

Buzzword BS Quiz Contest Rules

The Buzzword BS Quiz (“Contest”) is sponsored by The Halo Group, 350 7th Avenue, 21st Floor New York, NY 10001 (“Sponsor”) on behalf of Access Intelligence, LLC, 4 Choke Cherry Road, 2nd Floor, Rockville, MD 20850 (“AI”). Please read these Contest rules (“Rules”) carefully. By entering, Entrant agrees to abide and be bound by these Rules and the decisions of the Sponsor and Judges, which are final and binding on all matters pertaining to this Contest. The Contest is subject to all federal, state and local laws and regulations. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. Eligibility. The Contest is open to all U.S. residents who: (i) are 18 years of age or older at the time of entry in the Contest, (ii) own a computer with Internet access, (iii) complete an entry form online and (iv) correctly answer all of the questions in the Buzzword BS Quiz (“Entrants”). Offer void where prohibited or restricted by law. The Contest is not open to people under 18 years of age or officers, directors, or employees of Sponsor or AI, or their affiliates, licensees, parents, subsidiaries, divisions, or members of the immediate family or household of each. The term “immediate family” includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as “in-laws,” or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related. Any false information provided within the context of the Contest by any Entrant concerning identity, postal address, telephone number, ownership of right or non-compliance with these rules or the like may result in the immediate elimination of the Entrant from the Contest.

2. Promotion Period. The Contest promotion begins on June 11, 2014 at 12:00:01 a.m. Daylight Savings Time (DST) (“Contest Beginning Time”) and ends July 15, 2014 at 11:59:59 p.m. DST (“Contest Ending Date”) (the dates from the Contest Beginning Date through the Contest Ending Time are collectively the “Promotion Period”), provided enough entries are received in the Judges’ sole and absolute discretion. If, in the Judges’ discretion, too few entries are received during the Promotion Period, the Judges may extend the Contest Ending Time until July 31, 2014 at 11:59:59 p.m. DST, which date will then be the Contest Ending Date. Entries by web and email will be time-stamped to determine the order of entry. All entries must be received during the Promotion Period. Entries received after the Promotion Period will not be considered. IMPORTANT NOTICE TO ENTRANTS: EACH ENTRANT IS RESPONSIBLE FOR DETERMINING THE CORRESPONDING TIME ZONE IN HIS/HER RESPECTIVE JURISDICTION.

3. How to Enter. No purchase necessary. To enter the Contest, Entrants may either: (i) file online at www.chiefmarketer.com/buzzwordbs (“Website”) or (ii) by sending an email message to: buzzwordbs@accessintel.com. **Only one entry per person.** Entrants that submit more than one entry form for the Contest (either via the Website and/or email message) may be disqualified. To enter online, Entrants must complete the online entry form provided at the Website and answer the Buzzword BS Quiz. To enter by sending an email message, Entrants must attach the Buzzword BS Quiz answers as an attachment to the email message. Incorrectly completed entries may be disqualified. Collection and handling of an Entrant’s personally identifiable information will be in accordance with the Privacy Policy as posted on the Website.

4. Description of Prizes. An individual who submits a correctly answers the Buzzword BS Quiz will be eligible to win the following prizes:

- 1 Grand Prize: One set of Google Glass Explorer Edition with cable and charger, mono earbud, carrying pouch, and choice of shade or frame: verified retail value \$1,500.
- 1 Runner-Up Prize: \$200 Amazon Gift Card: verified retail value \$200.
- 50 Participation Prizes: One set of Halo Headphones, model [REDACTED]: verified retail value \$7.33.

5. Judging and Awarding of Contest Prizes. The Grand Prize winner and Runner-up Prize winner will be randomly drawn by the Judges on July 16, 2014, from all correct entries received during the Promotion Period. Entrants that send in the first 50 correct entries during the Promotion Period will receive one Participation Prize. The number of eligible entries received determines the odds of winning. Prizes are not transferable, assignable, redeemable for cash or exchangeable for any other prizes. Sponsor reserves the right in its sole and absolute discretion to substitute a prize of equal or greater value for any of the prizes published above. Prizes are awarded without warranty of any kind from Sponsor or AI, express or implied, without limitation, except where this would be contrary to federal, state, provincial, or local law or regulation. In order to receive the Contest prizes, a winner is not required to purchase any goods or services, pay any money or submit to any sales promotion effort. Winners may be required to sign additional waivers and releases in order to receive prizes. Decisions of the Judges are final and binding. Entrants need not be present to win. Winners will be notified by e-mail. Contest winners understand and agree that Sponsor intends to publish online and possibly in print the name and photograph of the winner. By entering the Contest, winners understand and agree that without further compensation by accepting a prize the winner will be required to sign an Eligibility Affidavit / Likeness & Liability Release ("Release") and participate in promotional activities as Sponsor or AI may require, including publication of the name and/or likeness of such winner.

6. Receiving of Contest Prizes. Winners will be notified by email within three (3) weeks of the Contest Ending Date. In order to receive the Grand Prize and Runner-up Prize, winners will be required to complete and return the Release within fourteen (14) days of notification. If a winner fails to comply with these Rules or fails to execute and return the Release within fourteen (14) days of prize notification, then that person will be disqualified and an alternative Contest winner will be selected by the Judges, whose decision will be final and binding. In the event that the alternative Contest winner fails to comply with these Rules or fails to execute and return the Release within fourteen (14) days of prize notification, then the alternative Contest winner will be disqualified and Sponsor will have the option to have the Judges select a second alternative Contest winner or choose not to award that prize. Return of any prize/prize notification may result in disqualification and selection of an alternate Contest winner. Winners will be posted on the Website no more than sixty (60) days after the close of the Promotion Period.

7. Delivery of Contest Prizes and Liability Limitation. Prizes will be delivered by U.S. Mail, UPS or Federal Express at the discretion of AI. All taxes are the responsibility of the winner. Submitting a Contest entry constitutes permission to post the winner's name on the Sponsor's or AI's website and the use of the winner's name and hometown for purposes of advertising without further compensation unless prohibited by law. By accepting a prize, the winner agrees that Sponsor, AI, or their affiliates, distributors, advertising and promotional

agencies and suppliers and all of their respective parents, subsidiaries, agents, directors, officers, employees, representatives and assigns (collectively “Agents”) shall have no liability for any damage, loss or injury that may arise in whole or in part, directly or indirectly, from the acceptance, possession, use or misuse of prizes or participation in this Contest. To the extent permitted by law, Entrants agree to hold Sponsor, AI and their Agents harmless from any injury or damage.

8. Warranty and Indemnity. Each Entrant certifies and covenants that they have the right to enter the Contest. To the maximum extent permitted by law, Entrants waive any right to publicity, privacy or moral rights relating to their participation in this Contest. To the extent these rights may not be waived legally, Entrants agree not to assert them. To the maximum extent permitted by law, each Entrant indemnifies and agrees to keep indemnified the Sponsor, AI and their Agents harmless at all times from and against any liability, claims, demands, losses, damages, costs and expenses: (i) resulting from any act, default or omission of the Entrant and/or a breach of any warranty set forth herein; (ii) caused or claimed to be caused by participation in the Contest and/or use or acceptance of any prize won, except to the extent that any death or personal injury is caused by the negligence of the Sponsor, AI or their Agents; or (iii) for or in respect of which Sponsor or AI will or may become liable by reason of or related or incidental to any act, default or omission by the Entrant under these Rules including without limitation resulting from or in relation to any breach, non-observance, act or omission whether negligent or otherwise, pursuant to these Rules by the Entrant. Neither Sponsor nor AI makes any warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of a Contest prize including, but not limited to, quality, merchantability or fitness for a particular purpose. **IN NO EVENT WILL SPONSOR OR AI BE LIABLE FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES (INCLUDING, WITHOUT LIMITATION, INDIRECT, SPECIAL, PUNITIVE, OR EXEMPLARY DAMAGES) ARISING OUT OF THIS CONTEST.**

9. Miscellaneous. Sponsor or AI may prohibit Entrants from participating in the Contest and disqualify entries if they attempt to enter the Contest through means not described in the Rules, attempt to disrupt the Contest or circumvent the Rules, act in an un-sportsmanlike manner or with an intent to annoy or harass any other Entrant, Sponsor or AI or their Agents. Sponsor and AI reserve the right to cancel or suspend the Contest should virus, bugs, unauthorized human intervention, or other causes beyond their control corrupt the administration, security, fairness, integrity, or proper operation of the Contest. All decisions are final. Sponsor reserves the right to disqualify any individual who tampers with the entry process. **Caution: Any attempt by an individual to deliberately damage the Website or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, Sponsor and AI reserve the right to notify the authorities and to seek damages from any such individual to the fullest extent of the law.**

Neither Sponsor nor AI is responsible and assumes no responsibility for late, lost, misdirected, undeliverable or incomplete entries due to system errors or failures, or faulty transmissions or other telecommunications malfunctions and/or online entries not properly received resulting from any hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete, faulty or garbled computer or telecommunications transmissions, typographical or system errors and failures, or for any problems or technical malfunction(s) of any telephone network or lines, computer on-line systems, servers or providers, computer equipment, or entries not received by Sponsor on account of technical problems or traffic congestion on the Internet, or at a web site, or any combination thereof, including any injury or

damage to Entrant's or any other person's computer related to or resulting from entering the Contest, or any other telecommunications malfunctions that may limit an Entrant's ability to participate. Sponsor reserves the right to modify or cancel the Contest in the event that the Website used to administer any aspect of the Contest becomes technically corrupted. In addition, AI reserves the right to cancel or amend the competition and these Rules without notice in the event of a catastrophe, war, civil or military disturbance, act of God or any actual or anticipated breach of any applicable law or regulation or any other event outside of Sponsor's or AI's control. Entrants will be notified of any Rule changes by email as soon as practical.

Entrants agree that Sponsor, AI and their Agents shall not be liable for, and Entrants hereby discharge and release Sponsor, AI and their Agents from all losses or injuries of any kind resulting from: (i) acceptance/possession and/or use/misuse of prize(s), (ii) participation in the Contest, (iii) individual, joint or collective technical malfunctions of the telephone network and/or transmission line, computer on-line system, computer dating mechanism, computer equipment, hardware and/or software, or (iv) any delay or distortion of an entry resulting from data transmissions that are garbled, incomplete, misdirected, lost, mutilated, delayed, corrupted, mechanically duplicated, illegible or otherwise not in compliance with these Rules. Entrants also agree that Sponsor, AI and their Agents are not responsible or liable for any injury or damage to an Entrant or third person's computer related to or resulting from the Contest and/or its prizes. The Sponsor, AI and their Agents are not liable to the Entrants for damage to an Entrant's computer system (including, without limitation, any server failure or lost, delayed or corrupted data or other malfunction) due, either directly or indirectly, to an Entrant's participation in the Contest.

These Contest Rules shall be governed and construed in accordance with the laws of the State of Maryland, USA without regard to the conflicts of laws or principles thereof. To the extent permitted by law, the rights to litigate, to seek injunctive relief or to make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Contest are hereby excluded, and all Entrants expressly waive any and all such rights. If any provision(s) of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

This Contest promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter or any other Social Network.