



Project Innovate Official Rules

1. **No purchase or service necessary to enter or win.** Purchase/service will not increase the chances of winning. All federal, state, local and municipal laws and regulations apply.
2. **Sponsor:** The “Project Innovate” sweepstakes is sponsored by Cellcom. The decisions of Cellcom regarding the selection of winners and all other aspects of the sweepstakes shall be final and binding in all respects.
3. **Voting Eligibility:** Individuals who are 13 years or older at the time of entry are eligible to submit votes; however, children under the age of 18 should consult with a parent or guardian before voting.
4. **How to Enter:** The sweepstakes begins at 8:00 a.m. (CDT) on November 1, 2010 and ends at 11:59 p.m. (CDT) on November 30, 2010 (the “Sweepstakes Period”). To vote for the school of your choice from the list provided, go to Cellcom.com, click on ‘Project Innovate’ and enter all required information, including first and last name, address, city, state, zip code, wireless phone number, email and birth date. Personal information collected during the Sweepstakes will not be used for Cellcom’s marketing purposes without consent of the voter; information will not be shared or sold. Only one (1) entry per email address.
5. **Participation:** By participating the schools agree to be bound by these Official Rules and the decisions of Cellcom. Cellcom reserves the right to disqualify any vote entrant and participating school found to have tampered with or otherwise abused any aspect of the Sweepstakes.

Winner Selection: Following the conclusion of the Sweepstakes Period, Cellcom shall tabulate all valid entries received in compliance with the Official Rules. The top three (3) schools receiving the greatest number of entries will be declared potential prize winners, subject to verification of eligibility. Winners will be notified and the final results will be posted on Cellcom’s web site by Dec. 8, 2010.

Multiple vote entries by means of robotic, automatic programmed or similar entry methods will void all such entries submitted by such methods. Cellcom reserves the right, in its sole discretion, to disqualify any entries by persons determined to be tampering with the entry process or the operation of the Sweepstakes, or abusing any aspect of the Sweepstakes. If Cellcom determines that any school is acting in collusion with any voter found to have violated these rules, all votes received naming that school will be disqualified and the school will not be eligible to receive a prize in this Sweepstakes. By entering this Sweepstakes, all participating schools accept and agree to be bound by these Official Rules and the decisions of Cellcom, which shall be final and binding.

6. Prizes and Odds:

Three winners will be determined at the conclusion of the contest. The grand prize will be awarded to the school receiving the most qualified votes; first place prize will be awarded to the school receiving the second largest number of votes, and second prize will be given to the school securing the third highest votes. Following verification of eligibility, each winning school will be awarded a prize as outlined below.

Grand prize: One (1) grand prize winner will receive \$30,000 for the purchase of technology to be used by students/teachers at winning school. Prize money cannot be used to purchase product(s) from Cellcom’s competitors.

- First prize: One (1) first prize winner will receive \$15,000 for the purchase of technology to be used by students/teachers at winning school. Prize money cannot be used to purchase product(s) from Cellcom's competitors.
- Second prize: One (1) second place winner will receive \$5,000 for the purchase of technology to be used by students/teachers at winning school. Prize money cannot be used to purchase product(s) from Cellcom's competitors.
- Consolation prizes: All remaining schools entered in Project Innovate will each receive three (3) Samsung Galaxy tablets for classroom use. Schools receiving one of the three cash prizes are not eligible to receive Galaxy tablets.

All prizes will be awarded, provided they are properly claimed in accordance with these Official Rules.

Odds of winning: All schools entered in Project Innovate will receive one of three cash prizes or three (3) Samsung Galaxy tablets.

7. **Liability/Warranty/Indemnification:** By accepting prize, winners agree to release, discharge and hold harmless Cellcom and its officers, directors and employees, from any and all claims or damages arising out of, in any way, their participation in Sweepstakes.
8. **Additional Terms and Conditions:** A school cannot purchase product from a Cellcom competitor such as iPhones™ or iPads™. All technological purchases are intended for use by students/teachers, not administration. Cellcom reserves the right, in its sole discretion, to modify, terminate or suspend this contest at any time. By accepting a prize, each winning school agrees to give Cellcom consent to use school's name, photos and/or prize information for promotional purposes in all media worldwide, including the internet, without limitation or further notice or compensation, except where prohibited by law.
9. **Winner Notification and Acceptance:** Winners will be notified by email, telephone and/or US mail on or about December 8. By entering Sweepstakes, participating school agrees to be bound by these rules and the decisions of Cellcom, which shall be final in all respects. Prizes are nontransferable and no substitutions allowed. An authorized representative at each school will be required to complete and submit affidavit of eligibility/liability and acceptance of prize, a standard promotional release and W-9 form by December 17, 2010. Failure to sign and return the affidavit or comply with any term or condition of the Official Rules may result in a winner's disqualification and forfeiture of prize. Winner must provide itemized list of technological purchases using prize money for Cellcom's review and approval by 1/6/11. Cellcom will award prize money by 1/29/11. Winners are solely responsible for reporting and payment of any applicable taxes, as well as any costs or expenses associated with or arising from the acceptance, possession or use of the prize. Prize will be forfeited if school does not present proof of purchase for approved technology by 4/15/11 and Cellcom will award the prize to a substitute winner. Winners may waive their right to receive prizes.