

ACTON FOUNDATION FOR ENTREPRENEURIAL EXCELLENCE
30 MINUTES WITH AN ENTREPRENEURIAL HERO INITIATIVE
“HERO” CONTEST OFFICIAL RULES

1. PROGRAM DESCRIPTION: The “Hero” Contest has been established to connect young aspiring entrepreneurs with someone who has successfully made the journey of entrepreneurship, and done it in a way that makes them a hero. The Contest begins at 12:01 AM Central Time (“CT”) on September 1, 2009 and ends at 11:59 PM CT on November 22, 2009.

2. ELIGIBILITY: NO PURCHASE NECESSARY TO ENTER OR WIN. All Entrants (persons submitting entries) must be legal residents of the 50 United States or the District of Columbia (“U.S.”). Entrants must be 16 years of age or older as of the date of entry. Further, Entrants must also be enrolled as students at an accredited high school, college or university located in the U.S. The following individuals are not eligible to participate in the Contest: employees, officers and directors of the Acton Foundation For Entrepreneurial Excellence (“Sponsor”), the Collegiate Entrepreneurs’ Organization, the American Marketing Association, organizations who are eligible for entry incentives in conjunction with the Contest, together with the respective parent companies, subsidiaries, affiliates, advertising/promotion agencies of each, (collectively, “Contest Entities”) and the immediate family members (spouses and parents, children and siblings and their spouses, regardless of where they live) or members of the same households (whether related or not) of such employees, officers and directors. All applicable federal, state, and local rules apply. Void where prohibited or restricted by law.

3. AGREEMENT TO OFFICIAL RULES: Participation in the Contest constitutes each Entrant’s full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Contest Entities, which are final and binding. Further, for any Entrant who is under 18 years of age or has not yet reached the age of majority in his/her state of residence (a “Minor”), such Entrant’s parent or legal guardian (“Parent”) agrees to all conditions of these Official Rules on behalf of such Entrant, and further agrees to co-sign any required documents if such Entrant is chosen as a winner. Minors must obtain permission from a Parent prior to participating.

4. TO SUBMIT A HERO STORY: First, arrange a brief (approximately 30-minute) face-to-face meeting with an entrepreneur you respect and admire. (Minors must be accompanied by a Parent during the face-to-face meeting, or Minors may also conduct their meeting over the phone or at school as part of an officially supervised classroom activity.) Write original statements no more than 150 words each which describes why you feel the entrepreneur deserves recognition as an entrepreneurial hero and includes a brief description of the following (the “Submission Criteria”):

1. The entrepreneur’s venture – what is the main product/service?
2. When was it started? How many employees? What is its mission?
3. Struggles and challenges the entrepreneur faced and how he or she overcame them.

4. A key lesson the entrepreneur learned about business – i.e., what’s more important: sales, finance or operations? American Marketing Association-affiliate students describe here a key lesson the entrepreneur learned about marketing and sales.
5. What you find most heroic about the entrepreneur.
6. The most interesting thing you learned during the interview (about the entrepreneur, about entrepreneurship, or possibly even an insight you gained about yourself or about life).

To submit your entry, log on to www.actonhero.org, click on the “Share Your Story” link, and then click on the “Submit Your Hero Interview” link. Follow the on-screen instructions to complete the online entry form and submit your entry so that it is received by Sponsor’s server no later than 11:59 PM CT on November 22, 2009. You may enter as often as you wish, but each entry must tell the story of a different entrepreneur, must meet all entry requirements and must be submitted separately. Entries must be completed in English. By submitting an entry, you (and your Parent if you are a Minor) warrant and represent that your entry is your own original work created by you, is true and verifiable, has not been previously published, has not won a previous prize or award, that you own or otherwise control all of the rights to your entry materials and that your entry does not violate any law, regulation or any right of any third-party, including but not limited to rights of copyright, publicity and privacy. Submitting an entry that is copyrighted by another individual will make you (and your Parent if you are a Minor) responsible for any legal action the legal copyright holder might take against you. Each Entrant (and Entrant’s Parent, if Entrant is a Minor) grants the Sponsor all rights of ownership, reproduction, and use of entries for any purpose whatsoever without compensation or further permission, including but not limited to an irrevocable and perpetual, royalty-free, worldwide right, in all media (now known or later developed) to assign, use, publish, edit, adapt, modify, alter, reproduce, distribute, display, copyright, create derivative works or otherwise exploit entries, for commercial or non-commercial use, and without compensation to the Entrant. By entering the Contest, each Entrant (and Entrant’s Parent, if Entrant is a Minor) waives any and all rights he or she may have to the entry materials submitted. To the extent Entrant has any rights in the entry materials submitted, Entrant (and Entrant’s Parent, if Entrant is a Minor) assigns all such rights to the Sponsor upon entering the Contest. Entries may not defame or invade the rights of publicity or privacy of any person, living or deceased, or otherwise infringe upon a person's personal or proprietary rights. Submissions that are deemed by Sponsor in its sole discretion to be immoral, obscene, profane or not in keeping with Sponsor's image will be void. Sponsor reserves the right in its sole discretion to disqualify any entry at any time which, in the Sponsor's reasonable opinion, endangers the safety or well being of any person or in the event it is determined that the Entrant has not complied with these Official Rules. Entries will not be acknowledged or returned.

5. SELECTION OF WINNERS AND PRIZES: On or about January 10, 2009 all eligible entries will be judged and scored by Sponsor, based on the Entrant’s overall skill in detailing each of the Criteria as outlined above in Section 4. Equal weight will be applied to each criterion. In the event of a tie, the Entrants’ creativity in detailing the Criteria will be used to determine the Winners. These entrants will be named Global Entrepreneurship Week (GEW) Winners. Subject to these entrants’ continued compliance with these Official Rules and Sponsor’s instruction, the Sponsor will provide stipends to be used toward education expenses in the following amounts: To the highest scoring GEW Winner, \$1,000; the two second highest scoring GEW Winners, \$300; and the 15 next highest scoring GEW Winners; \$200. Sponsor reserves the right in its sole

discretion to designate fewer than the stated number of Winners if it determines there are not enough stories of sufficient quality to do so. Limit one Winner prize per Entrant.

6. OTHER PRIZES: Entrants may submit a video-taped interview in addition to the written entry for an extra \$250 if chosen as a Winner.

7. ADDITIONAL PRIZE TERMS: At Sponsor's sole discretion, any potential prize winner (and winner's Parent, if winner is a Minor) may be required to complete a notarized affidavit of eligibility, assignment of rights, a liability release and (where legal) a publicity release, which must be returned within time period specified in potential winner's notification letter. If notification documents are returned as non-deliverable, if any Entrant is found to be ineligible or not in compliance with these Official Rules, does not respond within the time period specified, or cannot accept the terms and conditions of the prize award, the next highest scoring entrant will be notified and the same process will be followed (provided there is still a reasonable amount of time remaining for alternate winner notification and verification before prize expiration). Limit one award per Entrant. Unless specified herein, no prize substitution except at Sponsor's sole discretion due to unavailability, in which case a prize of comparable or greater value will be awarded. No prize transfer or cash redemption.

8. ADDITIONAL AND SUBSTITUTE PRIZING FOR AMERICAN MARKETING ASSOCIATION ("AMA") COLLEGIATE CHAPTER MEMBERS: On or about January 10, 2010, by referencing the scoring process outlined above in Section 5, Sponsor will determine the 28 highest scoring entries submitted by eligible entrants who declare an affiliation with an eligible AMA Collegiate chapter. These entrants will be named AMA Winners. Subject to these entrants' continued compliance with these Official Rules and Sponsor's instruction, the Sponsor will provide stipends to AMA in the following amounts to pay for Winner participation at the 2010 AMA Collegiate Conference: To the highest scoring AMA Winner, \$500; the two second highest scoring AMA Winners, \$300; and the 25 next highest scoring AMA Winners; \$200. Entrants may submit a video-taped interview in addition to the written entry for an extra \$250 if chosen as a winner. Limit one AMA Winner prize per Entrant. Sponsor reserves the right in its sole discretion to designate fewer than the stated number of Winners if it determines there are not enough stories of sufficient quality to do so.

9. ADDITIONAL AND SUBSTITUTE PRIZING FOR COLLEGIATE ENTREPRENEURS' ORGANIZATION ("CEO") MEMBERS: In lieu of the deadline for submission of Hero stories in Section 4 above, CEO members must complete the online entry form and submit your entry so that it is received by Sponsor's server no later than 11:59 PM CT on September 27, 2009. On or about October 1, 2009, by referencing the scoring process outlined above in Section 5, Sponsor will determine the 28 highest scoring entries submitted by eligible entrants who declare an affiliation with an eligible CEO chapter. These entrants will be named CEO Winners. Subject to these entrants' continued compliance with these Official Rules and Sponsor's instruction, the Sponsor will provide stipends to CEO in the following amounts to pay for Winner participation at the 2010 AMA Collegiate Conference: To the highest scoring CEO Winner, \$1,000; the two second highest scoring CEO Winners, \$300; and the 25 next highest scoring CEO Winners; \$200. Entrants may submit a video-taped interview in addition to

the written entry for an extra \$250 if chosen as a winner. Limit one CEO Winner prize per Entrant. Sponsor reserves the right in its sole discretion to designate fewer than the stated number of Winners if it determines there are not enough stories of sufficient quality to do so.

10. ENTRY INCENTIVES FOR AFFILIATE ORGANIZATIONS: In addition to the prizing for entrants described above, the Sponsor may offer the following entry incentives to affiliate organizations. Eligibility for these incentives will be determined by Sponsor in its sole discretion. All entry incentives will be determined after the conclusion of the entry period and awarded in the form of checks made payable to the qualifying organizations. Sponsor reserves the right to offer additional entry incentives at its sole discretion. Unclaimed awards will be forfeited.

11. GENERAL: Taxes on prizes and all expenses related to acceptance and use of a prize not specified are the sole responsibility of winners, excluding taxes on the charitable donation portion of the Finalist prizes. By participating, each Entrant (and Entrant's Parent, if Entrant is a Minor) agrees to release, discharge and hold harmless Contest Entities from any and all injuries, liability, losses and damages of any kind resulting from participation in the Contest or the acceptance, use or misuse of a prize including, without limitation, personal injury, death and property damage, and claims based on publicity rights, copyright, trademark, defamation or invasion of privacy. Entrants (and Entrant's Parent, if Entrant is a Minor) agree to grant Sponsor: [a] all rights of ownership, reproduction and use of entry materials for any purpose whatsoever without compensation or further permission, including but not limited to an irrevocable and perpetual, royalty-free, worldwide right, in all media (now known or later developed) to use, publish, alter or otherwise exploit entry materials submitted; and if the entry associated with such Entrant is chosen for a prize, [b] to permit Contest Entities to use his or her name, photograph, likeness, statements, biographical information, voice, voice likeness, and city and state address for advertising, publicity and promotional purposes in all media, including but not limited to within Sponsor's website www.actonhero.org, in perpetuity, without compensation (unless prohibited by law) and agree to execute specific consent to such use upon request. Neither winner nor other party shall have any right or action against the Sponsor or any other party arising out of any use of materials submitted for the Contest. Contest Entities are not responsible for and shall not be liable for: [a] electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any human error which may occur in the processing of entries; [b] failed, incomplete, garbled or delayed computer transmissions; [c] late, lost, misdirected or incomplete entries; or [d] any condition caused by events beyond the control of the Sponsor that may cause the promotion to be disrupted or corrupted. By accepting a prize which requires or encourages travel, each winner (and winner's Parent, if winner is a Minor) represents that they understand that travel, whether by plane, automobile, or other conveyance, or by foot, and in the air, contains some inherent element of risk of accident, illness, injury, loss or death, which may be caused by negligence, forces of nature, or other agencies, known or unknown. Each winner (and winner's Parent, if winner is a Minor) represents that they recognize that such risks may be present at any time before, during and after any trip. Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Contest or any portion thereof should viruses, bugs or other causes beyond the control of Sponsor corrupt the administration, security or proper play of the Contest, and limit entries to those eligible, non-suspect entries submitted

prior to the action taken, or to proceed in such a manner as may be deemed fair and equitable by Sponsor in its sole discretion and to award the prizes from among all eligible, non-suspect entries received prior to such action taking place. No prize substitution, in whole or in part, except by Sponsor due to prize unavailability, safety or security considerations, or any other reason as solely determined by Sponsor in which case a prize of comparable or greater value will be awarded. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Use of any device to automate entry is prohibited. Sponsor reserves the right in its sole discretion to disqualify any entry at any time in the event it is determined that the Entrant has not complied with these Official Rules. This Contest is governed by the laws of the State of Texas, with jurisdiction and venue in Travis County, Texas, and all claims must be resolved in the courts of Travis County, Texas.

12. WINNERS: Winning names for the “Hero” Contest will be posted at www.actonhero.org on or about January 15, 2009, through February 2, 2009 or later.

Sponsor: Acton Foundation for Entrepreneurial Excellence, 816 Congress Ave., Ste. 1240, Austin, TX 78701

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