

Official Giveaway Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL ENTRIES MUST BE RECEIVED BY 11:59 P.M. ET ON MAY 31, 2011. VOID WHERE PROHIBITED BY LAW.

- 1. Eligibility:** Participation is open to individuals 18 years or older as of 5/1/2011 who are U.S. citizens or resident aliens, have a U.S. Social Security number or U.S. taxpayer identification number, and have a U.S. permanent address that is not a P.O. box. Void where prohibited or restricted by local law. Employees, officers and directors and their immediate families (parents, children, siblings, and spouse) and members of their household (whether or not related) of the Iowa Educational Savings Plan Trust (the "Sponsor"), State of Iowa Treasurer's Office, Upromise Investments, Inc., The Vanguard Group, Inc., and of any FINRA member are not eligible to participate in the Giveaway.
- 2. How to Enter:** Eligible individuals must complete official online entry form available on the College Savings Iowa 529 Plan website (collegesavingsiowa.com). ALL ENTRIES MUST BE RECEIVED BY 5/31/2011 AT 11:59 PM. Limit: One (1) entry per person. The Sponsor is not responsible for lost, late, incomplete, misdirected or corrupted entries, whether due to technical or computer malfunctions or otherwise.
- 3. Random Giveaway/Odds:** Two (2) winners will be selected on or about June 2, 2011 in a random drawing (the "Giveaway") from among all eligible entries received by the Sponsor. One winner will be chosen from entries received from Iowa state residents only. The second winner will be selected from all entries received. Odds of winning the Prize depend upon the number of eligible entries received.
- 4. Prize:** Each winner will receive five hundred and twenty nine U.S. dollars (\$529) in the form of a contribution to the winner's College Savings Iowa (CSI) 529 account (existing account or an account to be established) (the "Prize"). All potential winners are subject to eligibility verification by the Sponsor, whose decisions are final and binding in all matters related to the Giveaway. An entrant is not a winner of the Prize unless and until the entrant's eligibility has been verified and the entrant has been notified that verification is complete. The Prize is non-transferrable. The Sponsor is responsible only for delivery of the Prize and is not responsible for Prize utility or otherwise. The Giveaway does not take into account a winner's personal circumstances or other factors that may be important in making investment decisions. Investment returns are not guaranteed and the winner could lose money by investing in the CSI account. Each winner should consult his or her own tax advisor about tax implications, if any, associated with the Prize and contributions and/or withdrawals from the CSI account. The Prize may be considered income, and any and all taxes associated with the Prize are the responsibility of the winner.
- 5. Notification:** Each winner will be notified by telephone and the \$529 will be deposited directly into the winner's CSI account. Allow 8-12 weeks following the date of the actual Giveaway for confirmation of the Prize. In the event the winner does not have an existing CSI account, the winner will be required to complete documentation necessary to open an account, including an enrollment form with investment instructions. (A CSI account is required in order to deposit the Prize, but the selected winner is not required to deposit any additional monies into the account in order to receive the Prize.) The Prize may be awarded to an alternate winner (selected in a random drawing from among

all remaining eligible entrants) if: (i) the CSI account documentation is not returned in good order within fourteen (14) days after mailing to winner; (ii) the winner is not eligible to open the CSI account; (iii) the winner does not provide investment instructions; (iv) the Prize notification letter is returned as undeliverable; or (v) three (3) good faith attempts to contact the winner live by telephone are unsuccessful (no messages will be left). Only two Prizes will be awarded. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of Prizes as set forth in these rules to be available and/or claimed, the Sponsor reserves the right to award only the stated number of Prizes by a random drawing among all legitimate, un-awarded, eligible Prize claims.

- 6. Miscellaneous and Conditions of Participation:** This Giveaway is void where prohibited or restricted by law, and is subject to all applicable federal, state, and local laws and regulations. Taxes and fees, if any, are the sole responsibility of the winner. By entering the Giveaway, entrants fully and unconditionally agree to be bound by these rules and the decisions of the Sponsor, which will be final and binding on all matters relating to this Giveaway, and each entrant warrants that (s)he is eligible to participate in this Giveaway. The Sponsor reserves the right to disqualify any entrant if these Giveaway rules are not followed, and to change, alter, or amend these Giveaway rules, or to alter, modify, suspend, or terminate the Giveaway, as necessary, in its sole discretion, to ensure the fair administration of the Giveaway or to comply with applicable law. The Giveaway is not a recommendation to invest in a CSI 529 Plan account.
- 7. Release:** Each entrant agrees, except where prohibited by law, to release and discharge, hold harmless and indemnify the Sponsor, its trustee, employees, agents and representatives, officers and directors and their immediate families, successors and assigns, and all others associated with the development and execution of this Giveaway, from any and all tax liability that may be imposed or associated with receipt or use of the Prize, and from and against any and all claims, actions, proceedings, and liability for any damages, expenses, fees, injury, or losses sustained in connection with the receipt, ownership, use, or misuse of the Prize or while traveling to, preparing for, or participating in any Giveawayrelated activity.
- 8. Publicity:** Except where prohibited by law, by entering the Giveaway and by winning, the winner grants to the Sponsor the right to publicize the winner's name, photograph, image, likeness, voice, statements, and biographical information in all manner and media, worldwide, in perpetuity, for advertising, trade, and promotion purposes without compensation and without opportunity for review.
- 9. Limitations of Liability:** The Sponsor, its trustee, employees, agents and representatives, officers and directors and their immediate families, successors and assigns, and all others associated with the development and execution of this Giveaway shall have no responsibility or liability for: (i) any incorrect or inaccurate information, whether caused by entrants, printing errors, or by any of the equipment or programming associated with or utilized in the Giveaway; (ii) technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in telephone lines or network hardware or software; (iii) unauthorized human intervention in any part of the entry process or the Giveaway; (iv) technical or human error which may occur in the administration of the Giveaway; or (v) failed, incomplete, garbled, jumbled, corrupted, or delayed computer transmissions which may limit an individual's ability to enter the Giveaway, including any injury or damage to an entrant's or any other person's

computer relating to or resulting from entering the Giveaway or downloading any materials related to the Giveaway.

- 10. Entrant's Personal Information:** Information collected from entrants will be maintained by the Sponsor and its representatives in accordance with applicable federal and state consumer privacy laws, rules, and regulations.
- 11. Copy of Rules/Name of Winner:** For a copy of these rules and/or the winners' names, send your request and a self-addressed envelope to the address listed below.
- 12. Sponsor:** College Savings Iowa 529 Plan, PO Box 55496, Boston, MA 02205-5496.