

Pin It to Win It!

Real Classroom Makeover Contest

Enter for the chance to win \$5,000.00 worth of teaching resources from Kaplan Early Learning Company and a signed copy of *Real Classroom Makeovers* by Rebecca Isbell and Pamela Evanshen.

Contest will run August 1 - August 31, 2012.
Winner will be announced on September 3, 2012.

Step 1:

- Go to www.kaplanco.com/contest and pin the graphic to get started.
 - Follow us on Pinterest & create a board on your Pinterest profile with the title “My Kaplan Classroom Makeover.”
 - Include at least 5 products from www.kaplanco.com and at least 1 image of your dream classroom or classroom inspiration. Pin each item with the hashtag #PinIt2WinIt.
 - Kaplan products pinned on boards must total no more than \$5,000. (This does not include taxes or shipping and handling.)

Step 2:

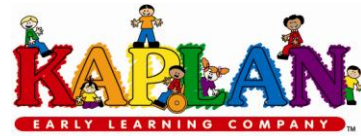
- “Like” us on Facebook & tell us why your classroom should be the winner!
 - Post a comment with a link to your board on Kaplan Early Learning Company’s Facebook page at www.facebook.com/kaplanco
 - To be considered all comments must contain a link to a Pinterest board as described in Step 1.

Winner Selection:

- The Kaplan Early Learning Company team will choose one GRAND PRIZE WINNER among the participants, judged on creativity and originality (50%) and the use of Kaplan product images (50%).

More Information About Your Pins:

- Have a look at our sample Pinterest board for inspiration!
(www.pinterest.com/kaplanco)
- Entrants must follow all of the above instructions. All steps must be completed between 12:00 AM EST August 1, 2012 and 11:59 EST August 31, 2012.
- Limit one online entry per person regardless if entrant has more than one Pinterest account.



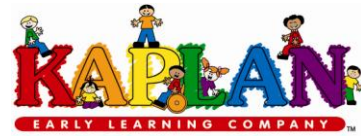
- Pinterest is invite-only, so if you haven't already joined, you can request an invite from Pinterest: <http://pinterest.com/about/help/>

Have fun – we can't wait to see your boards!

Official Contest Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. ONE FINALIST BOARD WILL BE CHOSEN BY THE KAPLAN EARLY LEARNING COMPANY MARKETING TEAM BASED ON THE FOLLOWING QUALIFICATIONS: CREATIVITY, ORIGINALITY, AND THE USE OF KAPLAN EARLY LEARNING COMPANY PRODUCTS. By entering the "Kaplan Early Learning Company Pin It to Win It! Real Classroom Makeover Contest" (the "Contest"), you agree to comply with and be bound by the following official contest rules. If you do not agree with the rules in their entirety, you are not permitted to enter the contest. ELIGIBILITY: THE CONTEST IS OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 18 OR OLDER AT TIME OF ENTRY. Employees of Kaplan Early Learning Company ("Sponsor"), any parent company, subsidiaries, affiliates, advertising and promotion agencies and their immediate family members (defined as spouse, siblings, parents and children) and/or those living in the same household (whether related or not) are not eligible to enter. Contest is subject to all applicable federal, state and local laws and regulations. Void outside the 50 United States and the District of Columbia and where prohibited by law. This contest is in no way sponsored, endorsed or administered by, or associated with, Pinterest. The winner will receive a comment from Kaplan Early Learning Company under the contest announcement pin on our Real Classroom Makeover Contest board and will be announced on the Kaplan Early Learning Company Facebook page, notifying them that they should email kaplancontests@gmail.com to arrange to redeem their prize. The information provided will only be used for the purposes of this Contest and as otherwise permitted by Sponsor's privacy policy.

HOW TO ENTER: The Pin It to Win It! Real Classroom Makeover Contest runs from August 1, 12:00am EST to 11:59pm EST August 31, 2012. Only entrants who complete the rules required to enter the contest during the aforementioned times are eligible to enter to win the GRAND PRIZE. Entrants can find the Contest on the Kaplan Early Learning Company Pinterest profile, located at pinterest.com/kaplanco. Entrants must follow all online instructions to be eligible to win the contest. Entrants must follow Kaplan Early Learning Company on Pinterest in order to enter. Online entrants are subject to all notices posted online including but not limited to privacy policies of the Sponsor. Limit one (1) entry per person. Although subsequent attempts to create boards on a given day may be received, only the first complete board the link of which is



entered under the contest announcement pin will be eligible; subsequent attempts by the same person to enter, including entries submitted with an alternate Pinterest profile, will be disqualified. All boards will become Sponsor's property.

PRIZE & APPROXIMATE RETAIL VALUE ("ARV"): One (1) winner will receive a GRAND PRIZE consisting of: all Kaplan products pinned on winner's "Real Classroom Makeover" Pinterest board not to exceed \$5,000.00 retail value (determined based on Kaplan published retail prices in effect during the Contest). The winner will be posted on or before September 3, 2012, and will be notified within 20 business days from entry by Facebook message and Pinterest comment. Prize winners must sign and return an affidavit of eligibility within fourteen (14) days of notification or an alternate winner may be selected. In the event of noncompliance with this or any other requirement, winner will be disqualified. No substitution, exchange or transfer of prize is allowed except by Sponsor, in which case a prize of equal or greater value will be substituted. By participating, entrants agree to these rules. Entrants are solely responsible for their own actions and agree to hold harmless Kaplan Early Learning Company and any participating sponsors, and their parents, subsidiaries, divisions and related companies and the officers, directors, employees, agents, successors, assigns and licensees (collectively the "Sponsors") from any liability for losses, damages or injuries arising in connection with their participation in the sweepstakes or the award of a prize. Prize winners need not be present at time of selection. Sponsor is not responsible for problems related to downloading or uploading any Contest-related information to or from the website or for any other technical malfunctions of electronic equipment, computer on-line systems, servers or providers, or other technical problems related to entries. Sponsor reserves the right to modify, suspend or terminate the Contest in the event it becomes infected by a computer virus or is otherwise technically impaired, or should tampering, unauthorized intervention, fraud, technical failures or other causes beyond Sponsor's control corrupt the administration, security, fairness or integrity of the Contest, and the winner will be selected from among entries received prior to cancellation. Entrant acknowledges that he/she 1) is over the age of 18; 2) has read the [www.kaplanco.com](http://www.kaplanco.com/about/privacy.asp) privacy policy (<http://www.kaplanco.com/about/privacy.asp>) and; 3) is granting www.kaplanco.com permission to send them marketing messages.