

ONCAMPUS RESEARCH STUDENT PANEL PROMOTION

No Purchase Necessary To Enter or Win. Void Where Prohibited.

Entry In This Promotion Constitutes Your Acceptance Of These Official Rules.

1. Eligibility: To be eligible to enter the OnCampus Research Student Panel Promotion ("Promotion"), you must be: (i) a full-time or part-time college student attending an undergraduate institute located in the United States in pursuit of a bachelor's or similar degree, (ii) be a legal resident of the United States, including the District of Columbia, and (iii) and be above the age of majority in the jurisdiction where you reside at the time of entry ("Entrant"). You must also have access to the Internet, a valid email address, and a valid student identification card to enter the Promotion. Employees and representatives of National Association of College Stores ("Sponsor"), its parent, affiliates companies, agents, and their immediate family members (defined as spouse, parents, siblings and children) and persons living in the same household, are not eligible to participate or win. Sponsor reserves the right to verify eligibility.

2. How To Enter: NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED. The Promotion begins on July 1, 2009 and ends on June 30, 2010 ("Promotion Term"). To enter the Promotion, submit an OnCampus Research Student Panel ("Panel") registration form available online at www.money4textbooks.com and completely fill out the form by answering the questionnaire and providing your first and last name, name of your undergraduate institution, email address, year of birth, gender, living situation, and enrollment status. If you do not wish to register for the Panel, but would like to enter the Promotion, please print your first and last name, name of your undergraduate institution, address including zip code, email address, and the words "WIN ONCAMPUS RESEARCH PROMOTION" on a plain 3" x 5" index card. Mail your entry to: National Association of College Stores, ATTN: OnCampus Research Student Panel Promotion, 500 E. Lorain Street, Oberlin, Ohio 44074.

LIMIT – ONLY ONE ENTRY PER PERSON. Sponsor will conduct two (2) random drawings during the Promotion Term. For Drawing #1, all online registration form entries must be received no later than December 7, 2009 and all mailed entries must be postmarked no later than December 1, 2009 and received by Sponsor no later than December 7, 2009 ("Entry Period 1"). For Drawing #2, all online registration form entries must be received no later than April 7, 2010 and all mailed entries must be postmarked no later than April, 1 2010 and received by Sponsor no later than April 7, 2010 ("Entry Period 2").

Only eligible entries actually received by Sponsor within the Entry Period for each drawing will be included in the prize drawing for the applicable Entry Period. All eligible entries not selected as a potential winner will remain in the pool of eligible entries for any subsequent drawing(s). Illegible, unintelligible, incomplete, or mutilated Entries will be disqualified. All Entries become the property of Sponsor and will not be acknowledged or returned.

3. Selection of Winners:

- Drawing #1 - On or about December 15, 2009, Sponsor will conduct a random drawing to select ten (10) potential winners from the eligible entries received during Entry Period 1. Drawing #1 potential winners will be notified via email on or about January 5, 2010.
- Drawing #2 - On or about April 15, 2010, Sponsor will conduct a second random drawing to select ten (10) additional potential winners from the eligible entries received through Entry Period 2. Drawing #2 potential winners will be notified via email on or about May 5, 2010.

If any prize notification email is returned as undeliverable, the prize is forfeited and Sponsor will conduct additional random drawings from all remaining eligible entries to select another potential winner until a total of twenty (20) winners are identified.

4. Prizes: Twenty (20) winners will each receive a \$100 check ("Prize"). Sponsor will provide winners with the name and address of a college bookstore in their vicinity where they can claim their Prize.

LIMIT ONE PRIZE PER PERSON. The approximate retail value ("ARV") of all Prizes is \$2,000. Sponsor reserves the right to substitute the Prize with another prize of equal or greater value in the event that the advertised Prize is not available. Expenses not specifically stated above, together with the reporting and payment of all applicable taxes, fees, duties, and/or surcharges, if any, arising out of, or resulting from, acceptance or use of a prize are the sole responsibility of the winner. Odds of winning depend on the number of eligible Entries received. Prizes will be awarded to winners via first class mail within approximately twelve (12) weeks of receipt by Sponsor of final prize acceptance documents. Sponsor is not responsible for replacement of prizes because of theft, loss, or misdirected mail. Except where prohibited by law, each potential winner may be required to sign and return a Declaration of Eligibility, Liability and Publicity Release, and provide any additional information that may be required by Sponsor. Except where prohibited by law, potential winners must return all such required documents within fourteen (14) days following attempted notification or such potential winner will be deemed to have forfeited the Prize. Return of any Prize notification as undeliverable, inability of Sponsor to contact a potential winner, or failure by any potential winner to return the required documentation within the stated time period may result in disqualification and selection of an alternate potential winner by random drawing.

5. General Conditions: By entering the Promotion, Entrants agree to comply with and be bound by these Official Rules and decisions of Sponsor, which shall be final in all respects. Failure to comply with these Official Rules may result in disqualification from the Promotion. Sponsor reserves the right at its sole discretion to disqualify any individual it finds to be: (a) tampering or attempting to tamper with the entry process or the operation of the Promotion; (b) violating these Official Rules; or (c) attempting to undermine the administration, security, or proper conduct of the Promotion. Sponsor reserves the right to cancel or modify the Promotion at any time, including circumstances involving fraud, technical failures, or any other factor beyond Sponsor's reasonable control impairs the integrity of the Promotion as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prize by a

random drawing of the eligible entries received up to the time of the impairment. Sponsor reserves the right to amend the terms and conditions governing the Promotion from time to time, at its sole discretion. All entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry, and any potential winner may be required to show proof of being the authorized account holder for that e-mail address. The "authorized account holder" is the natural person assigned to an e-mail address by an Internet service provider, online service provider, or other organization responsible for assigning e-mail address for the domain. By accepting any prize, the winners agrees to release and hold harmless Sponsor, its related companies, and its officers, directors, employees and agents from and against any loss, damage, expense, claim, or cause of action arising out of participation in the Promotion or receipt or use of the prize. All federal, provincial and municipal laws and regulations apply. Prize winners may be asked to participate in publicity. Except where prohibited by law, a winner's acceptance of a prize constitutes permission for Sponsor to use such winner's name, address (city and state only), statements, photograph, voice and/or likeness for any advertising and promotional purposes relating to the Promotion, in any media now known or hereafter devised, without further notice, compensation, consideration, review or consent and without regard to moral rights.

6. Privacy: By entering the Promotion, you are deemed to have accepted the provisions of Sponsor's privacy policy, located at www.nacs.org/public/privacy.asp, and agree to Sponsor's use of your personal information as described therein. If you wish to opt out of receiving further communications from Sponsor or have other questions respecting Sponsor's privacy policy, please contact Sponsor at membership@nacs.org.

7. Governing Law: This Promotion is subject to all federal, state, and local laws. The Promotion and Official Rules are governed and interpreted by the laws of the State of Ohio, without regard to its conflict of law provisions.

8. Winner List / Official Rules: For an Official Winners List (available after July 15, 2010), or a copy of these Official Rules, send a self-addressed, stamped envelope to: National Association of College Stores, ATTN: ONCAMPUS RESEARCH STUDENT PANEL PROMOTION (please specify Official Winners' List or Official Rules), 500 E. Lorain Street, Oberlin, Ohio 44074. Residents of VT may omit return postage. Requests received after January 30, 2011 will not be honored.

9. Sponsor: National Association of College Stores, located at 500 E. Lorain Street, Oberlin, Ohio 44074, is the sponsor of the Promotion.
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Abbreviated Rules:

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. Term: 7/1/09 - 6/30/10. Drawing #1 - entries must be received by 12/7/09 and mail-in enrollment forms must be postmarked by 12/1/09 and received by 12/7/09. Drawing #2 - entries must be received by 4/7/10 and mail-in enrollment forms must be postmarked by 4/1/10 and received by 4/7/10. Promotion open to U.S. residents who are college students attending a U.S. undergraduate institute and who are above the age of majority. Enter by registering for the OnCampus Research Student Panel online at www.money4textbooks.com and submitting your first and last name, name of your undergraduate institution, email address, year of birth, gender, living situation, and enrollment status or by mailing a 3" x 5" index card with your first and last name, name of your undergraduate institution,

address, email address, and "WIN ONCAMPUS RESEARCH PROMOTION" to: National Association of College Stores, ATTN: OnCampus Research Student Panel Promotion, 500 E. Lorain Street, Oberlin, Ohio 44074. Prize Drawings on or around 12/15/09 and 4/15/10. 20 Prizes: \$100 check. Total ARV: \$2,000. The odds of winning depend on number of eligible entries received. For official rules, visit www.money4textbooks.com. Sponsor: National Association of College Stores, 500 E. Lorain Street, Oberlin, Ohio 44074.