their sole discretion, sponsor finds such entrant to be tampering with the entry process or the operation of the Contest, 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 Contest, 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 Contest 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 Contest, please contact Colleen Smith via email at colleen.smith@blackboard.com or Blackboard Inc., 650 Massachusetts Avenue NW, 6th Floor, Washington, DC 20001.