

**eCampus.com “E Z Living” Sweepstakes
Official Rules
August 15, 2011 – September 13, 2011**

PRELIMINARY INFORMATION: NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. The eCampus.com “E Z Living” Sweepstakes (“Sweepstakes”) is subject to all applicable federal, state and local laws. Odds of winning depend on the total number of eligible Entries (defined below) received.

SPONSOR: The Sweepstakes is sponsored by A Book Company, LLC., located at 2373 Palumbo Drive, Lexington, Kentucky 40509 (“Sponsor”).

SWEEPSTAKES PERIOD: The Sweepstakes begins at 9:00 am ET on August 15, 2011 and ends at 11:59 pm ET on September 13, 2011 (the “Sweepstakes Period”). You may enter online by visiting the Website (defined below) at anytime during the Sweepstakes Period. You may also enter through a third party application located on the Facebook Page (defined below) between 12:01 am ET on August 15, 2011 and 11:59 pm ET on September 13, 2011. All times in the Sweepstakes refer to Eastern Time (“ET”).

ELIGIBILITY: Open only to permanent, legal United States (“U.S.”) residents physically residing in one (1) of the fifty (50) U.S. or the District of Columbia (excluding Puerto Rico, Guam, U.S. Virgin Islands and all other U.S. territories) who are eighteen (18) years of age or older and have reached the age of majority in their state of residence at the start of the Sweepstakes Period. Entrants must have a valid U.S. Social Security Number or a valid U.S. personal tax identification number. Officers, directors, agents, and employees of Sponsor, and its respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and their immediate family members (parent, child, spouse, sibling and their respective spouses, regardless of where they reside) and/or those living in the same household as these persons, whether or not related, are not eligible to participate in or win the Sweepstakes. Sweepstakes Entities, as referenced herein, shall include Sponsor, A Book Company, LLC, and their respective parent, subsidiary, and affiliate companies, and their administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Sweepstakes.

HOW TO ENTER:

Enter on Facebook: To enter the Sweepstakes on Facebook, beginning at 9:00 am ET on August 10, 2011, go to the third party application located at <http://www.facebook.com/ecampusdotcom> (the “Facebook Page”), click the Sweepstakes tab “Enter Now” and then follow instructions to “like” the applicable Facebook Page. Once you “like” the Facebook Page, follow the provided instructions to complete and thereafter submit the Entry form, which includes your name, email address, and date of birth (“Facebook Entry”, collectively with Website Entries, will be referred to herein as “Entries”).

Limit one (1) Entry per day per person/email address during the Sweepstakes Period, regardless of method of entry. All Entries become property of Sponsor, and will not be acknowledged. **Entries must be received by September 13, 2011 at 11:59 pm ET to be eligible for the Sweepstakes.** Sponsor’s computer shall be the official timekeeper for all matters related to this Sweepstakes. Multiple Entries received from any person, email address, or Facebook page beyond this limit will void all such additional Entries. Entries generated by a script, macro, or other automated means will be disqualified. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. In case of a dispute over the identity of an entrant, the authorized account holder of the email address or Facebook page used to enter will be deemed to be the entrant. “Authorized account holder” of an email address 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. “Authorized account holder” of a Facebook page is defined as the person who is assigned to a Facebook account by the Facebook Website. Entry constitutes permission (except where prohibited by law) to use entrant’s name,

city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval.

WINNER SELECTION AND NOTIFICATION: During the duration of the Sweepstakes, a random drawing will be conducted by employees or representatives of Sponsor who will randomly select one (1) potential daily prize winner (the "Daily Prize Winner") from among all eligible Entries received during the Sweepstakes Period. Sponsor will make two (2) attempts to contact the potential Grand Prize Winner at the e-mail address submitted at time of Entry. Potential Daily Prize Winner may be required to execute and return an affidavit of eligibility, release of liability, and, except where prohibited, publicity release (collectively, "Sweepstakes Documents") within five (5) days of such notification. Noncompliance within this time period will result in disqualification, and, at Sponsor's sole discretion an alternate potential Daily Prize Winner may be selected from the remaining eligible Entries. If potential Daily Prize Winner cannot be reached, is found to be ineligible, cannot or does not comply with these Official Rules, or if Daily Prize or Daily Prize notification is returned as undeliverable, potential Daily Prize Winner will be disqualified and time permitting, at Sponsor's sole discretion, an alternate potential Daily Prize Winner may be selected from the remaining eligible Entries.

DAILY PRIZE: There will be one (1) daily prize ("Daily Prize") awarded to each Daily Prize Winner. The Daily Prizes include, subject to Sponsor's sole discretion: 1) Hamilton Beach 10 Speed Blender 2) Nostalgia Electrics Retro Series Mini Hot Air Popcorn Maker 3) Weber Smokey Joe Compact Grill 4) Logitech EX100 Cordless Desktop 5) Oster Belgian Waffle Maker 6) Coby CXR190 Digital Voice Recorder with Integrated Speaker 7) Back to Basics Cocoa Latte Hot Drink Maker 8) Honey-Can-Do Closet/Dorm Organization Kit 9) Nostalgia Electrics Cotton Candy Maker 10) Coby DP100BLK 7-Inch Digital Picture Frame 11) Sony MDRNC7/BLK Noise Canceling On-Ear Headphones 12) HP Deskjet 1000 Printer 13) Back to Basics Egg-and-Muffin Toaster 14) Ella Perfect Bean Bag Chair 15) \$50 Skinit Gift Card 16) Kingston DataTraveler 10 Generation 2 32GB USB 2.0 Flash Drive 17) Boogie Board Paperless LCD Writing Tablet 18) Apple 4th Generation iPod Shuffle 2GB MP3 Player 19) Lasko 52" Oscillating Pedestal Fan 20) \$75 TicketMaster Gift Card 21) Innova iPod Docking Alarm Clock Radio 22) Nikon CoolPix L24 14MP Digital Camera 23) \$150 eCampus.com Gift Card 24) Apple TV MC572LL/A 25) SlouchBack Inflatable Dorm Couch 26) Microsoft Kinect Sensor with Kinect Adventures Game 27) \$200 IKEA Gift Card 28) Sony Playstation 3 160GB 29) Dynex 32" LCD HDTV 30) Apple iPad 2 with WiFi 16GB. The approximate retail value of all thirty Daily Prizes is \$2800.

Sponsor will determine all details of Daily Prize in its sole discretion. Sponsor will furnish an Internal Revenue Service Form 1099 to Daily Prize Winner for the total ARV of Daily Prize for the tax year in which Daily Prize was won. Sponsor reserves the right to substitute a similar Daily Prize (or Daily Prize element) of comparable or greater value in its sole discretion. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of Daily Prize are the sole responsibility of Daily Prize Winner. Daily Prize cannot be transferred by Daily Prize Winner or redeemed for cash and is valid only for the items detailed above, with no substitution of Daily Prize by Daily Prize Winner. **Daily Prize must be redeemed by October 3, 2012, otherwise Daily Prize is forfeited in its entirety.**

CONDITIONS: By entering the Sweepstakes, each entrant agrees for entrant and for entrant's heirs, executors, and administrators (a) to release and hold harmless Sweepstakes Entities, Facebook and their respective officers, directors, and employees (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such entrant's participation in the Sweepstakes and/or his/her acceptance, possession, use, or misuse of Daily Prize or any portion thereof; (b) to indemnify Released Parties from any and all liability resulting or arising from the Sweepstakes and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Daily Prize, including express warranties provided exclusively by Daily Prize supplier that are sent along with Daily Prize; © if selected as Daily Prize Winner, to the posting of such entrant's name on the Website and the use by Released Parties of such name, voice, image, and/or likeness for publicity, promotional, and advertising purposes in any and all

media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Sweepstakes itself, and to be bound by all decisions of the Sponsor, which are binding and final. Failure to comply with these conditions may result in disqualification from the Sweepstakes at Sponsor's sole discretion.

LIMITATIONS OF LIABILITY: Entrants in the Sweepstakes hereby: (a) release A Book Company, LLC. and its respective officers, directors, employees, agents, and representatives (collectively, the "Released Parties") from any and all liability for any loss, harm, damages, costs, or expenses, including without limitation property damages, personal injury, and death arising out of participation in this Sweepstakes or any Sweepstakes-related activity, or the acceptance, possession, use, or misuse of any prize, and claims based on publicity rights, defamation, invasion of privacy, and merchandise delivery; and (b) indemnify and hold harmless the Released Parties from and against any and all liability or loss and against all claims or actions identified in the foregoing Section 8(a) or relating thereto. The Released Parties assume no responsibility for error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, wireless, telephone equipment, electronic, computer, hardware, or software malfunctions of any kind, or inaccurate transmissions of or failure to receive entry information by A Book Company, LLC. on account of technical problems or traffic congestion on the Internet or via mobile telephone transmission or any combination thereof. No responsibility is assumed for any injury or damage to any entrant's or any other person's computer/mobile device related to or resulting from downloading any materials in the Sweepstakes, for any unavailability of telephone lines, connections, or cellular telephone service, or for any other technical malfunctions that may interfere with any entrant's attempt to enter by text message entry. Any attempt to deliberately damage any service or website or to undermine the legitimate operations of the Sweepstakes may be a violation of civil or criminal laws, and A Book Company, LLC. reserves the right to disqualify and seek damages from any such person to the fullest extent of the law. A Book Company, LLC. reserves the right in its sole discretion to modify, suspend, or terminate the Sweepstakes in whole or in part for any reason without prior notice. THE SWEEPSTAKES AND PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCEPTANCE, POSSESSION, USE, OR MISUSE OF ANY PRIZES OR ACCESS TO OR USE OF THE SWEEPSTAKES OR INFORMATION RELATING TO ANY OF THE FOREGOING.

ADDITIONAL TERMS: Sponsor reserves the right to permanently disqualify from any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Sweepstakes or the operation thereof is unlawful and subject to legal action by Sponsor, who may seek damages to the fullest extent permitted by law. The failure of Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of Sponsor (excepting compliance with applicable codes and regulations), or other "force majeure" event will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to entrants' or to any other person's computer relating to or resulting from entering or downloading materials or software in connection with the Sweepstakes. Released Parties are not responsible for telecommunications, network, electronic, technical, or computer failures of any kind; for inaccurate transcription of Entry information; for errors in any promotional or marketing materials or in these Official Rules; for any human or electronic error; or for Entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, or returned. Sponsor reserves the right to cancel, modify, or suspend the Sweepstakes or any element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules). In the event of cancellation, modification, or suspension, Sponsor reserves the right to select Daily Prize

Winner in a random drawing from among all eligible, non-suspect Entries received prior to the time of the event warranting such cancellation, modification, or suspension. Notice of such cancellation, modification, or suspension will be posted on the Website. Sponsor may prohibit any entrant or potential entrant from participating in the Sweepstakes, if such entrant or potential entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other entrant, Sponsor, or Sponsor's agents or representatives; or behaves in any other disruptive manner (as determined by Sponsor in its sole discretion). Sponsor reserves the right to modify these rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

DISPUTES: THE SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF KENTUCKY, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN LEXINGTON, KENTUCKY. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN KENTUCKY. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE COUNTY OF KENTUCKY. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.

DAILY PRIZE WINNER ANNOUNCEMENT: For the names of the Daily Prize Winners, available after September 13, 2011, please send a postage paid envelope to: eCampus.com 'E Z Living' Sweepstakes, 2373 Palumbo Drive, Lexington, KY 40509

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