

CONNECTED COMMUNITIES CONTEST OFFICIAL CONTEST RULES

VOID WHERE PROHIBITED. NO PURCHASE NECESSARY

1. TERM: The Connected Communities Contest ("Contest") begins at 9:00 AM Eastern Time ("ET") on January 7, 2013 and ends at 11:59 PM ET on March 15, 2013 ("Term"). Discovery Educations, Inc. ("Sponsor") has discretion to extend the deadline and if chooses to do so, will notify all registrants of this decision.

2. PROGRAM DESCRIPTION:

Teams will use the Discovery Education Services to identify communities, research and explore their culture, lifestyle, economy, etc. and create a submission that will educate others about themselves, their community, and demonstrate how the community is similar and/or different than a rural community from a different part of the United States or world.

The contest is open to teams of students and their Teacher/Administrative sponsor from schools within the fifty (50) United States located in Rural Communities as defined by the United States Department of Agriculture (USDA) - "city or town that has a population of less than 50,000 inhabitants." Students must be in the 4th through 12th grade at the time of submission and in good standing. Teams must have a minimum of 3 students. Teacher/Administrative Sponsor may sponsor more than one team.

3. REQUIREMENTS FOR TEACHERS AND ADMINISTRATIVE SPONSORS: Each Team shall be supervised by one Teacher/Administrative Sponsor who is a U.S. resident over the age of 21 who is currently employed at the school each student attends at the time of entry. The Teacher/Administrative Sponsor will provide guidance to the Team, work with them to develop the entry, and submit the final entry. Employees of Sponsor, the Foundation for Rural Service ("FRS") and their subsidiaries, affiliates, contest administrator, advertising and promotion agencies and members of the immediate families (spouses and parents, children and siblings and their spouses) and persons living in the same household of such individuals are not eligible.

4. TEAMS: A Team consists of students and their Teacher/Administrative Sponsor from schools within the fifty (50) United States located in Rural Communities as defined by the United States Department of Agriculture (USDA) - "a city or town that has a population of less than 50,000 inhabitants". Students must be in the 4th through 12th grade at the time of submission and in good standing. Teams must have a minimum of 3 students. Teacher/Administrative Sponsor may sponsor more than one team. Children and siblings of employees of Sponsor, FRS or their subsidiaries, agencies, and affiliates may participate but are not eligible to win a prize. Eligibility may be verified by Sponsor at any time; any determinations of eligibility will be made by the Sponsor whose decisions are final.

5. PERSONAL DATA AND PARENTAL CONSENT: Sponsor will be collecting personal information from the Teacher/Administrative Sponsors at the time of entry. This information will be used in accordance with Sponsor's privacy policy located at <http://www.discoveryeducation.com/aboutus/privacypolicy.cfm> .

In order to fulfill the prizes, Sponsor may need to collect personal information from the members of a particular Team if the Team is selected as a potential winner in the Contest. In such an instance, the Sponsor will ask the applicable Teacher/Administrative Sponsors to provide Sponsor with an executed parental consent form. This form must be completed by the parent or legal guardian in order for each Team member to continue participating in the Contest. In addition, the Teacher/Administrative Sponsor

and the parents or legal guardians will be required to execute the prize documents described in Section 9 of these Official Rules. Without this consent, the student may not receive the applicable prize and could be disqualified from the Contest.

6. TO SUBMIT AN ENTRY: Each Team may enter more than one submission and the submission/s must meet the below requirements to be eligible. Entries not meeting these requirements will not be considered. The Contest reserves the right to reject any submission. Entry should be in one of the following formats (.mov, .mpg, .flv, .wmv, .ppt, etc.) and should be uploaded through the Discovery Education Mediashare application. After uploading the team's entry, a link will be generated and copied into the Submission form at <http://www.discoveryeducation.com/ConnectedCommunity/>.

- The submissions can include images, audio, video, text, graphics, etc.
- Each team must demonstrate how their rural community is similar to, and/or different than a rural community from a different part of the US or world.
- Entry must be a minimum of one (1) minute in length, not to exceed two (2) minutes in length.
- Entry must be the original work of the students and may not have been previously published.
- Each entrant will be asked to provide the following information:
 - Team and Teacher/Administrative Sponsor names
 - School District
 - School
 - City, State, Postal Code
 - Email address
 - Contact number
 - Description of submission (max 100 words)
 - Citation of three (3) Discovery Education resources used in researching submission content
- Entrants will also be asked to include a photograph of the team which can be loaded to Mediashare at the same time they create their submission. The Teacher/Administrative Sponsor must know the names and addresses of all identifiable persons and must have permission in writing from those persons to submit the photo (or, if a minor appears in the photo, the Teacher/Administrative Sponsor must have written permission from the minor's parent or legal guardian) and must submit such written permissions to the Sponsor upon request.
- Emailed entries, or those sent by disk or other format through the mail will not be accepted.
- No late submission will be accepted. Sponsor is not responsible for any circumstances that interfere with timely uploads.

. Any disputes between Team members is solely the responsibility of the Teacher/Administrative Sponsor and the Teacher/Administrative Sponsor may not substitute or change Team members after entry without receiving the written permission from Sponsor. Entries must be completed in English.

7. WARRANTY AND IP RIGHTS AND CONSIDERATIONS: By submitting an entry, the Teacher/Administrative Sponsor named on the entry form warrants and represents that (i) the entry is the original work of the Team, was written by the Team and was created by the Team, all while under the supervision of the Teacher/Administrative Sponsor who supervised and assisted the Team in developing the Contest entry (ii) the Teacher/Administrative Sponsor owns or otherwise controls all of the rights to the entry, (iii) the entry does not violate any law, regulation or any right of any third-party, including but not limited to rights of copyright, publicity and privacy; (iv) he or she has obtained the appropriate permission from each of the Team members and their parents to submit the entry essay, the related entry

materials required in this Contest, and any photographs which include Team members; and (v) the Teacher/Administrative Sponsor will only supply the identity, or any personal information related to the students in the event the entry is a prize winner.

Submitting an entry that is copyrighted by another individual will make the Teacher/Administrative Sponsor responsible for any legal action the legal copyright holder might take against the Teacher/Administrative Sponsor, Sponsor or the Team. Entries may not defame or invade the rights of publicity or privacy of any person, living or deceased, or otherwise infringe upon a person's personal or proprietary rights. Submissions that are deemed by the judges in their sole discretion to be not in keeping with Sponsor's image will be void. Sponsor reserves the right in its sole discretion to disqualify any entry at any time which, in the Sponsor's reasonable opinion, endangers the safety or well being of any person or in the event it is determined that the entrant has not complied with these Official Rules. Other than for winner notification, neither Sponsor, nor anyone acting on its behalf, will enter into any communication with any Team member or Teacher/Administrative Sponsor regarding this Contest, nor will entries be acknowledged or returned. Entries become the property of Sponsor.

8. JUDGING AND JUDGING CRITERIA: After the completion of the Term and beginning on or about March 16, 2013, the entries will be judged by a group of select teachers retained by FRS will use the below criteria to score entries. Judging will be conducted in two rounds. The first round of judging will be completed by April 8, 2013. The final round of judging will determine selection for first, second, and third place prizes and will include the ten (10) highest scoring entries as judged in the first round. A committee comprised of staff members from Discovery Education and FRS will make final selections. Winners will be selected and announced by April 22, 2013. All decisions of the judges on all matters relating to the contest are final.

All judging will be based on the following judging criteria:

| <i>Point Values (ranges)</i> | <i>31-40</i> | <i>21-30</i> | <i>11-20</i> | <i>0-10</i> |
|------------------------------|--|--|--|--|
| Content (up to 40%) | <ol style="list-style-type: none"> The students have included a good representation of images, audio, video, text and/or graphics. The students clearly demonstrate how their community is similar and/or different than a rural community from a different part of the US or world. | <ol style="list-style-type: none"> The students have included some combination of images, audio, video, text and/or graphics. The students mostly demonstrate how their community is similar and/or different than a rural community from a different part of the US or world but it is not absolutely defined | <ol style="list-style-type: none"> The students have included a couple of images, audio, video, text and/or graphics. The students mention how their community is similar and/or different than a rural community from a different part of the US or world but it is harder to understand the similarity and/or difference | <ol style="list-style-type: none"> The students have included one image, audio, video, text and/or graphic. The students state that their community is similar and/or different than a rural community from a different part of the US or world but they do not demonstrate how. |

| <i>Point Values (ranges)</i> | <i>31-40</i> | <i>21-30</i> | <i>11-20</i> | <i>0-10</i> |
|------------------------------|--|--|---|--|
| Organization (up to 40%) | <ol style="list-style-type: none"> 1. It is clear that the students have researched their material and have included three citations of Discovery Education media 2. The story meets the time requirements which is a minimum of one minute but not more than two minutes. | <ol style="list-style-type: none"> 1. It is clear that the students have researched their material and have included two citations of Discovery Education media 2. The story meets the time requirements which is a minimum of one minute but not more than two minutes. | <ol style="list-style-type: none"> 1. It is clear that the students have researched their material and have included one citation of Discovery Education media 2. The story meets the time requirements which is a minimum of one minute but not more than two minutes. | <ol style="list-style-type: none"> 1. It is not clear that the students have researched their material and they have not included any citations Discovery Education media 2. The story does not meet the time requirements which is a minimum of one minute but not more than two minutes. |
| Creativity (up to 20%) | <ol style="list-style-type: none"> 1. The students have created a story that engages the audience. 2. Their story is illustrated/shot in a unique and interesting way 3. Their story reflects their culture, lifestyle, community, etc. | <ol style="list-style-type: none"> 1. The students have created a story that engages the audience. 2. Their story is illustrated/shot in a unique and interesting way 3. Their story reflects their culture, lifestyle, community, etc. | <ol style="list-style-type: none"> 1. The students have created a story that engages the audience. 2. Their story is illustrated/shot in a unique and interesting way 3. Their story reflects their culture, lifestyle, community, etc. | <ol style="list-style-type: none"> 1. The students have created a story that engages the audience. 2. Their story is illustrated/shot in a unique and interesting way 3. Their story reflects their culture, lifestyle, community, etc. |

In the event of a tie between Teams at any prize level, the Team with higher “Content” score will be named the winner. If an insufficient number of qualified entries are received, the Sponsor may name fewer than the stated number of winners. The Teacher/Administrative Sponsors of the winning Teams will be notified by email, phone, postal mail or express mail, beginning on or about April 1, 2013. At that time, the Teacher/Administrative Sponsors of the winning Place Teams will be asked to provide the parental consent described in Section 5 of these Official Rules.

If the Teacher/Administrative Sponsor does not respond to any of the notification attempts described herein within the time period specified within the notification, then such Team will be disqualified and an alternate potential Team will be selected from among the remaining eligible entries received based on the judging criteria described herein ("Alternative Winner").

9. PRIZES: The Grand Prize-winning Team will receive: One (1) grand Prize: \$2,500 grant for technology in the classroom courtesy of FRS; school assembly/screening of Discovery's North America (or similar); Discovery prize packs for each member of the winning team (TBD). Total ARV: \$5,000.

The Second and Third Prize winning teams will receive: Discovery t-shirts (or similar) for each member of the winning team and its Teacher/Administrative Sponsor. ARV: \$25.00/team member.

The prizes will not be awarded without Sponsor first receiving each Team member's parental consent. Each member of the prize-winning Teams must provide the Sponsor with the appropriate consent and also may be required to complete an affidavit of eligibility, liability and (where legal) publicity release which must be returned within the time period specified in notification letter or Sponsor may select an Alternative Winner or disqualify that member of the Team. Sponsor reserves the right to award an alternative prize in the event that a prize is unavailable or inapplicable.

10. PRIZE RESTRICTIONS: Taxes on prizes and all expenses related to acceptance and use of the prizes and not specified are the sole responsibility of prize recipients. Prize cannot be transferred, substituted or redeemed for cash except at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize of comparable or greater value if a prize cannot be awarded as described for any reason. Limit one prize per person. Odds of winning any prize depends on the number of eligible entries received during the Contest and the skill of the entrants.

11. RELEASE: By participating, entrants agree [a] to these rules and decisions of Sponsor and FRS, which shall be final in all respects relating to this contest; and [b] to release, discharge and hold harmless Sponsor, FRS, their affiliates, subsidiaries, advertising and promotion agencies, agents and representatives, and their respective officers, directors and employees from any and all injuries, liability, losses and damages of any kind resulting from their participating in the contest or their acceptance, use or misuse of a prize including, without limitation, personal injury, death and property damage, and claims based on publicity rights, copyright, trademark, defamation or invasion of privacy. In addition, Sponsor, FRS, their affiliates, subsidiaries, advertising and promotion agencies, agents and representatives and their respective officers, directors and employees are not responsible for and shall not be liable for [a] electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any human error which may occur in the processing of entries; [b] failed, incomplete, garbled or delayed computer transmissions; [c] lost, late, misdirected, damaged, incomplete entries or postage-due mail; or [d] any condition caused by events beyond the control of the Sponsor that may cause the promotion to be disrupted or corrupted.

12. RIGHT TO CANCEL & DISQUALIFY: Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the contest or any portion thereof should viruses, bugs or other causes beyond the control of Sponsor corrupt the administration, security or proper play of the Contest, and limit entries to those submitted prior to the action taken, or to proceed in such a manner as may be deemed fair and equitable by Sponsor in its sole discretion. Persons who tamper with or abuse any aspect of the Contest or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void.

13. RIGHTS IN ENTRY MATERIALS: Teachers/Administrative Sponsors hereby assign to Sponsor: [a] all rights of ownership, reproduction and use of essay and entry materials for any purpose whatsoever without compensation or further permission, including but not limited to an irrevocable and perpetual, royalty-free, worldwide right, in all media (now known or later developed) to use, publish, alter or otherwise exploit entries; and [b] use of Teacher/Administrative Sponsor's name, school, city and state and/or photograph and any video footage of winners recorded on any prize trip for

programming, advertising, publicity and promotional purposes without compensation (unless prohibited by law) and without prior approval or inspection, and agree to execute specific consent to such use if asked to do so.

14. WINNER LIST: To receive a list of winners, mail a self-addressed, stamped envelope to be received by May 31, 2013, to: Connected Communities Contest Winners List, One Discovery Pl, Silver Spring, MD 20910

15. SPONSOR: Discovery Communications, LLC, One Discovery Place, Silver Spring, MD 20910

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