

OFFICIAL SCHOLARSHIP RULES

of the 4th Annual Create-A-Greeting-Card Scholarship Contest

SPONSOR. The Contest is sponsored by Prudent Publishing Company, Inc./The Gallery Collection, 65 Challenger Road, PO Box 150, Ridgefield Park, NJ 07660 (the "Sponsor").

ELIGIBILITY.

1. All high school, college and university students enrolled at any time during the latter half of 2010 in an academic program designed to conclude with the awarding of a diploma or a degree are welcome to participate in our scholarship competition. In addition, all members of the armed forces of the United States during the latter half of 2010 are welcome to participate in our scholarship competition.
2. This contest is open to legal residents of the fifty (50) United States and the District of Columbia, as well as American Samoa, Guam, the Commonwealth of the Northern Mariana Islands, the U.S. Virgin Islands, and Puerto Rico. International students who have a student visa to attend school in the United States are considered legal residents and eligible.
3. Applicants must be 14 years of age or older at the time of entry, unless prohibited by law. In the case of military personnel only, applicants must not have reached their thirty-fifth (35th) birthday by March 17, 2010.
4. Employees of Sponsor, their family members, and persons living in the same household as employees or their family members are not eligible.
5. No purchase is necessary to enter the Create-A-Greeting-Card Scholarship: gallerycollection.com's annual \$10,000 contest to create a Christmas card, holiday card, birthday card or all-occasion greeting card.
6. Void where prohibited by law. The Contest is governed by U.S. law and is subject to all applicable federal, state, and local laws and regulations.
7. One application allowed per person. If it is determined that a person has entered with more than one identity, all of that person's entries will be disqualified.
8. No prize will be awarded to applicants who do not meet the eligibility requirements. All information on the application must be accurate and complete.

TIMING. The Contest begins at 12:01:00 a.m. Eastern Time ("ET") March 17, 2010 and ends at 11:59:59 p.m. ET, January 15, 2011. Applications submitted after January 15, 2011 are not eligible. Incomplete submissions or submissions sent outside the Contest Entry Period will not be considered. All non-digital entries must be postmarked not later than January 15, 2011.

AGREEMENT TO OFFICIAL RULES. Participation in the Contest constitutes applicant's full and unconditional agreement to and acceptance of these Official Rules. By entering the Contest, applicant warrants that the submission is an original work, has not been previously published or won any award, and that applicant is aware of no conflicting rights in the submission including but not limited to copyright or other intellectual property right as further identified below in the section entitled "No Infringement." Applicants agree that Sponsor, its affiliates, parents, subsidiaries, agents or contractors and their employees, officers and directors shall not be liable for injury, loss or damage of any kind resulting from participating in this Contest.

ORIGINALITY; NO INFRINGEMENT. All designs or photographs must be the original work of the applicant. All applicants represent, state, and agree that their Contest submission will not infringe upon the intellectual property rights of any third party, including by way of example and not by limitation, any copyright, trademark or patent rights belonging to any third party. Plagiarism in any form will result in disqualification.

PUBLICITY; USE OF NAME AND LIKENESS. Except where prohibited by law, entry in the Contest constitutes each applicant's consent to the Sponsor's use of his or her name, city and state of residence, entry, likeness, photograph, and image for advertising, publicity, and promotional purposes in any media, online or offline, without further permission, consent, payment or other consideration.

USE OF DESIGNS AND PHOTOGRAPHS. All non-winning designs and photographs submitted remain the property of the applicant. Prudent Publishing Company, Inc shall have the right to use said designs and photographs for publicity or as content in any media, online or offline, without further permission, unless prohibited by law. Notwithstanding these rights, should the Sponsor wish to publish a non-winning entry as a greeting card, it will compensate the applicant (assuming agreement is reached) in the usual and customary amount as it would compensate its regular contributing artists. In such a case, if agreement is not reached, the applicant would be able to prevent the Sponsor from publishing the non-winning entry as a greeting card.

The winning entry, once determined, shall become the exclusive property of Prudent Publishing Company, Inc. and may be used for publicity, publication, or as content in any media, online or offline, without further permission, unless prohibited by law.

All original artwork including but not limited to digitally uploaded images, original photographs, paintings, drawings and otherwise submitted material will not be returned to the entrant. The one exception to this rule is as follows: the Sponsor will return original artwork it has requested from a potential winner who does not in fact become the winner.

HOW TO ENTER. Contest participants should register on the www.gallerycollection.com website. Look for the scholarship page on the site and complete the online application. Or, navigate directly to www.gallerycollection.com/greeting-cards-scholarship.htm The online application must include an original work of art or photograph, the applicant's first and last name, date of birth, phone number, mailing address, e-mail address, grade level, name of school currently attending and school's website address. The contest is limited to one entry per person. If a person enters multiple times, all of their entries will be disqualified. See Create-A-Greeting-Card Guidelines below for further information and alternative postal mail submission.

JUDGING CRITERIA; OVERALL AWARDS. There will be one (1) Scholarship Prize of \$10,000 awarded (referred to as "the Scholarship") and one \$1,000 prize awarded to the winner's school, selected from among all eligible Contest Entries. The Sponsor employs several experts in the area of Greeting Card Designs. A panel of objective judges selected by the Sponsor from these employees will score all eligible Contest Entries based on the Judging Criteria below and will select the Scholarship recipient on or about 12:00:00 p.m. ET on March 16, 2011 at Prudent Publishing Company, Inc., 65 Challenger Road, PO Box 150, Ridgefield Park, NJ 07660. The decision of the judges is final. The following Judging Criteria will be used to determine the Scholarship recipient:

1. Overall aesthetic appeal
2. Quality of execution
3. Creativity and Originality
4. Successful incorporation of design elements
5. Appropriateness for use as a greeting card
6. Attractiveness to The Gallery Collection's corporate and consumer customers
7. Suitability as a design in Prudent's Gallery Collection greeting card line (see www.gallerycollection.com website for current designs)

Non binding user voting may be taken into consideration when determining the final Winner.

NOTIFICATION OF WINNER. The Winner will be notified by email or mail not later than March 16, 2011. The Winner will also be announced on the Prudent Publishing Company, Inc. website (www.gallerycollection.com) on or before April 13, 2011.

PRIZE AND AWARD. Scholarship Prize: The applicant with the winning entry will receive a cash scholarship of \$10,000.00 plus a \$1,000 prize for their school. If the Winner is enrolled in an educational institution, the \$10,000 Scholarship will be paid directly to the institution so far as is necessary to complete payment of the Winner's tuition, fees, and books and supplies expenses. Any remainder of the \$10,000 scholarship will be paid directly to the Winner. Where the Winner is a minor, the Scholarship will be awarded to the Winner's parent or guardian, as custodian for the

Winner, or to his or her educational institution as above, if the parent or guardian so prefers. No substitution or transfer of prizes is permitted. Any taxes due on the Scholarship prize or any other prizes awarded are the sole responsibility of the Winner and/or his or her parent or guardian. Sponsor will issue an appropriate 1099 form to the Winner (or his or her parent or guardian).

Payment of awards will be contingent upon receipt of verification that the applicant meets all of the eligibility requirements.

We reserve the right to announce monthly finalist(s) and award additional prizes. The prizes, or amounts of the prizes, not yet determined.

All scholarships and any additional prizes are awarded without regard to race, sex, sexual orientation, religion, age, or national origin.

GENERAL TERMS AND CONDITIONS. Winning is contingent upon fulfilling all requirements of these Official Rules and Sponsor's decisions as to the administration of the Contest and prize awards are final. Sponsor will notify the potential Winner on or about April 13, 2011, in accordance with the information provided by applicant in the Contest entry. In the event that an applicant's telephone number or address changes, it is applicant's responsibility to notify Sponsor of such change. The potential Winner, or where the potential Winner is a minor, the potential Winner's parent or guardian, must sign and return (1) an Affidavit of Eligibility and a Publicity/Liability Release (except where prohibited by law) and (2) the original artwork and/or a hi-resolution file within seven (7) days of receipt of those documents or the prize may be forfeited. In the event that any prize notification is undeliverable, Sponsor is unable to contact a potential winner, or response to a prize notification is not received within seven (7) days of its issuance, the prize may be forfeited. Where a prize is forfeited, the applicant with the next best overall design qualifications in accordance with the Judging Criteria will be chosen as an alternate Winner.

Because this is a Contest of skill, the odds of winning depend upon the quality and eligibility of the submissions received, as well as the number. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Contest should fraud, technical failures, or any other factors beyond the reasonable control of Sponsor impair the integrity of the Contest, as determined by Sponsor in its sole discretion. ***By entering the contest, entrant agrees to release and hold harmless sponsor, its parent, subsidiaries and affiliated companies, officers, directors, employees and agents from and against any and all claims, causes of action and/or liability for any injuries, illness or death, loss or damage of any kind arising from or in connection with participation in and/or entry into the Contest or receipt or possession, use or misuse of any prize or element thereof.*** Sponsor, its respective affiliates, parents, subsidiaries, agents and employees are not responsible for late, lost, illegible, incomplete, stolen, misdirected, illegitimate, or impermissible submissions or mail; postage due mail; or any other error whether human, mechanical or electronic.

PRIZE WINNERS AND OFFICIAL RULES. A copy of these Official Rules and the Winner's name may be obtained by visiting www.gallerycollection.com/greeting-cards-scholarship.htm, or by sending a self-addressed, stamped envelope to: "Prudent Publishing Create-A-Greeting-Card Scholarship", 65 Challenger Road, PO Box 150, Ridgefield Park, NJ 07660 Contest results will be available after April 13, 2011. Requests must be received by May 13, 2011.

CREATE-A-GREETING-CARD GUIDELINES: Prudent Publishing Company, Inc has been a publisher of premium, personalized greeting cards for over 75 years. Our Gallery Collection© lines of Holiday and All-Occasion cards are sold through our direct mail catalogs and website only, and are targeted to a corporate clientele. Our cards are of the highest quality, using rich paper, heavy embossing and foil stamping.

1. GENERAL

- Please note any design receiving a Scholarship Award from Prudent publishing, becomes the exclusive proprietary property of Prudent Publishing and cannot be copied, reproduced, or given to any other parties without our expressed written permission. All such information/material supplied and/or produced shall be kept in confidence. Once a design is accepted by Prudent Publishing for a Scholarship Award, Prudent Publishing will own sole reproduction rights, in any medium, and you will be required to sign a copyright assignment relinquishing all right to the design(s).
- All of our designs are produced in a 5 1/2" x 7 7/8" horizontal format. While each entry does not need to be submitted in that exact size, it should be proportional to those dimensions. Entries should not exceed 16" x 23".
- All designs or photographs are horizontal.
- All designs are tested extensively. Many different stocks, foils, colors, type solutions and cropping variations are explored on each design.
- Once a design is produced for publication, credit to the artist is only given in our catalog and website. A standard Gallery Collection© credit line appears on the card itself.
- Create-A-Greeting-Card scholarship contest may also known by other names: Create-A-Holiday Card, Create-A-Christmas Card, Create-A-Birthday Card.
- Any type of greeting card design can be entered regardless of the contest name. Only one \$10,000 prize and only one \$1,000 prize will be awarded annually.

2. SUBMISSIONS FOR ENTRY

•**Online entry is preferred:** Please visit www.gallerycollection.com and look for the scholarship link at the top of the page or navigate directly to www.gallerycollection.com/greeting-cards-scholarship.htm Fill out the entry form and upload artwork or photograph in JPEG (.jpg) format. Maximum file size is limited to 2 megabytes.

•**Entry by mail:** Originals or copies of artwork or photographs may be sent as original artwork, slides, color copies or printed samples. All physical entries

should be accompanied with an entry form. A printable entry form is available online at www.gallerycollection.com/greeting-cards-scholarship.htm. Artwork submissions will be preferably no larger than 16"x23".

Submission address:

By postal mail to:
Scholarship Administrator
The Gallery Collection
Prudent Publishing Company, Inc.
P.O. Box 150
65 Challenger Rd
Ridgefield Park, NJ 07660

- The manner of entry will have no bearing on chances of winning.
- Questions about the Scholarship Contest can be addressed by email to scholarshipadmin@gallerycollection.com