

Official Rules for ASA Summerfuel's "Tweet Your Teen to Spain" Contest

No Purchase Necessary to enter or win. A Purchase will not Increase Your Chances of Winning.

1. **Eligibility:** ASA Summerfuel's "Tweet Your Teen to Spain" (the "Contest") is open only to individuals who are (a) legal residents of the fifty (50) United States or the District of Columbia, (b) are of 18 years of age or older; (c) are the parent or legal guardian of a teenage student who must be enrolled in high school grades 9–12 and for whom they are submitting an entry to win the contest prize and (d) have a Twitter account (which is free). Entrants must be of at least 18 years of age, but the prize awarded – ASA Summerfuel's Spanish Language Immersion Program in Tarifa will be given to entrant's child who must be enrolled in high school grades 9–12. The contest prize is only transferrable from parent/legal guardian to their teenage son or daughter – and is not transferrable to anyone else. Employees, officers and directors of ASA Summerfuel ("ASA" or "Sponsor") and its parent companies, subsidiaries, affiliates, partners, advertising and promotion agencies, manufacturers or distributors of Contest materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter. You are not authorized to participate in the Contest if you are not located within the United States or the District of Columbia. The Contest is subject to all applicable laws and regulations, is void outside of the fifty (50) United States or the District of Columbia and where prohibited.

2. **Sponsor:** The Contest "Sponsor" is ASA Summerfuel, 375 West Broadway, Suite 200, New York, NY 10012, USA. Twitter is not affiliated with this Contest.

3. **Agreement to Official Rules:** By entering the Contest, you indicate your full and unconditional agreement to, and acceptance of, (a) these Official Rules and (b) Sponsor's decisions, which are final. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. **Entry Period:** The Contest starts at 12:01 PM Eastern Time ("ET") on March 1, 2011 and ends at 11:59 PM ET on March 31, 2011 ("Entry Period").

5. **How to Enter:** During the Entry Period, visit <http://twitter.com/ASASummerfuel> ("Sponsor's Twitter Page"). Prior to doing so, you will be prompted to sign into your Twitter account. If you do not have an account, visit www.twitter.com to create one. Twitter accounts are free. Once logged into your Twitter account, follow the links and instructions to become a follower of ASA Summerfuel on Twitter. For directions on how to follow @asasummerfuel, reference the links and instructions on the Twitter website. Once you have signed up to follow @asasummerfuel on Twitter, you must Tweet about "***Why your high school age daughter or son is the best candidate to attend a Spanish immersion program this summer***" ("Contest Theme"). In order for the Tweet submission to be eligible, make sure to add the #asaspain hashtag to the end of each Tweet. The "Tweet Your Teen to Spain" is a 4-week Contest where one winner will be chosen by the directors of ASA Summerfuel to win a four (4) week ASA Summerfuel study abroad program in Tarifa, Spain, living with a local family from June 28–July 28, 2011. The winner will combine the homestay experience with classroom-based language study.

By entering, each entrant warrants and represents the following with respect to their Submission: (a) entrant is the sole and exclusive owner of the Submission; (b) the Submission is entrant's own creation; (c) the Submission will not infringe on any rights of any third parties; (d) the Submission cannot have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means; and (e) the Submission must not disparage Sponsor, or any other person or party affiliated with the promotion and administration of this Contest.

Limit one entry per person/twitter address each day. **Entries cannot exceed 140 characters (including hashtag), and should be limited to text content. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected Tweets, which will be disqualified.** If you post updates to or receive updates from twitter.com via SMS from your wireless phone, your wireless-service provider may charge you for each text message you send and receive. Please consult your wireless-service provider regarding its pricing plans. You must be an active holder of a non-private Twitter account and be a follower of the @asasummerfuel account to be eligible to enter this Contest. All terms and conditions of Twitter.com apply. Multiple entrants are not permitted to share the same twitter account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different twitter accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any twitter account, the authorized account holder of the email address used to register at Twitter.com will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winner may be required to show proof of being the authorized account holder. 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.

6. Judging/Judging Criteria. Judges reserve the right, in their sole and absolute discretion, to disqualify any Submissions that are inappropriate for any reason, including without limitation, for depicting or mentioning sex, violence, drugs, alcohol and/or inappropriate language. All Submissions will be judged by a panel of judges that have the required knowledge and experience to apply the judging criteria. All Submissions submitted during the applicable Submission Period will be judged based on the following equally-weighted judging criteria ("Judging Criteria"): (a) Originality; (b) Quantity; and (c) Adherence to Contest Theme. Contestants will be judged for their collective tweets, and not on the basis of a single entry. In the event of a tie, the entrant whose Submission received the higher score in the Originality category above, as determined by the qualified judges in their sole discretion, will be deemed the potential winner. After the selection has been made, ASA Summerfuel will first directly contact the winner to determine full eligibility, before announcing the winner over Twitter.

7. Notification and Requirements of Potential Winner: Potential winner will be notified by direct message via Twitter from @asasummerfuel to the potential winner's Twitter account used

to enter the Contest. In order to receive a direct message from Sponsor, potential winner must (a) be following @asasummerfuel and (b) have his/her Twitter account settings set to "unprotected" and/or "public." Potential winners will be required to respond to the direct message within seven (7) days of the date the message was sent, with the required full contact information, including a valid mailing address and email address. If a potential winner does not respond to direct message within the required time frame, prize will be forfeited and awarded to the next runner-up. Potential winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. Winner will be required to sign and return, where legal, an Affidavit of Eligibility, Liability/Publicity Release and/or rights transfer document. If any winner is considered a minor in his/her jurisdiction of residence, Affidavit of Eligibility, Liability/Publicity and rights transfer document must be signed by his/her parent or legal guardian. If a potential winner cannot be contacted, or fails to complete and respond to the direct message within the required time period, if any prize or prize notification is returned as undeliverable, if any potential winner rejects his/her prize or in the event of noncompliance with these Contest rules and requirements, such prize will be forfeited and may be awarded to the entrant with the next highest score. Upon prize forfeiture, no compensation will be given. Acceptance of any prize shall constitute and signify 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. After winner confirmation, on or about April 15, 2011, winner may be announced by Sponsor via Twitter. By participating, winner, except where legally prohibited, grants permission for Sponsor to announce his/her name on Twitter as a winner, as well as use his/her name and Tweet in future marketing efforts. An individual is not deemed a winner unless and until he/she has complied with these Official Rules regardless of whether he/she has been announced as a winner on Twitter or in any other forum.

8. Prize: The winner will receive a four (4) week ASA Summerfuel study abroad program in Tarifa, Spain, living with a local family (June 28 through July 28, 2011). The approximate retail value of the prize is \$6,795. Prize includes: tuition; accommodation with a carefully selected host family; three meals per day; books; ASA lanyard and yearbook, all afternoon and evening activities, except those marked as extra or not organized by ASA; weekend excursions, except those marked as extra; guest lectures and class-related field trips. The winner is responsible for all federal, state and local taxes, all transportation, including ground transfers, domestic and international airfare, and any and all other costs and expenses associated with prize acceptance and use not listed herein as being provided. Winner must comply with rules and regulations. Failure to do so may result in prize forfeiture. Any prize details not specified above will be determined by Sponsor in its sole discretion. No substitutions or cash redemptions. In the case of unavailability of prize, Sponsor reserves the right to substitute a prize of equal or greater value. Sponsor is not liable for delays, cancellation or unforeseen events related to any flights (for which winner is solely responsible). The winner will be solely responsible for obtaining valid identification relating to acceptance and use of the travel prize packages.

FOR SAKE OF CLARITY, PRIZE DOES NOT INCLUDE AIRFARE OR GROUND TRANSPORTATION. SPONSOR IS NOT RESPONSIBLE FOR TRANSPORTATION TO OR FROM CHOSEN SPANISH DESTINATION. WINNER IS RESPONSIBLE FOR OWN TRANSPORTATION TO AND FROM CHOSEN SPANISH DESTINATION. If potential winner

cannot travel on dates specified by Sponsor, is unavailable between June 28 and July 28, 2011, or does not respond to the prize notification in the time frame provided by Sponsor, prize will be forfeited and Sponsor will have no further obligation to such potential winner. In such event, prize may be awarded to an alternate winner.

9. General Conditions: Sponsor reserves the right, in its sole discretion, to suspend, modify or terminate the Contest at any time and for any reason, including, but not limited to, in the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, virus, unauthorized human intervention or other technical problem. If terminated, Sponsor may, at its discretion, award the prize from among all non-suspect, eligible entries received up to the time of the impairment. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner and void all associated entries. Any attempt by any person to 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. Failure by Sponsor to enforce any term of these Official Rules shall not constitute a waiver of that provision. An entrant may be required to provide proof that he/she is the authorized account holder of the Twitter user name that was selected.

10. Release and Limitations of Liability: By participating, entrants and winner agree to release and hold harmless Sponsor, and its advertising and promotion agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, the "Released Parties"), from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death, which may occur in connection with, preparation for, travel to, or participation in Contest, or possession, acceptance and/or use or misuse of prize or participation in any Contest -related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsor is not responsible if Contest cannot take place or if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism. Released Parties are not responsible for lost, late, incomplete, inaccurate, stolen, delayed, misdirected, undelivered, or garbled tweets or messages; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of the prize, or in any Contest-related materials. Sponsors are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. You agree that in any cause of action, the Sponsors' liability will be limited to the cost of entering and participating in the Contest, and in no event shall the Released Parties be liable for attorney's fees. You waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.