



CONTEST AWARD PROGRAM OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING THE CONTEST. THE CONTEST IS OPEN ONLY TO THOSE LEGAL RESIDENTS OF THE FIFTY (50) STATES AND THE DISTRICT OF COLUMBIA WHO ARE AT LEAST THIRTEEN (13) YEARS OF AGE AT THE TIME OF SUBMISSION, AND WHO ARE CURRENTLY ENROLLED IN GRADES 9-11 IN A UNITED STATES HIGH SCHOOL (OR IN AN EQUIVALENT HOME SCHOOL CURRICULUM) AS OF APRIL 4, 2018.

By entering the myKlovr Contest Award Program (the “Contest”), Entrants (as defined below) accept and agree to be bound by these myKlovr Contest Award Program Official Rules (the “Official Rules”). Any violation of the Official Rules may, at the discretion of the sponsor of the Contest, Student Global LLC (the “Sponsor”), result in the disqualification of Entrant.

1. **ELIGIBILITY:** The Contest is open only to those legal residents of the fifty (50) states and the District of Columbia who are at least thirteen (13) years of age at the time of submission and who are currently enrolled in grades [nine (9), ten (10), or eleven (11)] in a U.S. high school (or in an equivalent home school curriculum) as of April 4, 2018. Members of the immediate family (spouse, parents, siblings, and children) and household members of each employee of Student Global LLC (and any other company associated with the promotion of the Contest, including such company’s respective parents, subsidiaries, and affiliates) are not eligible to participate in the Contest. Eligibility determinations will be made by Sponsor in its discretion and will be final and binding. All federal, state, local, and municipal laws and regulations apply. Void where prohibited.
2. **CONTEST PERIOD:** The Contest begins on April 4, 2018 at 9:00 a.m. Eastern Standard Time (EST) and ends on October 1, 2018 at 9:00 a.m. EST (the "Contest Period"). Entries submitted before or after the Contest Period will not be eligible for a Prize (as defined below).
3. **HOW TO ENTER:** To enter the Contest, each eligible person (the “Entrant”) must:
 - (i). Submit an Idea Description of maximum 100 words (as described below) online through the Sponsor’s website [<https://myklovr.com/award-contest>] (“Website”);`
 - (ii). Sign-up and create an account at www.myKlovr.com by October 1, 2018 at 9:00 a.m. EST; and
 - (iii). Follow myKlovr on Instagram.



ENTRANTS UNDER THE AGE OF MAJORITY IN HIS/HER RESPECTIVE STATE OF RESIDENCE MUST ALSO INCLUDE A SIGNED “PARENTAL/GUARDIAN CONSENT FORM”.

Online Only Entry: All entries must be submitted online through the Website, and entries submitted by any other method (i.e. email, U.S. mail) will not be considered. Entries must comply with all technical specifications provided on the Website (including those relating to approved file formats for the Idea Description) and must be submitted and received by Sponsor prior to the conclusion of the Contest Period. Entry times will be determined using Sponsor’s computer, which will be the official clock for the Contest. Normal time rates, if any, charged by the Entrant’s internet service provider will apply. In the event of a dispute regarding the identity of an Entrant, the entry will be deemed made by the authorized account holder of the email address submitted at the time of entry (i.e., the natural person who is assigned to an email address by an internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted email address).

4. **LIMIT:** One (1) entry per person/email address/or telephone number during the Contest Period. No substitutions of new drafts or corrected pages will be accepted once you have submitted your original essay.
5. **SUBMISSION GUIDELINES:** All idea descriptions submitted in the Contest (“Idea”) must comply with the following guidelines:
 - (i). The Idea must describe an initiative or project that the Entrant would like to carry out (as defined below);
 - (ii). The Idea should be no more than [two hundred and fifty (250)] words;
 - (iii). The Idea must be written in English with correct spelling and grammar;
 - (iv). The Idea must be original and have been written solely by the Entrant;
 - (v). The Idea must not previously have been published or won any award;
 - (vi). The Idea must not contain any material that violates or infringes upon the rights of any third party, including without limitation any copyright, trademark or rights of privacy or publicity, or that is defamatory, unlawful or in violation of or contrary to any applicable law or regulation; and
 - (vii). The Idea must not contain any material that Sponsor, in its sole discretion, deems inappropriate for public viewing.
6. **FREE THREE (3) MONTH MyKLOVR SUBSCRIPTION:** The Sponsor shall provide an Entrant with two (2) individual discount codes for a one hundred percent (100%) discount on a premium myKlovr subscription following Entrant’s submission of the Idea. This discount code will be valid for three (3) months of the premium myKlovr subscription. One (1) subscription will be personal and nontransferable. The Entrant may freely transfer the other subscription to another person.



7. **WINNER SELECTION AND NOTIFICATION:** On or about October 10, 2018, the Sponsor's Jury ("Sponsor's Jury"), consisting of persons whom the Sponsor decides to appoint, will select one (1) finalist ("Finalist") from among all eligible entries received. The Sponsor's Jury will select the Finalist based on the following criteria ("Judging Criteria"):

- (i). The amount of leadership demonstrated by the Entrant in the Idea (40%);
- (ii). The amount of creativity and innovation in the presented Idea or project (20%); and
- (iii). The extent to which an initiative impacts a broader community (40%).

After selecting the Finalist, the Sponsor will verify that the Finalist meets the eligibility criteria as well as all the participation requirements listed in these Official Rules. If the Sponsor determines that the Finalist has not met the aforementioned criteria, the Sponsor will select an alternate Finalist from the remaining eligible entries using the Judging Criteria.

After having confirmed that there is a Finalist who has met all the aforementioned requirements, the Sponsor will attempt to notify the Finalist via telephone or email on or about October 15, 2018. If the Finalist cannot be contacted within five (5) business days after the date of the first attempt to contact the Finalist, the Sponsor may select an alternate Finalist in his/her place from the remaining eligible entries, using the Judging Criteria. **The Finalist who meets all of the requirements above will be deemed to be the winner of the Contest ("Winner").**

8. **PRIZE:** The Winner will receive a cash award in the amount of \$1,000 ("Prize").

Prize will be fulfilled approximately seven (7) to fourteen (14) business days after the conclusion of the Contest. All expenses or costs associated with the acceptance or use of the Prize are the responsibility of the Winner. All federal, state, provincial/territorial and local taxes on the value of a Prize, if applicable, are the responsibility of the Winner. FOR U.S. RESIDENTS: An IRS form 1099 will be issued in the winner's name if required by law.

9. **WINNER'S OBLIGATIONS:** Contest Winner agrees to provide the Sponsor with the following materials ("Materials"):

- (i). A photo of the Winner;
- (ii). Upon the Sponsor's request and within seven (7) days of such request, a truthful statement, interview, or video recording (as determined by the Sponsor) related to the Winner's college application process and the Winner's use of the myKlovvr premium service.
- (iii). Within three (3) calendar months of receiving the Prize, each Winner will provide the Sponsor with video or photo documentation, together with a written description of how they have carried out the idea, initiative, or project described in the Idea that they submitted.

Sponsor shall have the right to use any of the Materials in the Sponsor's marketing, public relations, and promotional activities, in all channels and in all media; provided, however, that



the Sponsor shall only use the Winner's name and photo for activities related to the Contest or such future versions of the Contest. Winner agrees to execute and return any necessary documentation provided by Sponsor, including without limitation an affidavit of eligibility, a liability release, and publicity release, in order to carry out the obligations outlined in the paragraph.

10. GENERAL RELEASE AND LIMITATION ON LIABILITY: The Sponsor and all other companies involved in the development or operation of the Contest or the provision of the Prizes, and the directors, officers, employees and agents of each of the foregoing (collectively, the "Released Parties"), are not responsible for, and will have no liability for, the following:

- (i). Late, lost, delayed, illegible, stolen, mislaid, damaged, corrupted, or incomplete entries or Ideas, incorrect or inaccurate capture of, damage to, or loss of entries or Ideas, or any other human or technical errors of any kind relating to the operation of the Website, communications or attempted communications with any Entrant, the submission, collection, storage or processing of entries or Ideas or the administration of the Contest,
- (ii). Undeliverable emails resulting from any form of active or passive email filtering by a user's internet service provider and/or email or for insufficient space in user's email account to receive e-mail; or
- (iii). Any damage to any computer system resulting from participation in or accessing or downloading information in connection with the Contest.

BY ENTERING, EACH ENTRANT RELEASES AND AGREES TO HOLD EACH OF THE RELEASED PARTIES HARMLESS FROM AND AGAINST ANY AND ALL CLAIMS AND LIABILITIES OF ANY KIND THAT THE ENTRANT EVER HAD, NOW HAS OR MIGHT IN THE FUTURE HAVE ARISING OUT OF OR RELATING TO THE CONTEST, PARTICIPATION IN THE CONTEST, THE USE OF THE WEBSITE, THE IDEAS, THE ACCEPTANCE OF ANY PRIZE AND/OR ANY USE OF THE ENTRANT'S NAME, LIKENESS, VOICE AND/OR BIOGRAPHICAL INFORMATION AS PERMITTED PURSUANT TO THESE OFFICIAL RULES, INCLUDING WITHOUT LIMITATION ALL CLAIMS AND LIABILITIES BASED ON ANY VIOLATION OF THE RIGHT OF PRIVACY OR RIGHT OF PUBLICITY, COPYRIGHT INFRINGEMENT, MISAPPROPRIATION OR VIOLATION OF ANY OTHER PERSONAL OR PROPRIETARY RIGHT. ENTRANTS ASSUME ALL LIABILITY FOR ANY INJURY OR DAMAGE CAUSED, OR CLAIMED TO BE CAUSED, BY PARTICIPATION IN THE CONTEST, THE IDEA, THE USE OF THE WEBSITE, THE ACCEPTANCE OF ANY PRIZE AND/OR ANY USE OF THE ENTRANT'S NAME, LIKENESS, VOICE AND/OR BIOGRAPHICAL INFORMATION AS PERMITTED



PURSUANT TO THESE OFFICIAL RULES. The Released Parties are not responsible for any typographical or other error in the printing of the offer or administration of the Contest.

11. **DISPUTES:** Except where prohibited, each Entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action and exclusively by the appropriate court located in New York; provided, however, this provision shall not apply to Entrants residing in jurisdictions that prohibit restrictions on access to class actions. Any legal proceedings arising out of this Contest or relating to these Official Rules shall be instituted only in the federal or state courts located in the State of New York, waiving any right to trial by jury, and each entrant consents to jurisdiction therein with respect to any legal proceedings or disputes of whatever nature arising under or relating to these rules or the Contest. In the event of any conflict between these Official Rules and any Contest information provided elsewhere, including without limitation in advertising or marketing materials, these Official Rules shall prevail. All entries are subject to verification at any time.
12. **PRIVACY:** Sponsor and/or its agents or contractors will collect information regarding the Contest from Entrants age thirteen (13) or older via the Website. Such information will be subject to Sponsor's privacy policy available at [<https://www.myKlovvr.com/>].
13. **SEVERABILITY:** If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.
14. **REQUESTS FOR WINNER'S NAME, RULES AND ENTRY FORMS:** To request the name of the Winner ("Winner List"), send a self-addressed, stamped envelope to Student Global, LLC, 1350 Avenue of the Americas, Floor 2, New York, NY, 10019, USA. Winner List requests will only be accepted after the Winner has been selected. For the Winner List, you can also send an email requesting the list to info@MyKlovvr.com.
15. **SPONSOR:** The Contest is sponsored by Student Global LLC, 1350 Avenue of the Americas, Floor 2, New York, NY 10019.