

OFFICIAL RULES

College Illinois!® 529 DAY FREE COLLEGE SEMESTER SWEEPSTAKES OFFICIAL RULES

The College Illinois!® 529 DAY FREE COLLEGE SEMESTER SWEEPSTAKES is administered and sponsored by College Illinois!® and the Illinois Student Assistance Commission (“ISAC”), located at 1755 Lake Cook Road, Deerfield, IL 60015-5209.

NO PURCHASE IS NECESSARY TO ENTER OR TO WIN THE PRIZE. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCE OF WINNING. PRIZES FOR THE COLLEGE ILLINOIS! 529 DAY FREE COLLEGE SEMESTER SWEEPSTAKES ARE FULFILLED VIA THE COLLEGE ILLINOIS! MARKETING CAMPAIGN BUDGET.

1. ELIGIBILITY: COLLEGE ILLINOIS! 529 DAY FREE COLLEGE SEMESTER SWEEPSTAKES (hereinafter referred to as the “Promotion”) is open to individuals who have are legal residents of Illinois counties who are at least 18 years of age as of the date of entry. Employees, officers, directors, and agents of College Illinois! (“Sponsor”), ISAC, the Jayne Agency, and their respective parent companies, affiliates, subsidiaries, sales representatives, wholesalers, distributors, printers, and advertising and promotion agencies and members of the immediate families (parent, child, sibling and their respective spouses, regardless of where they reside) and households of each, whether related or not related (collectively, the “Promotion Parties”), are not eligible to participate, be designated as a Beneficiary (as defined below) or eligible to use the Prize, whether such individual was a Promotion Party during the Promotion Period (as defined below) or a Promotion Party at the time the Prize (as defined below) is used.

2. HOW TO ENTER: Promotion will take place from May 12, 2016 at 12:00 a.m. (CST) and will end on May 31, 2016 at 11:59 p.m. (CST) (the “Promotion Period”). During the Promotion Period, you may enter by going to collegeillinois.org/giveaway and by providing your first name, last name, and email address and hitting submit.

All entries must be received within the Promotional Period (each, an “Eligible Entry”). Limit of one entry per person. Duplicate entries or entries by one person using multiple email addresses may, at Sponsor’s sole discretion, lead to disqualification of the duplicate entries or of the entrant completely. Participation in the Promotion constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final. Additionally, your submission of an entry constitutes your consent for the Sponsor to use certain identifying information in compliance with privacy laws, such as your name and e-mail address for the purpose of administering this Promotion.

3. PRIZE: One Eligible Entry will be randomly selected by College Illinois! representatives as the prize winner on or about June 3, 2016 (the “Potential Prize Winner”). The Prize Winner (as defined below) will receive the right to designate a person (the “Beneficiary”) to receive A College Illinois!® contract for one semester (15 credit hours) in the Community College plan, which covers 100% in-state, in-district tuition and mandatory fees at any Community College in the state of Illinois (“Prize”). The Prize Winner may designate himself or herself as the Beneficiary. Pursuant to the law governing the 4834-7253-4577.2

College Illinois! program, either the Owner of the College Illinois! contract or the Beneficiary must have been an Illinois resident for at least one year prior to the date of application to the program. Except as set forth in these Official Rules, the Prize cannot be transferred, exchanged or otherwise substituted for another prize or for cash or anything else of value by the Prize Winner or the Beneficiary. Sponsor reserves the right, at its sole discretion, to substitute a prize of equal or greater value. All federal, state, municipal and local taxes are solely Beneficiary's responsibility.

There is no age limit on the age of a Beneficiary; however, pursuant to the College Illinois! Disclosure Statement and Master Agreement there is a mandatory three-year waiting period before the Prize and any benefits related thereto can be used. That means that a Beneficiary will not be able to use the Prize or otherwise claim benefits until the fall of 2019, even if the Beneficiary enrolls in college prior to that time.

The current value of the Prize will depend on the age or grade level of the Beneficiary and ranges between \$2,022 for newborns to \$2,335 for ninth graders and above. See more pricing information in the College Illinois! Disclosure Statement and Master Agreement (<http://bit.ly/21OY6B2>).

The Prize Winner will have the option to apply the value of the Prize toward the purchase of semesters in any College Illinois! plan offered, including the Community College plan University or University Plus plan; provided that if Prize Winner decides to apply the value of the Prize towards another plan, the Prize Winner will be solely responsible for the difference in the cost of such plan and the value of the Prize. No purchase is necessary to enter the Promotion or claim the Prize and there is no obligation to purchase a different plan or more semesters than those awarded as the Prize. Indicating that you will purchase more than the awarded semester or a different Plan will not affect eligibility or improve your chances of winning.

4. ODDS OF WINNING: The odds of winning depend on the total number of Eligible Entries received.

5. PRIZE NOTIFICATION: The Potential Prize Winner will be notified by the Sponsor that he or she is a Potential Prize Winner on or about June 3, 2016 via the email address provided by the entrant at the time of entry. Sponsor will make up to two (2) attempts over the forty-eight (48) hour period following the Potential Prize Winner's selection to contact the Potential Prize Winner. All Potential Prize Winners and his or her designated Beneficiary, are subject to eligibility verification by the Sponsor, which may include the Potential Prize Winner providing documentation and information to the Sponsor to confirm eligibility or require the Potential Prize Winner to submit an affidavit of eligibility (collectively, the "Eligibility Documents"). In addition, where allowed by law, the Potential Prize Winner may be required to complete and return a Publicity/Liability Release (the "Publicity Release"). The Potential Prize Winner must return the Eligibility Documents and the Publicity Release within [7] days. Upon returned receipt of the Eligibility Documents and the Publicity Release by the Sponsor, a representative of the Sponsor will send to the Potential Prize Winner the College Illinois! enrollment materials including the application, the Disclosure Statement and Master Agreement (the "College Documents" and together with Eligibility Documents and the Publicity Release, the "Prize Documents"). The College Documents must be returned and received by the Sponsor within [7] days of being sent to the Potential Prize Winner. All Prize documents must be complete to Sponsor's satisfaction and not contain any false, misleading or untruthful information.

A Potential Prize Winner, and his or her designated Beneficiary, are not entitled to a Prize unless, and until, the Sponsor has received the completed Prize Documents, the Potential Prize Winner's and Beneficiary's eligibility has been verified, and the Potential Prize Winner has been notified that Sponsor has received and confirmed all information in the Prize Documents.

The Prize may be awarded to an alternate Potential Prize Winner (selected from among remaining Eligible Entrants) if (i) the Potential Prize Winner is not compliant with these Official Rules; (ii) the Potential Prize Winner does not respond to Sponsor's notification he or she is a Potential Prize Winner within forty-eight (48) hours of being contacted; (iii) the Potential Prize Winner's eligibility cannot be verified; (iv) the Potential Prize Winner does not completely, accurately or truthfully complete the Prize Documents; or (v) the Sponsor does not receive the completed Prize Documents from the Potential Prize Winner in the time frames set forth herein.

The Prize Winner acknowledges by accepting the Prize, that the prize is a College Illinois! contract and is accepting the Prize subject to the terms and conditions stated in the Prize Documents. According to the Prize Documents, you acknowledge and agree that the value of the Prize is based on the age of the named Beneficiary at the time the Prize Documents are completed. The Prize Winner agrees he or she will read the Prize Documents and complete and sign an application immediately upon receipt. All Prize Documents must be received by the Sponsor by the dates set forth herein, but under no circumstances later than June 30, 2016.

6. LIMITATIONS OF LIABILITY: Promotion Parties are not responsible for error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or technical, network, telephone equipment, electronic, computer, hardware, or software malfunctions of any kind, or inaccurate transmission of or failure to receive entries, confirmations from Potential Prize Winners, Prize Documents or any other communication or information related to the Promotion for any reason whatsoever. Promotion Parties are also not responsible for any injury or damage to any entrant's or any other person's computer related to or resulting from playing or downloading any materials in the Promotion or for entries that are late, misdirected or incomplete. All entry materials received will become property of **Sponsor and may be maintained as part of Sponsor's Promotion records. Sponsor reserves the right to cancel or modify the Promotion if it becomes technically or otherwise corrupted.** Additionally, Promotion Parties bear no liability for acts of force majeure or other acts which interfere in the intended proper administration, operation and fulfillment of this Promotion. Sponsor reserves the right to disqualify any individual found, in its sole opinion, to be tampering or attempting to tamper with the operation of the Promotion; to be acting in violation of these Official Rules; to be acting with the intent to disrupt the normal operation of this Promotion; or to be otherwise acting in an unsportsmanlike manner.

7. GOVERNING LAW: By participating in Sponsor's Promotion, each entrant and Prize Winner agrees that to the extent permitted by applicable law: (1) any and all disputes, claims, and causes of action arising out of or connected with the Promotion, or any Prize awarded, will be resolved individually without resort to any form of class action; (2) any and all claims, judgments and awards will be limited to actual third-party, out-of-pocket costs incurred (if any), but in no event will attorneys' fees be awarded or recoverable; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT OR PRIZE WINNER BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT AND/OR PRIZE WINNER HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT AND/OR PRIZE WINNER'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES

(IF ANY) AND ENTRANT AND/OR PRIZE WINNER IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF; and (5) this Promotion is governed by the laws of the state of Illinois without regard to its conflicts of law principles and any and all disputes, claims and causes of action arising out of or connected with this promotion, and exclusively before a court of competent jurisdiction located within the state of Illinois. If any provision of these official rules shall be held to be invalid, illegal, unenforceable or in conflict with the law, the validity, legality and enforceability of the remaining provisions shall not in any way be affected or impaired thereby; and (6) shall be bound by these official rules.

8. RELEASE: By participating, entrants agree (a) that Sponsor and Promotion Parties are released, will have no liability whatsoever for, and shall be held harmless by entrants against any liability for any injuries, losses or damages of any kind to person(s), including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize, the Prize or participation in this Promotion or any Promotion-related activities, and (b) except where legally prohibited, Prize Winner grants (and agrees to confirm that grant in writing) permission to Sponsor and those acting under their respective authority the right to the use of his/her name, picture, likeness, persona, voice, image, biographical information and statements, at any time or times, for advertising, trade, publicity and promotional purposes without additional compensation, in all media now known or hereafter discovered, worldwide in perpetuity, and on the Internet and World Wide Web, without notice, review or approval, unless prohibited by law. Further, each entrant agrees, except where prohibited by law, to release and discharge, hold harmless and indemnify Promotion Parties and all others associated with the development and execution of this Promotion, from any and all tax liability that may be imposed or associated with receipt or use of the Prize.

9. PERSONAL INFORMATION. Information collected by Sponsor from entrants will be maintained by the Sponsor and its respective representatives in accordance with applicable federal and state consumer privacy laws, rules, and regulations.

10. GENERAL: This Promotion is subject to all applicable federal, state, and local laws. Void where prohibited or restricted by law.

11. SPONSOR: College Illinois!, 1755 Lake Cook Road, Deerfield, IL 60015, is the sole Sponsor of this Promotion.

12. PROMOTION RESULTS. The Prize Winner will be posted on the College Illinois! Web site at collegeillinois.org. You can also obtain the name of the Prize Winner by sending a self-addressed, stamped envelope to “Winner List”, College Illinois!® **529 DAY FREE COLLEGE SEMESTER DRAWING**, 1755 Lake Cook Road, Deerfield, IL 60015-5209.