

OFFICIAL SCHOLARSHIP RULES

of the 1st Annual Write-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 eighth grade and high school students enrolled at any time during the latter half of 2008 in an academic program designed to conclude with the awarding of a diploma 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 between 14 and 18 years of age at the time of entry, unless prohibited by law.
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 Write-A-Greeting-Card Scholarship Contest: gallerycollection.com’s 1st annual contest to write a greeting for a 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 4, 2009 and ends at 11:59:59 p.m. ET, April 30, 2009. Applications submitted after April 30, 2009 are not eligible. Incomplete submissions or submissions sent outside the Contest Entry Period will not be considered. All entries sent by posted mail must be postmarked not later than April 30, 2009.

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 the 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 greetings 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 GREETINGS. All greetings submitted become the non-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. Notwithstanding these rights, **should the Sponsor decide to publish a non-winning entry as a greeting card or otherwise, it is its intention to compensate the student in the usual and customary amount as it would compensate its regular contributing writers.** All original greetings including but not limited to digitally uploaded documents and otherwise material will not be returned to the entrant.

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/write-greeting-cards-contest1.htm.

The online application must include an original Greeting/Message to the President of the United States in no more than 250 words, regarding environmental and renewable energy issues. For example: "Why should we use renewable energy?". Please also include 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 Write-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 a 2009 summer time choice of a fourteen to twenty day Sail Caribbean Environmental Service Program valued at \$5,800 including round-trip transportation from the winner's home town awarded (referred to as "the Scholarship"), selected from among all eligible Contest Entries. The Sponsor shall select a panel of employees who are objective and very interested in environmental issues as judges; representatives from Sail Caribbean may also be chosen to score all eligible Contest Entries based on the Judging Criteria below. They will select the Scholarship recipient on or about 12:00:00 p.m. ET on May 29, 2009 at Prudent Publishing Company, Inc., 65 Challenger Road, PO Box 150, Ridgefield Park, NJ 07660. The top 100 eligible entries will be sent to the President of the United States. The decision of the judges is final. The following Judging Criteria will be used to determine the Scholarship recipient:

1. Overall Appeal
2. Quality of Execution
3. Creativity and Originality
4. Composition and Grammar
5. Effectiveness and Relevance of content to furthering environmental and renewable energy goals
6. Appropriateness for use as a greeting to the President of the United States

NOTIFICATION OF WINNER. The Winner will be notified by email or mail not later than May 29, 2009. The Winner will also be announced on the Prudent Publishing Company, Inc. website (www.gallerycollection.com) on or before May 29, 2009.

PRIZE AND AWARD. Scholarship Prize: The applicant with the winning entry will receive a choice of a fourteen to twenty day Sail Caribbean Environmental Service Program. Where the Winner is a minor, the Scholarship will be awarded to the Winner's parent or guardian, as custodian for the Winner. Permission of a parent or guardian is a necessity for allowing a minor to claim the prize. The choice of a fourteen to twenty day trip can be postponed to the following summer (2010) if the participant is unable to attend the 2009 choice of a fourteen to twenty day summer program. No substitution or transfer of prizes is permitted.

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

All scholarships 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 May 29, 2009, 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 and the potential Winner's parent or guardian, must sign and return an Affidavit of Eligibility and a Publicity/Liability Release (except where prohibited by law) 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 greeting qualifications in accordance with the Judging Criteria will be chosen as an alternate Winner. The potential Winner must have a valid passport and or Travel Documents. Permission of a parent or guardian is a necessity for allowing a minor to claim the prize.

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, or by sending a self-addressed, stamped envelope to "Prudent Publishing Write-A-Greeting-Card Scholarship", 65 Challenger Road, PO Box 150, Ridgefield Park, NJ 07660 Contest results will be available after May 29, 2009. Requests must be received by June 29, 2009.

WRITE-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 greeting 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 greeting 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 greeting.

•All of our cards 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 250 words.

2. SUBMISSIONS FOR ENTRY

•**Online entry is preferred:** Please visit www.gallerycollection.com and look for the scholarship link at the bottom of the page or navigate directly to www.gallerycollection.com/write-greeting-cards-contest1.htm Fill out the entry form and upload greeting in .txt, .rtf, .doc, .odt or .pdf format.

•**Entry by mail:** Originals or copies of greeting/message may be sent as a Word Document. All physical entries should be accompanied with an entry form. A printable entry form is available online at www.gallerycollection.com/write-greeting-cards-contest1.htm.

Submission address:

By postal mail to:

Scholarship Administrator-WAGCS contest
The Gallery Collection
Prudent Publishing Company, Inc.
P.O. Box 150
65 Challenger Rd
Ridgefield Park, NJ 07660

Questions about the Scholarship Contest can be addressed by email to scholarshipadmin@gallerycollection.com

•The manner of entry will have no bearing on chances of winning.

