

AVERY ADVISORS COMMUNITY SWEEPSTAKES RULES AND REGULATIONS OFFICIAL RULES

NO PURCHASE OR PAYMENT REQUIRED TO ENTER OR TO WIN THIS SWEEPSTAKES. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

THIS SWEEPSTAKES IS VOID WHERE PROHIBITED BY LAW. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES OR THE DISTRICT OF COLUMBIA WHO HAVE REACHED THE AGE OF MAJORITY IN THEIR RESPECTIVE STATE OF RESIDENCE AT THE TIME OF ENTRY.

These Official Rules apply:

The Avery Advisors Community Sweepstakes (the "Sweepstakes") is sponsored by Avery Office Products Corporation, 50 Pointe Drive, Brea, CA 92821 (the "Sponsor"). Vision Critical Communications Inc. (the "Administrator") has been retained by the Sponsor to administer the Sweepstakes. The Administrator is and shall remain solely responsible for the delivery of the prize or prizes to the winner (or winners). The Sweepstakes begins on Thursday, January 1, 2015 at 12:00 a.m. Eastern Standard Time and will continue monthly thereafter until Thursday, December 31, 2015 at 11:59 p.m. Eastern Standard Time. The term and duration of the Sweepstakes may end at any time in the sole discretion of Sponsor; provided, however, that all prizes will be awarded for the period in which such termination occurs. The Avery Advisors Panel Sweepstakes will be promoted (i) at www.averyadvisors.net (the "Avery Advisors Website"), (ii) on survey invitations emailed monthly by Avery Advisors Administrator, and (iii) on e-newsletters sent out quarterly or less often. By entering this Sweepstakes, you agree to the terms in these Official Rules.

1. SWEEPSTAKES ENTRANTS AND PRIZE RECIPIENTS MUST BE (I) LEGAL RESIDENTS OF ONE OF THE UNITED STATES OR THE DISTRICT OF COLUMBIA (II) WHO HAVE REACHED THE AGE OF MAJORITY IN THE JURISDICTION WITHIN WHICH THEY RESIDE ON THE DATE OF ENTRY, TO BE ELIGIBLE. VOID WHERE PROHIBITED BY LAW.

Employees of Sponsor and its parent company, subsidiaries, affiliates, divisions, advertising and promotion, fulfillment or judging agencies, and related entities, and their immediate family members (spouse, parents, siblings, children and their spouses) regardless where they reside, and those living in the same household of any such individual (whether or not related), are not eligible to enter or win. Franchisees, employees, agents and representatives of the Sponsor and its subsidiaries and affiliates, Administrator and its subsidiaries or affiliates and each of their respective advertising and promotion agencies are not eligible to win, nor are the parents, siblings and children of any such employee, agent or representative or any person with whom such employee, agent or representative is domiciled.

2. TO ENTER: The Sweepstakes is open to all registered members of the Avery Advisors Panel ("Members").

All Members must be 18 years of age or older at the time of entry into the Sweepstakes. Members receive an entry for each activity or survey they complete on the panel website (www.averyadvisors.net). Your entry constitutes your consent to participate in this Sweepstakes and your consent for Sponsor to obtain and deliver your name, address and other information to prize suppliers designated by Sponsor and if you are deemed a winner, your prize, as well as for other uses by Sponsor in accordance with Sponsor's privacy policy, which can be found at <http://www.averyadvisors.net/Privacy-Policy.htm>. Entries are the property of the Sponsor and will not be acknowledged or returned. Sponsor is not responsible for lost, late, incomplete, misaddressed, or otherwise misdirected entries that are processed late or incorrectly or are lost due to computer or electronic malfunction or other error.

3. ALTERNATE ENTRY: You may also enter by legibly printing your name, street address, city, state, postal code, telephone number, and complete email address on a postcard and mailing that card with the postage prepaid to the Administrator at Vision Critical Communications, Inc., Attention Avery Advisors Panel Sweepstakes Winners List, Mezzanine, 200 Granville Street, Vancouver, British Columbia V6C 1S4. No purchase necessary.

4. WINNER SELECTION BY RANDOM DRAWING:

Winners will be determined by random drawing from all eligible entries received by Administrator. The initial prize will be drawn on February 2, 2015. The drawings for subsequent monthly prizes will be held on the first business day of each month beginning with March, 2015 and will continue through December, 2015. The odds of winning depend on the number of eligible entries received.

5. PRIZES AND THEIR APPROXIMATE RETAIL VALUE ("ARV"):

The prize amount is \$100 USD. Each month there will be three (3) winners awarded one of the three prizes. Total disbursement per month is \$300 USD. ARV is \$100 USD per prize.

No substitution, assignment or transfer of prize permitted. In the event a stated prize is unavailable for any reason, Sponsor reserves the right, in its sole discretion, to substitute a prize of equal or greater value. If a prize is unavailable, a gift certificate or card in the amount of the stated ARV of the unavailable prize will be provided. Gift certificates and cards are subject to terms and conditions of use.

6. CLAIMING PRIZES AND RELEASES:

Administrator's representative will notify prize winners by e-mail. Prize winners must sign and return a "Winner Notification Form" and "Publicity Release" to Sponsor within five calendar days after notification. Upon completion, the prize winner(s) will be declared winner(s) and the Administrator's representative will process and fulfill prizes as redeemed by such winner(s). If a prize winner fails to comply with the Official Rules or to submit required documentation within the designated period, that prize winner will be disqualified and his or her prize will be forfeited. Any such forfeited prizes will not be awarded. Sponsor will not be responsible for fraudulent calls or emails made to entrants not made by the Sponsor. Reporting and payment of any applicable federal, state, and local taxes are the sole responsibility of each individual prize winner.

7. INTERNET: If for any reason this Sweepstakes is not capable of running as planned due to an infection by a computer virus, bug, tampering, unauthorized intervention, fraud, technical failure, or any other cause beyond the control of Sponsor that corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Sponsor is not responsible for any problems or technical malfunctions of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor due to technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to a participant's or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes. SPONSOR IS NOT RESPONSIBLE FOR INCOMPATIBILITY OF ANY ENTRANT'S HARDWARE, SOFTWARE OR BROWSER TECHNOLOGY WITH SPONSOR'S HARDWARE, SOFTWARE OR BROWSER TECHNOLOGY. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY ONE RESPONSIBLE FOR THE ATTEMPT, TO THE FULLEST EXTENT PERMITTED BY LAW.

8. GENERAL: By entering this Sweepstakes, each entrant and prize winner: (a) agrees to be bound by these Official Rules; (b) agrees to release Sponsor, its parent company and their directors, officers, employees, shareholders, affiliates, agents and assigns from any and all liability for any loss, harm, damages, costs or expenses, including without limitation property damages, personal injury and/or death arising out of participating in this Sweepstakes, or the acceptance, possession, use or misuse of any prize and claims based on publicity rights, defamation or invasion of privacy and merchandise delivery; (c) consents to the use of his or her name, voice, picture, and likeness for advertising and promotional purposes in any medium now known or hereafter developed throughout the world in perpetuity without additional notice or compensation unless prohibited by law, and (d) acknowledges that Sponsor has neither made nor is responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality, mechanical condition, or fitness for a particular purpose. Sponsor may discontinue this Sweepstakes at any time, or decide to modify it in any manner that it deems fair and equitable to participants if it becomes aware of any occurrence that would materially affect the Sweepstakes' security and fairness. Sponsor may prohibit individuals from participating in Sweepstakes and disqualify their entries if they (1) attempt to enter the Sweepstakes through any means other than as described in these Official Rules, (2) attempt to disrupt the Sweepstakes or circumvent the terms and conditions of these Official Rules in any way or (3) repeatedly show a disregard for the Sweepstakes Official Rules or act (a) in an unsportsmanlike manner, or (b) with an intent to annoy, abuse, threaten or harass any other entrant or Sponsor. Sponsor's decisions with respect to the Sweepstakes are final. These rules are governed by the laws of the State of California, without giving effect to conflicts of law rules.

9. LIABILITY AND RELEASE: By participating in this Sweepstakes, each entrant and prize winner agrees to release and hold harmless the Sponsor and its parent company, subsidiaries and affiliates, and their respective employees and agents, from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize hereunder, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; or (e) injury or death to a person or damage to property that may be result, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or entrant's receipt, acceptance, use or enjoyment of any prize. In no event shall Sponsor be liable for attorney's fees. Entrants waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Sponsor reserves the right to correct typographic, clerical or printing errors in any Sweepstakes materials. Sponsor is not responsible for any

typographical or other error in the printing of this Sweepstakes, the administration of the Sweepstakes or in the announcement of prize winner(s), including any error that may give an erroneous indication that a prize has been won. In the event the Sponsor is prevented from continuing with this Sweepstakes, or the integrity or feasibility of the Sweepstakes is undermined by any event including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute, or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state, provincial or local government law, order of regulation, order of any court or jurisdiction, or other cause not reasonably within the Sponsor's control (each a "Force Majeure" event), Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Sweepstakes without notice or further obligation. If Sponsor, in its sole discretion, elects to abbreviate, cancel or terminate the Sweepstakes as a result of a Force Majeure event, Sponsor reserve the right, but shall have no obligation, to award the prizes from among all valid and eligible entries received up to the time of such Force Majeure event.

10. USE OF INFORMATION: Entry information provided in connection with this Sweepstakes may be used for Sponsor's internal purposes, but will not be provided to third parties, except as necessary for the administration of the Sweepstakes or as required by law or legal process. Entry constitutes permission to post any prize winner's name on the Avery Advisors website without further compensation unless prohibited by law.

11. WINNERS LIST: To obtain a copy of the winner list or a copy of the Sweepstakes Rules and Regulations, send your request to: Vision Critical Communications Inc, Avery Advisors Panel Sweepstakes Winners List, Mezzanine, 200 Granville Street, Vancouver, BC, V6C 1S4. Requests must be received no later than 60 days after the close of the period and must enclose a self-addressed stamped envelope.

12. SPONSOR. The sponsor of this Sweepstakes is Avery Office Products Corporation, 50 Pointe Drive, Brea, CA 92821. The Sweepstakes and all accompanying materials are owned by Avery Office Products Corporation. All rights reserved.

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