

**DISCOVERY EDUCATION'S
3M "YOUNG SCIENTIST CHALLENGE 2012"
OFFICIAL RULES**

VOID WHERE PROHIBITED. NO PURCHASE NECESSARY.

BEFORE YOU MAY ENTER, YOUR PARENT/LEGAL GUARDIAN MUST SUBMIT BOTH A CONSENT FORM AND A REGISTRATION FORM AS DESCRIBED BELOW.

1. ELIGIBILITY:

The Discovery Education 3M "Young Scientist Challenge 2012" ("Contest") is open to all legal U.S. residents who are students enrolled in 5th through 8th grade at a public, private, parochial, or home school located in one of the fifty United States or the District of Columbia. Former Young Scientist Challenge finalists are not eligible to enter the Contest. In order to be considered eligible, students must be currently enrolled in 5th through 8th grade at the time of entry and comply with the safety guidelines set forth below ("Safety Guidelines"). Employees, officers and directors of Discovery Education, Inc. (the "Sponsor") and 3M ("Promotional Partner"), their parents, subsidiaries, affiliates, advertising agencies, promotional suppliers, their immediate family members (spouse, siblings, and children, regardless of where they live) or members of the same households (whether related or not) of such employees, officers and directors (collectively, "Contest Entities") are not eligible. Void in Puerto Rico and where prohibited.

2. CONTEST PERIOD:

The Contest period commences at **5:00 PM Eastern Time ("ET") on December 20, 2011** and expires at **5:00 PM ET on April 19, 2012 (the "Contest Period")**.

3. BRIEF CONTEST DESCRIPTION:

Eligible students shall have the opportunity to create a video in accordance with the Challenge outlined in Section 5 below. For a student to officially enter the Contest, the student must be registered as described below and his/her video must be uploaded between 5:00 PM ET on December 20, 2011 and 5:00 PM ET on April 19, 2012. Limit one entry per student. The ten (10) entrants with the highest overall scores will be deemed finalists and will compete for the Grand Prize (described below). The remaining entrants will be considered for a state merit award. Up to 51 State Merit winners will be named based on highest score among the remaining entries received per state which meet a minimum score determined by Sponsor in its sole discretion. State Merit winners will each receive a 3M Innovation Prize Package as described below.

4. TO REGISTER AND ENTER:

Starting at 5:00 PM ET on December 20, 2011, a parent/legal guardian must visit www.youngscientistchallenge.com and follow the on-screen directions to complete the online Parental Consent Form ("Consent Form") and submit it so it is received, in accordance with the directions found in the form. Once a parent/guardian submits the Consent Form, a registration page will appear on-line as a separate window ("Registration Page"), and the parent/guardian must complete the information requested in the Registration Page prior to **5:00 PM ET on April**

19, 2012, which includes without limitation, the student's full name, home address, home phone, email address, birth date, age, gender, school grade, parent/legal guardian's name and email address, school information and local media information. Once a student's parent/guardian submits the Registration Page, the parent/guardian will be prompted to set up a username and password for the student. Username and password confirmation will be sent to both the student and his/her parent/guardian at the emails provided in the Registration Form. Once the parent/guardian completes this process, the student may use his/her username and password in order to submit his/her video as described below in Section 7. The video must be submitted no later than 5:00 PM ET on April 19, 2012.

If the parent/legal guardian does not submit the Consent Form and the Registration Form by the applicable dates stated above, the student will not be able to enter the Contest.

5. THE CHALLENGE:

Entrants should identify an everyday problem related to **the way we move, the way we keep ourselves healthy, or the way we make a difference**. The problem should directly impact them, their family, their community, or the global population. The idea must be a new innovation or solution, and cannot simply be a behavioral change or a new use for an existing product.

The challenge is to create a one- to two- minute video that...

- explains the problem and how it impacts them, their family, their community or the global population;
- describes a **new** innovation or solution that could solve or impact the problem;
- explains the science, technology, engineering and/or mathematics behind their innovation; and
- illustrates how their innovation could both address the everyday problem they've identified and have a broader impact locally or globally.

Idea starters for each of the three video submission topics (**the way we move, the way we keep ourselves healthy, or the way we make a difference**) can be found online at www.youngscientistchallenge.com.

What the judges will be looking for:

- Description of the problem and how it affects the student, family or community.
- Details about the science behind the new innovation or solution.
- Clear explanations and a demonstration of how well the problem and solution are understood by the student (remember the idea must be a **new** innovation or solution, and cannot simply be a behavioral change or a new use for an existing product).
- An explanation of how the innovation could have broader reach or impact beyond the student, family, or community.

6. VIDEO SUBMISSION:

To enter, a student must submit one, and only one, entry video in accordance with the Challenge detailed above in Section 5 (the "Entry Video").

The Entry Video must be longer than 60 seconds, but not longer than 120 seconds. The Entry Video must not exceed 100MB in file size. The Entry Video must be the original work of the student. Only the student can appear in the Entry Video, no other individuals should be filmed. Students must work independently on the development of their video concept and must record their video with minimal help or direction from others. Entries WILL NOT be accepted which include non-student work.

To upload the Entry Video, the student must visit, during the Contest Period, www.youngscientistchallenge.com and login by using his/her username and password to access the upload page. At the upload page the student will be prompted to upload his/her Entry Video, provide any additional requested entry information, and, if desired, upload a photograph and brief biographical information. Entry Videos must be submitted on the Contest upload page in one of the following file formats: *.asf;*.avi;*.flv;*.mov;*.mpg;*.mpeg;*.wmv; or *.mp4. Any photographs should be uploaded in print-quality resolution (if possible), in *.tiff, *.gif, or *.jpg format. Completed entries must be received between 5:00 PM ET on December 20, 2011 and 5:00 PM ET on April 19, 2012. No entries will be accepted before or after such period. If you wish to update your Entry Video, you can log into your user account to resubmit your video prior to 5:00 PM ET on April 19, 2012. Once you upload a new Entry Video, the new Entry Video will overwrite the old Entry Video associated with your user account.

Entry Videos may not defame or invade the privacy or publicity rights of any person, living or deceased, or otherwise infringe upon a person's personal or proprietary rights. No copyrighted material may be used in an Entry Video unless student is the copyright owner of said material. Submissions that are deemed by the Judges in their sole discretion to be immoral, obscene, profane or not in keeping with Sponsor's image will be disqualified. 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, including without limitation the Safety Guidelines. In addition to the Sponsors' right to do so at its discretion, the judges will also be instructed to disqualify any entry that describes dangerous conduct, stunts or tricks, conduct that could lead to physical injury, property damage or otherwise violates or is inconsistent with these Official Rules. Other than for finalist notification, neither Sponsor, nor anyone acting on its behalf, will enter into any unsolicited communication with any entrant regarding this Contest, nor will entries be acknowledged or returned.

Participation in the Contest constitutes the student's and his/her parent's or guardian's full and unconditional agreement to and acceptance of these Official Rules and the decisions of Sponsor and Judges. By entering the Contest, the student and his/her parent or guardian warrants that the student's Entry Video is an original creation of the student's; has not been previously published or won any award; and that student and the parent or guardian is aware of no conflicting rights in the submission or claims to the submission, including but not limited to copyright or other intellectual property right.

7. JUDGING:

Round 1: All entries will first be screened to ensure they meet the entry criteria. A panel of judges from Discovery Education and its partner organizations, educators and science professionals will then score qualifying Entry Videos. Entries will be scored using the following judging criteria:

- (i) Creativity (ingenuity and innovative thinking) (30%);
- (ii) Scientific knowledge (30%);
- (iii) Persuasiveness and effective communication (20%); and
- (iv) Overall presentation (20%).

The judges will rank all eligible entries received. The 10 highest scoring entrants will be deemed finalists and will have the opportunity to participate in the summer mentorship program (see below) and proceed to a second round of judging (see below) during the Final Event (as defined below), all pending verification of eligibility and continued compliance with these Official Rules and Sponsor's instructions. The 10 finalists will be notified on or about June 1, 2012. The rest of the ranked entries will be sorted by state and up to 51 state merit winners (includes the District of Columbia) will be selected which meet a minimum score determined by Sponsor in its sole discretion. The state merit winners will be notified on or about June 15, 2012. In the event of any ties, the "overall presentation" score will be used as a tiebreaker.

Summer Mentorship Program: Each finalist will be assigned to a 3M scientist selected by Sponsor in its sole discretion, who will act as the finalist's mentor for purposes of the Summer Mentorship Program. Finalists will receive a summer assignment to develop an invention or innovation (an "Innovation"), to be completed under the mentorship of their designated mentor. This project may or may not be related to the topic of the entrant's Entry Video, but will involve a real life innovation. Mentor will suggest some 3M tools or technologies that could benefit the finalist's innovation. Finalists must use at least one 3M technology (suggested by the mentor or otherwise) in their final presentation, and communicate its relevance in their final presentation. Finalist/Scientist teams will connect virtually and work through pre-assigned objectives with the resources and support of Sponsor. All program details and deadlines will be determined by Sponsor in its sole discretion.

At the Final Event, each finalist will be required to make a presentation in front of a panel of judges. This will include:

- An electronic presentation about their Innovation
- A prototype of their Innovation (this may consist of both physical and digital elements but must include one physical component)

Round 2: In October 2012, the 10 finalists will participate in and attend the 3M Young Scientist Challenge culminating event (the "Final Event") in St. Paul, Minnesota at the 3M Innovation Center. Sponsor will determine the specific Final Event date in its sole discretion. At the Final Event, the 10 finalists will have the opportunity to:

- Visit 3M labs and tour the 3M Innovation Center;
- Meet Discovery talent* that may participate in the event;
- Attend an awards ceremony and dinner;

- Participate in a series of other scored challenges to demonstrate their scientific knowledge; and
- Present the Innovation that they developed during their Summer Mentorship Program

At the Final Event, the finalists will be judged by a panel of judges selected by Discovery Education and its partner organizations as follows:

- (i) Creativity (ingenuity and innovative thinking) demonstrated in the finalist's Innovation presentation (30%);
- (ii) Scientific knowledge demonstrated in the finalist's Innovation presentation (20%);
- (iii) Effective use of a 3M technology in the finalist's Innovation (10%); and
- (iv) Finalist's ranking from the Final Event's scored scientific challenges (40%).

The finalist who scores the highest according to the Round 2 judging criteria above will be deemed the Grand Prize winner. Once the Grand Prize Winner has been determined, the three next-highest scoring finalists will each be deemed a Runner-Up Winner. Once the Runner-Up Winners have been determined, the remaining six finalists will each be deemed a Second Prize Winner. Sponsor reserves right to award additional prizes or titles at the Final Event, in its sole discretion. In the event of any ties, the "Finalist's ranking from the Final Event's scored scientific challenges" score will be used as a tiebreaker.

*Appearance is subject to availability; talent will be selected by Sponsor in its sole discretion. In the case of unavailability of any advertised talent, Sponsor reserves the right to substitute such appearance with other talent in its sole discretion.

The decisions of Sponsor and Judges are final and binding in all matters.

8. PRIZES:

- **Up to 51 State Merit Prizes:** Each state merit award winner will receive: a 3M innovation prize. The approximate retail value ("ARV") of each State Merit prize is \$299.
- **10 Finalist Prizes:** All 10 finalists shall win the following:
 - Participation in the Summer Mentorship Program as described in Section 7 above.
 - A pocket video camera to document their summer mentorship program, ARV \$299.
 - Support to create a blog for posting their innovation diary which will include notes, videos, images—any and all documentation in support of their bid for the Final Event. There is no retail value ascribed to this educational opportunity.
 - A trip to St. Paul, MN to compete in Final Event for the Grand Prize (as defined below). Trip includes: hotel accommodations for 2 or 3 nights as determined by Sponsor for the finalist and his/her parent or legal guardian (one standard room of double occupancy) at a hotel selected by Sponsor; roundtrip coach airfare for the

finalist and his/her parent or legal guardian from a major airport nearest the finalist's home (airport and airlines selected by Sponsor in its sole discretion); ground transportation to and from the airport and to and from the Final Event; select activities; and select meals. Meals shall consist of 1 breakfast, 1 lunch and 2 dinners. Travel dates will be determined by Sponsor in its sole discretion. Gratuities and incidental expenses not included. The parent/legal guardian of winner is responsible for any necessary travel authorizations and for any travel insurance. Actual value will vary depending upon point of departure, location of Final Event, and other contingencies. Any differences between actual costs and ARV will not be awarded. Finalist and parent / guardian must travel together on the same itinerary. If finalist resides within a 100-mile radius of St. Paul, MN, Sponsor, in its sole discretion, reserves the right to provide ground transportation in lieu of air transportation and no compensation or substitution will be provided for difference in prize value. All other expenses not specified herein are the winner's sole responsibility. Air carriers, hotels and other transportation will be selected by Sponsor. Travel, accommodations and activities are subject to availability and certain restrictions. Trip must be taken at time determined by Sponsor or the prize will be forfeited in its entirety. ARV of each Trip is \$2,050.00; actual value will be determined by winner's residence and seasonal rates.

- \$1,000.00 cash, awarded as a check made payable to the finalist*;
 - A Contest medal selected by Sponsor;
 - The opportunity, at Sponsor's option, to participate in future Contest-related promotional events.
- **Six Second Prizes:** Each Second Prize Winner will receive the following:
 - "Excitations" for a \$500 excursion, subject to terms at <https://discovery.excitations.com/about/terms>
 - **Three Runner-Up Prizes:** Each Runner-Up Winner will receive the following:
 - A trip from Discovery Student Adventures, ARV \$3,850. All trip details and restrictions will be determined by Sponsor and disclosed at the time of award notification.
 - **One Grand Prize*:** The Grand Prize winner will receive the following:
 - \$25,000.00 cash, awarded as a check made payable to the winner;
 - A trip from Discovery Student Adventures, ARV \$3,850. All trip details and restrictions will be determined by Sponsor and disclosed at the time of award notification.
 - A Contest trophy selected by Sponsor, and
 - The title of "America's Top Young Scientist 2011".

* For the avoidance of doubt, the Grand Prize winner will also receive one of the finalist prizes, except for the \$1,000.00 check; instead he/she will receive a grand total of \$25,000.00 in cash, awarded as a check.

9. WINNER NOTIFICATION AND ADDITIONAL PRIZE DETAILS:

The finalists will be notified by email or by telephone (as provided on the Registration Page) and will be sent a claim form, which parent or legal guardian of the finalist will be required to sign and return to Sponsor. All finalists, upon being selected, must submit a completed and signed Appearance Consent and Release Form for the final competition and any on-air program about the competition, which the finalist and his/her parent or legal guardian will be required to sign and return to Sponsor. The Grand Prize winner will be notified at the Final Event. In addition, each finalist will be sent an affidavit/documentation of eligibility and liability release, an IRS W-9 form, and a (where legal) publicity release. Each finalist and his/her parent or legal guardian will be required to complete and return the aforementioned documents within 10 days of issuance of these documents to claim the finalist prize. Failure to timely complete and return the properly signed affidavit and releases or other prize documentation, or if a finalist chooses to decline a prize for any reason, or fails to comply with any requirement of these Official Rules, may result in the prize being forfeited. Return of any prize/prize notification as undeliverable, or inability of Sponsor to contact finalist(s), may result in disqualification. The parent(s)/guardian(s) of each finalist hereby agree that their child, as a finalist, will participate in all advertising, publicity (including live and taped television appearances), press, and promotional events scheduled by Sponsor in connection with the Contest. Failure to participate in said events may result in disqualification and forfeiture of prizes. Any travel-related prize must be used within one (1) year of notice of availability, or such prize will be forfeited in its entirety.

10. RESTRICTIONS, RIGHTS AND RELEASE:

All taxes on prize and all expenses related to acceptance and use of the prize not specified are the sole responsibility of finalist/winner and/or his/her parent(s)/legal guardian(s). By participating, entrants and their parent(s)/legal guardian(s) agree: [a] to these rules and decisions of Sponsor and judges, which shall be final in all respects relating to the Contest; and [b] to release, discharge and hold harmless Contest Entities from any and all injuries, liability, losses and damages of any kind resulting from their participating in the Contest or their 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. Based on releases/affidavits and the details of the Consent Form provided, entrants and their parent(s)/legal guardian(s) agree to grant Sponsor and Promotional Partner: [a] all rights of ownership, reproduction and use of all submitted concepts and materials, including without limitation, Entry Videos, blogs/journals, and Innovations/presentations, 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, broadcast, display, copyright, create derivative works or otherwise exploit entries, for commercial or non-commercial use; and [b] to permit Sponsor to use his or her name, photograph, likeness, Video Entry, Innovation, 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 websites in perpetuity, without compensation (unless prohibited by law) and agree to execute specific consent to such use upon request. 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. 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 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 entries received prior to such action taking place. No prize transfer or cash redemption. No prize substitution or modification, 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. In the event of any discrepancy between the English language version of these Official Rules and any other translated versions, abbreviated versions, or Contest-related advertising or disclosures, the English language version of these Official Rules shall prevail. 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. Internet entry must be made at the authorized website address of www.youngscientistchallenge.com. Entries may not be made by any other individual or any entity, and/or originating at any other Internet website or e-mail address, including but not limited to commercial contest and sweepstakes subscription notification and/or entering service sites. Any person who enters by any of the methods described above will be disqualified. 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 Maryland, with jurisdiction and venue in Montgomery County, Maryland, and all claims must be resolved in the courts of Montgomery County, Maryland.

11. WINNERS LIST:

To receive the winners' names, mail a self-addressed, stamped envelope to be received by December 31, 2012, to: Young Scientist Challenge Winner List, One Discovery Place, HC07-05G, Silver Spring, MD, 20910.

Sponsor: Discovery Education, Inc., One Discovery Place, Silver Spring, MD 20910.
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GENERAL SAFETY GUIDELINES:

The guidelines are for your general knowledge and are not a substitute for professional advice or common sense. Be sure to thoroughly research your scientific concept prior to performing your project.

1. Research the scientific concept thoroughly to understand any dangers involved in your demonstrations.

2. You cannot use (i) human blood/body fluids, (ii) animals, (iii) live ammunition, firearms, or explosives, (iv) poisonous plants, or (v) radioactive material.
3. Parts of the body are not to be placed in danger. Do not directly view the sun, infrared, or ultraviolet sources.
4. Do not taste any non food substance or food substance that has been subjected to possible contamination.
5. Dress safely for your presentation (e.g., gloves, eye protection, an apron, ear protection, safety shield, etc.).
6. Keep quantities of hazardous materials to a minimum, and always have waste containers for the disposal of such materials.
7. Comply with all local fire and safety rules and regulations; Use caution when heating all forms of matter; always have a fire extinguisher available.
8. Thoroughly check all motors to make sure all parts are sturdy and that safety nuts are securely fastened.
9. Always check to see if certain elements of your demonstration require you to obtain state and/or local permits. Always obtain the necessary permits prior to conducting your demonstration.
10. Always practice your demonstration before filming.
11. **We strongly recommend that you [review the safety guidelines](http://www.nsta.org/pdfs/SafetyGuidelines.pdf) established by the National Science Teachers Associations at: <http://www.nsta.org/pdfs/SafetyGuidelines.pdf>**