

The Dell Back to School New Experts Contest OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

THE FOLLOWING PROMOTION IS INTENDED FOR VIEWING IN THE UNITED STATES ONLY.

1. Eligibility: The Dell Back to School New Experts Contest (the "Contest") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least thirteen (13) years old at the time of entry and who have obtained parental consent if they are under the age of majority in their state of residence. Employees of Dell, Inc., VML, Inc., Young and Rubicam, Inc., HelloWorld, Inc., and any of their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Employees of the City of New York are not eligible. While military personnel may be eligible to enter the Contest in accordance with these Official Rules, other Government employees, including all federal, state, county, city or municipal government employees, state funded universities and colleges, all types of public officials including elected officials, private individual or firms where the government has outsourced government functions, and K-12 employees are not eligible. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Dell Marketing L.P., One Dell Way, Round Rock, TX 78682. **Administrator:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

3. Timing: The Contest begins on July 11, 2015 at 12:00:00 a.m. Central Time ("CT") and ends on September 3, 2015 at 11:59:59 p.m. CT (the "Contest Period") and consists of three (3) entry periods (each an "Entry Period") which will each be promoted by a different blogger ("Influencer") and Dell. Each Influencer and Dell will promote the Contest and the Contest Theme on one or more of the following social platforms ("Platforms"): Twitter, Facebook, Instagram or YouTube in accordance with the below chart. The details for each Entry Period are outlined in the chart below:

Entry Period & Influencer	Theme	Platform	Start Date at 12:00:00 a.m. CT	End Date at 11:59:59 p.m. CT	Notification Date
Jenn McAllister	What is a cool way to use technology to make more time in the day?	https://www.facebook.com/officialjennxpenn https://twitter.com/jennxpenn https://instagram.com/jennxpenn/ https://www.youtube.com/user/jennxpenn https://www.facebook.com/Dell https://twitter.com/DellHome https://instagram.com/dell/ https://www.youtube.com/user/dell	July 11, 2015	July 20, 2015	July 22, 2015
Jack & Jack	What is a cool way to use technology to make the most epic live show?	https://www.facebook.com/OfficialJackandJack https://twitter.com/jackandjackreal https://instagram.com/jackandjack https://www.youtube.com/user/JackandJackVideos https://www.facebook.com/Dell	August 3, 2015	August 11, 2015	August 13, 2015

		https://twitter.com/DellHome https://instagram.com/dell/ https://www.youtube.com/user/dell			
Lilly Singh	How can you use technology to create your own superpower?	https://www.facebook.com/ISuperwomanII https://twitter.com/ISuperwomanII https://instagram.com/ISuperwomanII https://www.youtube.com/user/ISuperwomanII https://www.facebook.com/Dell https://twitter.com/DellHome https://instagram.com/dell/ https://www.youtube.com/user/dell	August 27, 2015	September 1, 2015	September 3, 2015

The servers of the Platforms are the official time-keeping devices for the Contest.

4. How to Enter: There are four (4) ways to enter the Contest during each Entry Period:

- a) Facebook:** You must have a Facebook account to enter. If you do not have a Facebook account, you may create an account for free. Facebook accounts are subject to its Terms of Service (<http://facebook.com/legal/terms>). Draft an answer to the applicable Contest Theme question, tag @Dell, and include the hashtags #LearnitShareit and #contest (herein your "Submission"). Post your Submission as a comment to the Facebook contest post created by the applicable Influencer or Dell. You will receive one (1) Contest entry for your eligible Submission.
- b) Instagram:** You will need to use your Instagram account. Creating an Instagram account is free, but is subject to the applicable terms and conditions (<http://instagram.com/about/legal/terms/#>). **Posting on Instagram requires a mobile device and therefore message and data rates may apply.** Your account settings on Instagram must be set to "unprotected" and/or "public" in order for your posts to be viewable by Sponsor. Draft an answer to the applicable Contest Theme question, tag @Dell, and include the hashtags #LearnitShareit and #contest (herein your "Submission"). Post your Submission as a comment on the Contest post of the applicable Influencer or Dell. You will receive one (1) Contest entry for your eligible Submission.
- c) Twitter:** You must have a Twitter account to enter. If you do not have a Twitter account, you can create an account for free. You can only submit an entry through Twitter for this Contest using a single Twitter account (one Twitter username per entrant) during an Influencer Entry Period. Twitter accounts are subject to its Terms of Service (<http://twitter.com/tos>). Your account settings on Twitter must be set to "unprotected" and/or "public" in order for your Tweets to be viewable by Sponsor. Draft an answer to the applicable Contest Theme question, tag @DellHome, and include the hashtags #LearnitShareit and #contest (herein your "Submission"). Reply to the Contest Tweet of the applicable Influencer or Dell with your Submission or Tweet your Submission. You will receive one (1) Contest entry for your eligible Submission.
- d) YouTube:** You must have a Google account and Gmail account to enter. Creating a Google and Gmail account is free, but is subject to the applicable terms and conditions (<http://www.google.com/intl/en/policies/terms/>). By entering on YouTube you are subject to its terms of Service (<https://www.youtube.com/static?gl=US&template=terms>), including the YouTube Community Guidelines, located at <http://www.youtube.com/yt/policyandsafety/communityguidelines.html>. Draft an answer to the applicable Contest Theme question, tag @Dell, and include the hashtags #LearnitShareit and #contest (herein your "Submission"). To enter, post your Submission as a comment to the Contest video posted by one of the applicable Influencer or Dell. You will receive one (1) Contest entry for your eligible Submission.

By Tweeting, posting, or commenting with your Submission, you agree that it conforms to the Submission Guidelines and Content Restrictions as defined below (collectively, the "Guidelines and Restrictions") and that Sponsor, may disqualify you from the Contest if it believes, in its sole discretion that your Submission fails to conform to the Guidelines and Restrictions or the applicable platform's Terms of Service.

Submission Guidelines:

- Submissions must adhere to the requirements of the Platform used; and
- The Submission must be in text and in English.

Content Restrictions:

- The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Submission must not disparage Sponsor, Administrator or any other person or party affiliated with the promotion and administration of this Contest;
- The Submission must not feature brand names or trademarks other than Sponsor's, which entrant has a limited license to use to incorporate into his/her Submission for this Contest;
- The Submission must not contain text not created by entrant;
- The Submission must not contain text that is inappropriate, indecent, obscene hateful, tortious, defamatory, or libelous;
- The Submission must not contain text that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Submission is created.

Limit: Each entrant may enter the Contest one (1) time per Entry Period by any method above during the Contest Period. Submissions received from any person or social account in excess of the stated limit will be void. Submissions generated by script, macro or other automated means are void. Multiple entrants are not permitted to share the same Facebook, Instagram, Twitter or YouTube account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different Facebook, Twitter, Instagram or YouTube accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Entrant must have permission from all individuals mentioned in the Submission (if any) to use their name and likeness in the Submission and to grant the rights set forth herein. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Commenting, posting or Tweeting a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission. Released Parties (as defined in Section 8, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions, all of which will be void.

In the event of a dispute regarding any Submission, the authorized account holder of the social account used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address associated with the social account by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.

U.S. DIGITAL MILLENNIUM COPYRIGHT ACT NOTICE

If you believe that your work has been copied in any way without your permission, please provide the following information to our agent to receive Notification of Claimed Copyright Infringement identified below. Your notice must contain the following:

- Your electronic or physical signature;
- A description of the work you claim has been infringed;
- Identification of the work you claim infringes the copyrighted work and a description of where it is located on the Dell website;

- Your address, telephone number and email address;
- A statement by you that you have a good faith belief that the infringing use is not authorized by the copyright owner, the copyright owner's agent or by law; and
- A statement by you, under penalty of perjury, that the above information in your notice is accurate and that you are the copyright owner or authorized to act on the copyright owner's behalf.

Our agent to receive Notification of Claimed Copyright Infringement can be reached as follows:
copyright@dell.com

5. Winner Determination: After the conclusion of each Entry Period a panel of qualified judges determined by Sponsor in its sole discretion will review and judge the Submissions from that Entry Period based solely on the text aspect of the social post. Judges will select the potential winner from among all eligible Submissions received during the applicable Entry Period, based on an application of the following criteria ("Judging Criteria"):

- Creativity (30%);
- Uniqueness (40%); and
- Fit to Contest Theme (30%)

In the event of a tie, the entrant whose Submission received the higher score for Creativity as determined by the qualified judges in their sole discretion, will be deemed the potential winner. Sponsor reserves the right to select fewer than the stated number of winners, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions.

6. Winner Requirements: Potential winners will be notified by a comment on their winning Facebook comment, Instagram Message Direct, YouTube Messages, or by a Tweet from @DellHome requiring the potential winner to follow @DellHome in order to then receive a Twitter Direct Message, as applicable, on or around the dates set forth in the chart in Section 3. Potential winners will be asked to follow prize claim instructions provided within twenty-four (24) hours, or prize will be forfeited in its entirety. Potential winners under the age of majority in their state of residence will be required to provide their parent's or legal guardian's email address. Except where prohibited, each potential winner (parent/legal guardian if a winner is a minor in his/her place of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release, which must be received by Administrator within twenty-four (24) hours of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner cannot be contacted, fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (as applicable), does not comply with these Official Rules, or prize is returned as undeliverable, potential winner forfeits the prize. If a potential winner is disqualified for any reason, the prize may be awarded to a runner-up determined by the qualified judges, in Sponsor's sole discretion. Only three (3) alternate winners may be determined, after which the applicable prize will remain un-awarded. Acceptance of any prize shall constitute and signify each winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, Submission and/or prize information in connection with the Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Without limiting the generality of these Official Rules, each winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. Each winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. Each winner will indemnify Sponsor, Released Parties (as defined in Section 8, below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms. Prizes will be fulfilled 8 – 10 weeks after conclusion of the Contest.

7. Prizes: ONE (1) JENN MCALLISTER ENTRY PERIOD PRIZE: A Dell™ Inspiron 15 2-in-1 7000 Series laptop; a Canon® EOS Rebel T5i camera; and a one (1) year subscription to Hulu Plus (terms and conditions apply). Approximate Retail Value ("ARV"): \$1,545.

ONE (1) JACK & JACK ENTRY PERIOD PRIZE: A Dell™ XPS 13 laptop; a Dell™ Bluetooth Portable Speaker; and a one (1) year subscription to Spotify (terms and conditions apply). ARV: \$1,470.

ONE (1) LILLY SINGH ENTRY PERIOD PRIZE: A Dell™ Inspiron 14 5000 Series laptop; a Bose® QuietComfort Acoustic Noise Cancelling headphones; and a one (1) year subscription to Amazon Prime (terms and conditions apply). ARV: \$1,098.

The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Limit: One (1) prize per person. Total ARV of all prizes: \$4113.

8. Release: By entering the Contest, entrants and winners agree to release and hold harmless the Sponsor, Dell, Inc., VML, Inc., Young and Rubicam, Inc. Twitter, Inc., Facebook, Inc., YouTube, LLC, and Instagram, LLC, Administrator and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions, the announcement of the prizes or in any Contest-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any unauthorized third-party use of any Submission.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County,

Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

12. Entrant's Personal Information: Information collected from entrant is subject to Sponsor's Privacy Policy www.dell.com/privacy and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

13. Winner List: For a winner list, visit <http://bit.ly/1J2rvMG>. The winner list will be posted after winner confirmation is complete.

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