

“Igot2kno College Fire Survival” Sweepstakes Official Rules

**People’s Burn Foundation is a non-profit, 501(c)(3) corporation
NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE
YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS
AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**

Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. The “Igot2kno College Fire Survival” Sweepstakes (the "Sweepstakes") is sponsored by the People’s Burn Foundation (the "Sponsor").

I. ELIGIBILITY: Sweepstakes begins at 12:01 a.m., Eastern Daylight Time (“EDT”), Monday, September 6, 2010 and ends at 11:59 p.m., EDT Sunday, September 19, 2010 (the “Promotion Period”). Sweepstakes open to all legal residents of the 50 United States and District of Columbia, (“D.C.”), who are at eighteen (18) years of age or older (19 or older if a resident of AL or NE and 21 in MS) at time of entry. Officers, directors and employees of People’s Burn Foundation, its parent company, organization, divisions, subsidiaries and affiliates, Creative Street Media Group, Compliance Sweepstakes Services LLC, and the agents, advertising, promotional and judging agencies of each of the foregoing, and any other entity or persons that develops, produces or distributes materials for or related to this Sweepstakes (collectively “Sweepstakes Entities”) and members of the immediate families (defined for these purposes as including parents, grandparents, children, grandchildren, siblings, and each of their respective spouse) or households (whether related or not) of any of the above, are NOT eligible to enter or win. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations, and is void outside the 50 United States and D.C. and where prohibited by law. Winning a prize is contingent upon fulfilling all requirements set forth herein.

II. TWO WAYS TO PARTICIPATE:

- 1) Online Method: Participants will visit the People’s Burn Foundation’s web site www.IGOT2KNO.ORG (also accessible via www.pbfeeducation.org) (the “Web Sites”) and follow the prompts to participate in the online Education Modules (the “Education Modules”). A Participant who completes one or all four of the Education Modules and completes the Post Test (the “Post Test”) questions will be entered into the Sweepstakes. You may choose to complete all four Education Modules in one day, or individually at any time during the Sweepstakes Period. All four Education Modules and entries must be completed by 11:59 pm EDT on September 19, 2010. Sponsor’s computer is the official time keeping device for the Sweepstakes.
- 2) Mail Entry Method: Enter by hand printing on a 3" x 5" card, in black or blue ink, your first name, last name, your “Igot2kno College Fire Survival”, mailing address, city, state, zip, day and evening phone numbers with area code first, email address (if available) and date of birth. Mail the 3" x 5" card in a **hand printed first class stamped envelope** to: “Igot2kno College Fire Survival” Sweepstakes, c/o 90 Rockwood Place, Rochester, NY 14610. All entries must be postmarked by September 18, 2010 and received by September 22, 2010. Each properly completed and received card will receive one entry into the Sweepstakes drawing. Limit to one per person. Typed, computer generated, or otherwise mechanically reproduced 3" x 5" cards, and outer envelopes are NOT allowed and will not be accepted. Sponsor reserves the right to disqualify any person or e-mail address that submits more than maximum allowed entries. Proof of sending a submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for mail that is lost, late, incomplete, invalid, unintelligible, illegible, stolen, damage, or misdirected. Postage due mail entries will be disqualified. All entries become the exclusive property of Sponsor and will not be acknowledged or returned.

III. WINNER SELECTION AND PRIZE CLAIMING: The potential weekly winner(s) will be selected through a random drawing on or about September 13, 2010 for Week One and September 20, 2010 for Week Two, from all eligible entries received in accordance with these Official Rules. Sponsor will have complete discretion over interpretation of the Official Rules, of administration of the Sweepstakes, and of selection of the winner(s). Decisions of the Sponsor as to the selection of the winner(s) will be final. The potential winner(s) will be notified using the information provided during entry by e-mail and/or telephone (as selected by Sponsor). The Sweepstakes Entities are not responsible for false, incorrect, changed, incomplete or illegible contact information. Notification is deemed to have occurred immediately upon sending of an email, placing of a phone call, one (1) day after sending via a delivery service or two (2) days after mailing. A potential prizewinner who provides only a P.O. Box may be required to provide an alternative address and this may cause a delay in notification and acceptance. So use of a P.O. Box is discouraged. Odds of winning will depend upon the total number of eligible entries received.

IV. PRIZES:

Two Weekly Prize Distributions (Refer to Schedule Chart below)

- Two (2) First Prize Winners: One (1) each week will be awarded an iPod Nano 8GB. Approximate Retail Value (“ARV”) 150.00 each. Total ARV of First Prize is \$300.00
- Ten (10) Second Prize Winners: Five (5) per week will each be awarded a First Alert battery operated photoelectric smoke alarm. ARV \$20.00 each. Total ARV of Second Prize is \$200.00
- Fifty (50) Third Prize Winners: Twenty-five (25) per week will each be awarded a Domino’s Pizza Gift Card. ARV \$20.00 each. Total of Third Prize is \$1,000.00.
- Six (6) Fourth Prize Winners: Three (3) winners each week will be awarded a set of Everyday brand flameless pillar candles with remote control ARV \$36.00 each. Total AVR of Fourth Prize is \$216.00
- One (1) Grand Prize Winner will be awarded an Apple 64GB WiFi iPad. ARV \$700.00 (Grand Prize is open to participants who complete all four (4) Education Modules)

Total ARV Prize Pool is \$2,416.00

Weekly Prize Description / Drawing / Notification Schedule

Entry Week	No of Winners	Prize Description	Prize Value “ARV”	Drawing & Notification Date (On/About)
WEEK ONE				
9/5/10	One	Apple iPod Nano 8GB	\$ 150.00	9/13/10
9/5/10	Five	First Alert Smoke Detector – Battery operated	\$ 20.00	9/13/10
9/5/10	Twenty Five	Domino’s Pizza Gift Card	\$ 25.00	9/13/10
9/5/10	Three	Everyday Flameless Candle Set	\$ 36.00	9/13/10
WEEK TWO				
9/12/10	One	Apple iPod Nano 8GB	\$ 150.00	9/20/10
9/12/10	Five	First Alert Smoke Detector – Battery operated	\$ 20.00	9/20/10
9/12/10	Twenty Five	Domino’s Pizza Gift Card	\$ 25.00	9/20/10
9/12/10	Three	Everyday Flameless Candle Set	\$ 36.00	9/20/10
GRAND PRIZE*	One	Apple 64 GB WiFi iPad	\$ 700.00	9/24/10

* Grand Prize is open to participants who complete all four (4) Education Modules.

Weekly prizes may be exchanged with an alternative week, if product issues arise.

V. AWARDING PRIZES: Names of all winners will be posted on the Sponsor’s website at the end of each week. Winner will be contacted by phone or e-mail per the contact information provided on the participant’s entry form. Prizes will be shipped to the winners per the address provided on the individual entrant entry form. Invalid and/or incomplete or undeliverable addresses may result in disqualification. Please allow 6-8 weeks for prize delivery.

VI. GRAND PRIZE CONDITIONS: Prize awarded is non-transferable; no prize substitution allowed unless specified by the Sponsor. The Sponsor reserves the right at its sole discretion to substitute any prize package with another prize of equal or greater value in the event that the prize (or any component thereof) is not available. Grand Prize Winner will be required to sign an Affidavit of Eligibility and Liability/Publicity Release, to be returned within 14 days of the first notification, or prize may be forfeited and an alternate winner selected. All federal, state, local, and other taxes on prize are the sole responsibility of the winner. The winner's entry and acceptance of the prize offered constitutes permission (except where prohibited) for the Sponsor to use said winner's name, photograph, likeness, statements, biographical information, voice and address (city and state), in all forms of media worldwide, in perpetuity, without limitation, notice or further compensation.

VII. ALL PRIZE TERMS & CONDITIONS: This Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Prizes are non-transferable, with no cash redemptions, equivalents or substitutions except at Sponsor's sole and absolute discretion. All prize details not specified in these Official Rules will be determined in Sponsor's sole and absolute discretion. Prize details and availability are subject to change and prize provider's rules and restrictions, and in the event that Sponsor is unable to provide the winner with their prize, the Sponsor may elect, to provide winners with the approximate value of such item in cash or award an alternate prize of comparable or greater value. All prizes are awarded "AS IS" and without warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). Prize winner(s) will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prize(s) they receive, regardless of whether it, in whole or in part, are used. The ARV of the prize(s) is based on available information provided to Sponsor and the value of any prize awarded to a winner may be reported for tax purposes as required by law. The winner(s) may be required to provide Sponsor with a valid social security number or tax identification number before the prize will be awarded for tax reporting purposes. An IRS Form 1099 may be issued in the name of winner(s), or if a minor in the jurisdiction in which s/he resides, in the name of his/her parent or legal guardian, for the actual value of the prize(s) received. Unclaimed prize(s) will be forfeited. By accepting prize, winner also agrees to release, discharge, indemnify and hold harmless the Sweepstakes Entities, individually and collectively, vendors associated with the Sweepstakes, and the respective officers, directors and employees of each of these entities, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in any part, directly or indirectly, from acceptance, possession, use or misuse of the prize awarded, or participation in this Sweepstakes.

VIII. TAMPERING WITH SWEEPSTAKES: The Sweepstakes Entities are not responsible for the actions of entrants in connection with the Sweepstakes, including entrants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. Persons found tampering with or abusing any aspect of this Sweepstakes, or whom Sponsor believes to be causing malfunction, error, disruption or damage may be disqualified. Additionally, any attempt to cheat the Sweepstakes, as determined at the sole and absolute discretion of Sponsor, may result in immediate disqualification of the entrant, as well as other possible consequences, including disqualification from any and all existing and future sweepstakes. ANY ATTEMPT BY A PERSON TO DAMAGE ANY WEBSITE (INCLUDING THE SWEEPSTAKES WEBSITE) OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ALL LEGAL AND EQUITABLE REMEDIES FROM AND AGAINST ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor reserves the right, at its sole and absolute discretion, to disqualify (or terminate the prize of) any individual who is found to be, or suspected of, acting in violation of these Official Rules, or to be acting in an unsportsmanlike, obscene, immoral or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person.

IX. SUSPENSION / MODIFICATION / TERMINATION: In the event Sponsor is prevented from continuing with the Sweepstakes by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Sweepstakes by any party, or any federal state or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence) Sponsor shall have the right to modify, suspend or terminate the Sweepstakes. Sponsor additionally reserves the right, in its sole and absolute discretion: (1) to modify, suspend or terminate the Sweepstakes should causes beyond Sponsor's control corrupt or interfere with the administration, integrity, operation, security or proper play of the Sweepstakes; or (2) to disqualify any entrant found to be, or suspected of: (a) tampering with the entry process or the operation of the Sweepstakes; (b) acting in violation of these Official Rules; or (c) acting in an unsportsmanlike manner.

X. DISPUTES: Except where prohibited, as a condition of participating in this Sweepstakes, Participant agrees that any and all disputes which cannot be resolved between the parties, claims and causes of action arising out of, or connected with this Sweepstakes, or any prizes awarded, or the determination of Winners shall be resolved individually (without resort to any form of class action and with the understanding and agreement that these Official Sweepstakes Rules shall apply), and shall be submitted to arbitration pursuant to the commercial arbitration rules of the American Arbitration Association, then effective. Further, in any such dispute, under no circumstances will Participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than Participant's actual out-of-pocket expenses (e.g., costs associated with entering this Sweepstakes), and Participant further waives all rights to have damages multiplied or increased. The arbitration shall be conducted in the State of Indiana, in the City of Indianapolis, County of Marion, and judgment on the arbitration award may be entered into any court having jurisdiction thereof. In the event that arbitration is prohibited, in a particular state/territory then any such claim shall be brought and maintained in the federal or state courts of the State of Indiana, in the City of Indianapolis, County of Marion. Any dispute or claim arising out of the entry of this Sweepstakes, or any disputes with site users which arise as a result of the use of this website, shall be governed by the laws of the State of Indiana, without respect to conflicts of laws principles.

XI. WINNERS LIST/OFFICIAL RULES REQUEST: For the names and city/state of residence of prize Winners or a copy of these Official Rules, send a request specifying a copy of the Winners List or Official Rules along with a self-addressed, stamped envelope postmarked by October 31, 2010 to: Compliance/ "Igot2know College Fire Survival" Sweepstakes, Winner List Confirmation, 106 Elm Street, Stonington, CT 06378. Vermont and Washington residents may omit return postage.

XII. SPONSOR: The People's Burn Foundation, 6337 Hollister Drive Ste 2H, Indianapolis IN 46224

XIII. ADMINISTRATOR: Compliance Sweepstakes Services LLC, 106 Elm St., Stonington, CT 06378 (the "Sweepstakes Administrator").

XII. MISCELLANEOUS: The names of individuals, groups, companies, products and services mentioned herein, and any corresponding likenesses, logos and images thereof reproduced herein, have been used for identification purposes only and may be the copyrighted properties and trademarks of their respective owners. The mention of any individual, group or company, or the inclusion of a product or service as a prize, does not imply any association with or endorsement by such individual, group or company or the manufacturer or distributor of such

product or service and, except as otherwise indicated no association or endorsement is intended or should be inferred. The invalidity or unenforceability of any provision of these Official Rules or the Prize Acceptance Release will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules or the Prize Acceptance Release is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. For Participant, to the extent there is a conflict between Official Rules appearing any other location and any terms of use or other agreements posted on the Sponsor's Web Site, these are the Official Rules to be abided by.