

OFFICIAL RULES

How to Enter: Receipts of the Blackboard BbWorld 2014 Coffee Card Giveaway (“Giveaway”) email will receive a Starbucks gift card valued at US \$50 by registering for BbWorld 2014 with the code BBWCOFFEE by 11:59 p.m. EDT on May 26, 2014. BbWorld 2014 registrants that are subject to Federal Schools and Libraries E-rate Program ineligible to receive the Starbucks gift card with the retail value of US\$50, and instead will receive a Starbucks gift card with a retail value of US\$20.

If a gift recipients is registered for BbWorld 2014 before May 23, 2014, the receipt shall be excluded from participating in this Giveaway.

CONSUMER DISCLOSURE

Blackboard Inc. (“Blackboard”), the sponsor of the Giveaway, will email to every eligible BbWorld 2014 registrant a Starbucks gift card with a retail value of US\$50. Registrants subject to Federal Schools and Libraries E-rate Program will receive a Starbucks gift card with a retail value of US\$20.

Starbucks gift card recipients are solely responsible for all federal, state, and local taxes on their gift card. All federal, state and local laws and regulations apply. No substitute giveaway will be given. Giveaway recipients shall be notified by email within one week after registering for BbWorld 2014. Gift cards will be e-mailed to recipients at the e-mail address which they provided on the registration form.

Employees and Directors of Blackboard and any participating partner company, their respective parent, affiliated and subsidiary companies, advertising and promotion agencies, judges and legal advisors, and the immediate family or members of the same households of such employees or directors are not eligible. By entering, you agree to these Official Rules and the decisions of Blackboard, which are final and binding in all respects. Blackboard assumes no responsibility for the lost, late, incomplete, inaccurate, stolen, misdirected, illegible or altered entries.

This Giveaway is open only to legal residents of the United States who are at least eighteen years old at the time of entry. Entries are limited to individuals only; commercial enterprises and business entities are not eligible. **All employees, board members, officers, representatives, agents, and consultants of K-12 schools (or districts), libraries or purchasing consortiums that participate in the Federal Schools and Libraries E-rate Program are ineligible to receive the Starbucks gift card with the retail value of US\$50, and instead will receive a Starbucks gift card with a retail value of US\$20. GIVEAWAY IS VOID IN PUERTO RICO OR OTHER STATES WHERE VOID AND WHERE PROHIBITED BY LAW.**

The Giveaway is governed by the laws of the United States with venue in Washington, D.C., and all claims must be resolved under District of Columbia law without regard to choice of law rules, first by mediation, and then by arbitration, in the District of Columbia, under the rules of the American Arbitration Association.

Blackboard assumes no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to promotion entries or entry forms; or alteration of entries or entry forms. Blackboard is not responsible for any problems with or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any e-mail or mailed-in entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to participants' or any other persons' computers or mobile devices related to or resulting from participation or downloading any materials in this Giveaway.

By entering this Giveaway, entrants and winner(s): (1) agree to be bound by these Official Rules; (2) agree to release sponsor and its subsidiaries, affiliates, divisions, advertising and promotion, fulfillment and/or judging agencies, related entities from any and all liability for any loss, harm, damages, costs or expenses, including without limitation property damages, personal injury and/or death arising out of participating in this Giveaway, or the acceptance, possession, use or misuse of any prize/ gift and claims based on publicity rights, defamation or invasion of privacy and merchandise delivery; and (3) winner(s) consent to the use of their names, voices, pictures, and likenesses for advertising and promotional purposes in any medium throughout the world in perpetuity without

additional compensation unless prohibited by law. Sponsor reserves the right to prohibit any entrant from participating in the Giveaway if, at their sole discretion, sponsor finds such entrant to be tampering with the entry process or the operation of the Giveaway, or if such entrant repeatedly shows a disregard for, or attempts to, circumvent these Rules, or acts: (a) in a manner the sponsor determines to be not fair or equitable; (b) with an intent to annoy, threaten or harass any other entrant the sponsor; or (c) in any other disruptive manner. Any failure by the sponsor to enforce any of these Rules shall not constitute a waiver of such Rules.

In the event that under your employer's policies you are not permitted to accept the Starbucks gift card awarded in this Giveaway, your entry will be deemed to be made on behalf of your employer provided your employer assumes the tax obligations associated with the gift card and other relevant rules.

Caution: any attempt by any person to deliberately damage any website or undermine legitimate operation of the Giveaway is a violation of criminal and civil laws. Should such an attempt be made, Blackboard reserves the right to seek damages from any such person to the fullest extent permitted by law.

If you have any questions about this Giveaway, please contact Allison Danes at Blackboard Inc., 650 Massachusetts Avenue NW, 6th Floor, Washington, DC 20001.