



OFFICIAL CONTEST RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED. A purchase or payment will not improve your chances of winning. The Progressive Insurance Automotive X PRIZE Education Program's **DASH+** Contest (the "Contest"), funded by the U.S. Department of Energy, starts at 12:01AM Eastern Time ("ET") on October 19, 2009 and ends at 11:59 PM ET on June 15, 2010 (the "Promotion Period"). The Contest is governed by these Official Rules, and is subject to all applicable U.S. federal, state and local laws, and provincial or territorial laws, and is void wherever prohibited by law.

1. PROGRAM DESCRIPTION: The objective of the Contest is for students and an adult teacher/advisor/mentor ("Teams") to create the "dashboard of the future" that incorporates feedback mechanisms and supports behavior change to help drivers maximize fuel efficiency and reduce environmental impact. The contest is designed to challenge students to work together using creativity, design, and math and science skills to develop new gauges, instruments and interfaces for the dashboard of the future that promotes eco-driving behaviors. Teams will design the dashboard, describe its functions in a technical plan, and create a pitch video to promote their concepts. Additional information and tips for creating an effective contest entry will be available online at the Contest website, found at www.FuelOurFutureNow.com/contest (the "Web Site").

2. TEAMS, ADVISORS AND ELIGIBILITY: The Teams may be made up of between two (2) and five (5) students, each of whom must be a legal U.S. resident of the United States and its territories and possessions (other than military bases outside of the Western Hemisphere) aged 14 or older by March 1, 2010 and enrolled in 9th through 12th grade for the fall 2009 semester at a public, private, parochial or home school located in the United States at the time of entry. One adult teacher or mentor must supervise each Team and that person must be a U.S. resident over the age of 21 at the time of entry (the "Advisor"). All members of the Team and the Advisor will individually be called "Entrants". The Advisor will provide guidance to the Team, work with the Team to develop the entry, and work with the Team to submit the final entry submission. The Advisor must know each student and be in regular contact with both the student and the student's legal guardian. Any individuals who have, within one year prior to the start date of the Contest, performed services for Sponsor, or their respective parents, subsidiaries, affiliates and successor companies or any organizations responsible for fulfilling, administering, advertising or promoting the Contest or supplying any prize, including Discovery Education, Widmeyer Communications and Saint Louis Science Center, but excluding other promotional partners associated with the Contest and listed on the Web Site, and the immediate family and household members of such individuals, are not eligible to enter the Contest or win the prize. Mechanically altered or reproduced Entries are not eligible. In order to enter the Contest or receive the prize, Entrants must fully comply with the Official Rules, and by entering Entrants agree to be bound by these Official Rules and the decisions of Sponsor, whose decisions shall be binding and final in all respects, and that the Entrant is eligible to enter. The Sponsor may verify eligibility of a Team at any time.



3. HOW TO ENTER: Any member of the Team, must visit the Web Site during the Promotion Period to access the Contest online entry form and must complete the required information about his or her Team and submit the Entry as directed. All Teams must register by 11:59 PM ET on February 1, 2010 and all Entries must be received at Sponsor's server by 11:59 PM ET on March 1, 2010. The entry must be the student members of the Team's own work, but the Advisor may assist and supervise the students in preparing and organizing the entry. Limit: ONE ENTRY, PER TEAM. Students may not be on more than one Team. In the event that Sponsor learns that one student is on two separate Teams, Sponsor may disqualify both Teams or ask the Advisor to remove the student from the Team. Any disputes between Team members is solely the responsibility of the Advisor and the Team may not substitute or change Team members after the Entry has been submitted without receiving the written permission from Sponsor. Entries must be wholly in English.

4. ENTRY MATERIALS. To enter, any member of the Team must upload the following entry materials (the "Entry"): name, email address, team name, dashboard design, technical plan and one video presentation as described below. The Entry must include one, and only one, entry video explaining or demonstrating its Dashboard Design (the "Entry Video"). The Entry Video must be longer than 120 seconds, but not longer than 180 seconds. Entries may not include work done by anyone, including the Advisor, other than the student members of the Team. The Advisor may, however, appear in the Entry Video. Entry Videos must be submitted as a WMV, MOV, FLV, MPEG file and embedded code for YouTube video on the Contest upload page. The Entry Video 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 a student member of the Team is the copyright owner of said material. By submitting an Entry, the Entrants warrant and represent that (i) the Entry is the original work of the Team, not copied or plagiarized, was created by the Team and has not been previously published or used to win any awards or other contests; (ii) the Team owns or otherwise controls all of the rights to the Entry and have full rights and authority to grant to Sponsor the rights, title, interests and copyrights to use the Entry, as provided in these Official Rules, (iii) the Entry does not violate any law, regulation or any right of any third-party, including but not limited to rights of copyright, publicity and privacy and and that the Team is aware of no conflicting rights in the Entry, including but not limited to copyright or other intellectual property right; and (iv) the Advisor has obtained the appropriate permission from each of the Team members and their respective legal guardian before the Entry is submitted. Furthermore, Entries cannot contain the image or likeness of or reference in any identifiable way (for example, by first and last name, or by any part of a name that is identifiable) of any person other than the Entrants, including, but not limited to, any depictions of celebrities, unless a signed release from such person(s) is submitted to Sponsor along with the Entry. Entries cannot describe, in any identifiable way, any copyrights, trademarks/trade names, logos, or similar brand identifying marks, third party artistic works, or describe, depict or contain any illegal, dangerous or unsafe activity, or be otherwise obscene or inappropriate. Entries that are deemed by the Sponsor in its sole discretion to be not in keeping with Sponsor's image will be void. Sponsor reserves the right in its sole discretion to disqualify any Entry at any time which, in Sponsor's reasonable opinion, endangers the safety or well being of



any person, describes or depicts dangerous conduct, stunts or tricks, describes or depicts conduct that could lead to physical injury, property damage or otherwise violates or is inconsistent with these Official Rules. All entries become the property of Sponsor upon receipt and may not be acknowledged and will not be returned.

5. JUDGING CRITERIA; WINNER SELECTION: There will be two (2) stages of judging/voting. The first round will determine three (3) semi-finalists from among all eligible Entries received. The Contest judges (the “Judges”) will have relevant expertise in many fields, including alternative fuels, communications, automotive, design, energy, engineering, environment, mathematics, science, ergonomics, Human Machine Interface design or technology. The two rounds are as follows:

Stage 1: The Judges will review and score the top eligible Entries by April 2, 2010 based on a point system. Each Team can earn up to 55 points from the Judges. Point values are as follows:

Criteria	Point Values	Percentage/Weight
Dashboard Design <ul style="list-style-type: none"> Usability Effective Communication of Data Related to Energy Efficiency and Environmental Impact Creativity Design Efficacy (that it will work) 	5 5 5 5	40%
Dashboard Design Total	20	
Technical Plan <ul style="list-style-type: none"> Explanation of Dashboard Concept Explanation of Impact on Behavior Change related to Energy Efficiency and Environmental Impact Explanation of Safety Compliance Explanation of Visual Display and Measurement Explanation of Teamwork 	3 3 3 3 3	25%
Technical Plan Total	15	
Pitch Video <ul style="list-style-type: none"> Creativity Explanation of Dashboard Appeal to Automakers and Consumers 	5 5 5	25%
Pitch Video Total	15	
Requirements Met <ul style="list-style-type: none"> Use of Multiple Disciplines Overall Completion of Designing, Describing and Pitching Dashboard of the Future 	2 3	10%
Requirements Total	5	
Grand Total	55	100%



By May 1, 2010, Sponsor will announce the three (3) semifinalist Teams with the highest point totals using the above criteria. The semifinalists will be notified on or about May 1, 2010 by email, phone, postal mail or express mail. In the event of a tie in the expert judging phase, the Entry with the highest score in the dashboard design category will be named a semifinalist. In the event of a tie in the expert judging phase and a tie in the scores for the dashboard design category, the Entry with the highest cumulative score in the dashboard design and technical plan categories will be named a semifinalist. If an insufficient number of qualified Entries are received, Sponsor may announce less than three (3) semi-finalists.

Stage 2: Each of the semifinalist Teams will then have their Entry Video and other Entry materials posted on the Web Site between May 1, 2010 and May 31, 2010 (the "Voting Period") in a manner that allows public voting based on which Team has the best overall Entry.

All three Entries will be displayed on the same Web page on the Web Site and Sponsor will endeavor to minimize any advantage based on placement. Members of the public will be invited to vote once per day during the Voting Period. From the results of the online voting, each Team will be awarded a score (up to 45 points) that correlates directly to the results of the online voting. Point values are as follows: 45 points for first place, 39 points for second place, 33 points for third place. Once the Voting Period ends, the Judges will then combine each Teams' two scores (including the Judges' score from Stage 1 and the score from the results of the Voting Period in Stage 2) to determine the Grand Prize winning Team. In the final tally, the Judges' score will be calibrated to 55 points. In doing so, the same number of points will be added to each score so that the Entry in first place receives the maximum 55 points, but the point differential for the Judges' score between the three entries will remain the same. In the unlikely event of a tie, the Judges will pick the winner with the higher Judges' score. All Judges' decisions are final.

6. SEMIFINALIST AND GRAND PRIZE WINNER NOTIFICATION: Potential semifinalist and Grand Prize winners will be notified by e-mail or personal phone call, using the information provided on the Entry, by May 1, 2010 (all semifinalists) and then June 15, 2010 (Grand Prize). Sponsor will then send to potential winners by e-mail at the e-mail listed on the Entry, an Affidavit of Eligibility, Release of Liability, Publicity Release (unless prohibited by law), and any other documentation that Sponsor requires (the "Affidavit"). In order to redeem any prize, potential winner(s) shall sign, have notarized, and return to Sponsor the Affidavit within fourteen (14) days from the date Sponsor sent the Affidavit. In the event: (a) potential winner(s) cannot be reached for whatever reason after a reasonable effort has been exerted based on the information stated in the Entry, (b) of noncompliance with the above or within any of the aforesaid time periods, (c) potential winner is found to be ineligible to enter the Contest or receive the prize, (d) potential winner cannot or does not comply with the Official Rules, (e) potential winner's prize notification or Affidavit is returned as undeliverable for whatever reason, or (f) potential winner fails to fulfill the Affidavit-related obligations, the potential winner shall be disqualified from the Contest and an alternate potential winner may be selected, at Sponsor's sole discretion, from among the other eligible entries received. If Entrant's e-mail



address, telephone number, or home mailing address changes after he/she enters the Contest, it is the Entrant's sole responsibility to notify Sponsor by email or postal mailing notice to the address stated below to be received before the end of the Promotion Period. The parent or legal guardian of the students on the semifinalist Teams will also be required to complete and return a parental/legal guardian consent form within 14 days of issuance. Such consent will include a consent that each student 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. Failure to timely complete and return the properly signed may result in the prize being forfeited.

7. PRIZES: Grand Prize: Each member of the Grand Prize-winning Team (including the Advisor) will receive the following: one (1) Travel and Accommodations-paid trip to Detroit, MI with the opportunity to participate in Progressive Insurance Automotive X PRIZE activities as selected by the Sponsor. The winning student Team can also:

- Pitch their ideas to representatives from the automotive industry and receive feedback;
- Receive valuable mentoring from leaders in the automotive and design fields;
- See the Progressive Insurance Automotive X PRIZE vehicles and meet the competing teams; and
- Learn more about college programs and career possibilities.

The Grand Prize will include round trip coach air travel for each Team member and the Advisor, plus one additional adult chaperone (over the age of 21) from the major commercial airport nearest to the majority of the Team member's homes (as determined by Sponsor), hotel accommodations for 2 nights, admission or participation fees for activities planned by Sponsor, ground transportation to and from the airport and to and from the Contest events and meals. Meals shall consist of 3 breakfasts, 2 lunches and 2 dinners. The total approximate retail value ("ARV") of the Grand Prize is intended to be no less than \$1,000 per winner, but the actual value will be determined by each winner's residence, but shall be capped at \$1,500.

Any differences between actual costs and ARV will not be awarded. All federal, state and local taxes on the prize, gratuities and incidental expenses and all other expenses not specifically mentioned, including any travel insurance, are the sole responsibility of winners. Travel and accommodations are subject to availability and certain restrictions. Blackout dates may apply. Air carriers, hotels and other transportation will be chosen by Sponsor. Trip must be taken at time determined by Sponsor or trip portion of prize will be forfeited in its entirety and replaced with an alternate prize determined by Sponsor. Sponsor will make all reasonable efforts to accommodate all winning team member schedules. The entire Team, their adult chaperone and the Advisor must travel on the same itinerary (unless agreed to otherwise by Sponsor). If Grand Prize winners reside within a 100-mile radius of Detroit, Michigan, 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. The Grand Prize will not be awarded without Sponsor first receiving each student Team member's legal guardian/parental consent.

The Grand Prize Winning Team will be selected from among three (3) semifinalist Teams, each of which will also receive the following non-monetary benefits:

- Their Entry will be featured on the Web Site.
- There will be a public announcement of their status as a semi-finalist.
- They will receive an official signed Commendation letter from the X PRIZE Foundation.
- Their Entry may be showcased at selected Progressive Insurance Automotive X PRIZE competition events and possibly at other related venues.

Prizes subject to any and all applicable terms and conditions. Any depictions of prizes are for illustrative purposes only. Winner will be sent an IRS Federal 1099-MISC tax form for the retail value of any prize at or above \$600. No transfer, refund, substitution, or replacement of prizes permitted, except that Sponsor reserves the right, in its sole discretion and for any reason, to substitute a prize of equal or greater value (or cash equivalent). ARV of all prizes is in U.S. dollars. All prizes will be awarded within 1 year of receipt of valid and executed winners' affidavit or prize confirmation. Any portion of the prize not accepted or unclaimed and/or unused by the winners will be forfeited and will not be substituted. Odds of winning any prize depends on the number of eligible entries received during the Contest and the skill of the entries.

8 PUBLICITY RELEASE; USE OF PERSONAL INFORMATION: Except where prohibited or restricted by law, acceptance by the members of each of the semifinalist Teams of their prizes or benefits constitutes their agreement and consent for Sponsor to use and/or publish their full name, city and state of residence, Entry (including Entry Video), photographs or other likenesses, pictures, portraits, voice, testimonials, biographical information (in whole or in part), and/or statements made by them regarding the Contest or Sponsor, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, cable, electronic or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval. By entering, Entrants agree and consent to allow Sponsor to use and/or publish his/her full name, city and state of residence, Entry, photographs or other likenesses, pictures, portraits, voice, testimonials, and biographical information (in whole or in part) including any video footage of winners recorded on any prize trip for programming, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, cable, electronic or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval to the extent permitted by law. In addition, Entrants hereby agree to transfer all rights, title, interests, and copyrights, and to



waive any and all moral rights, in the Entries to Sponsor, and will execute any such documents as may be necessary to effectuate such a transfer or rights and waiver of moral rights, without further compensation unless prohibited by law and without prior approval or inspection, and agree to execute specific consent to such use if asked to do so. Also by entering the Contest, Entrants will be sharing their personal information with Sponsor and automatically consent to receive promotional or news e-mails from Sponsor and its partners including Discovery Education, Widmeyer Communications and Saint Louis Science Center. See <http://www.xprize.org/privacy-policy> for information regarding Sponsor's privacy policy applicable to the use of Entrant's personal information.

9. NO TAMPERING; RIGHT TO CANCEL, MODIFY: Sponsor and Sponsor's parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (including Widmeyer Communications) shall not have any obligation or responsibility, including any responsibility to award any prize to Entrants, with regard to: (a) Entries that contain inaccurate information or do not comply with or violate the Official Rules; (b) Entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human or technical error of any kind; (c) Entrants who have committed fraud or deception in entering or participating in the Contest or claiming the prize; (d) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties or misuse by Entrants or others; (e) any inability of the winners to accept the prize for any reason; (f) if a prize cannot be awarded due to travel cancellation, delays or interruptions due to Acts of God, natural disasters, terrorism, weather or any other similar event beyond Sponsor's reasonable control; or (g) any damages, injuries or losses of any kind caused by any prize or resulting from awarding, acceptance, possession, use, misuse, loss or misdirection of any prize or resulting from participating in this Contest. Sponsor reserves the right, in its sole discretion, to disqualify any Team it finds to be (a) providing false information or tampering with the entry process or the operation of the Contest, or with any Web sites promoting the Contest; (b) acting in violation of the Official Rules; or (c) entering or attempting to enter the Contest or vote on Entries multiple times through the use of multiple e-mail addresses or the use of any robotic or automated devices to submit entries or votes. If Sponsor determines, in its sole discretion, that technical difficulties or unforeseen events compromise the integrity or viability of the Contest, including the use of any robotic or automated devices to submit entries or votes, or should viruses, bugs or other causes beyond the control of Sponsor corrupt the administration, security or proper play of the Contest, Sponsor reserves the right to void the entries at issue, disqualify an Entry and/or terminate the relevant portion of the Contest promotion, including the entire Contest, and/or modify the Contest and/or select winner(s) to award the prize(s) using all eligible entries received as of the termination date or other reasonable method of determining the winners. If the Contest is terminated or modified due to technical difficulties or unforeseen events prior to the expiration date of the Promotion Period, notice will be posted at the Web Site. Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Contest or any portion thereof, and/or 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 their sole discretion. Persons who tamper



with or abuse any aspect of the Contest or the Web Site or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. 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.

10. RELEASE OF LIABILITY; DISCLAIMER OF WARRANTY; FORUM SELECTION

CLAUSE: By participating in the Contest, Entrants agree (a) to these rules and decisions of Sponsor and Sponsor's designated Judges, which shall be final in all respects relating to this contest; and (b) to release and hold harmless Sponsor and its parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (including Widmeyer Communications), from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury (including emotional distress), and/or death which may occur in connection with preparation for, or participation in, the Contest, or possession, acceptance and/or use or misuse of the prize or participation in any Contest-related activity and for any claims or causes of action based on publicity rights, defamation or invasion of privacy and merchandise delivery. By accepting the prizes, all winners agree that any liability concerning or arising out of the prize rests solely with the manufacturer or provider of the goods or services or their affiliates. Sponsor and its parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (including Widmeyer Communications) assume no responsibility for any injury or damage to Entrants or to any other person's computer, regardless of how caused, relating to or resulting from entering or downloading materials or software in connection with this Contest. Entrants and winners acknowledge that Sponsor has neither made nor are in any manner responsible or liable for any warranty, representations or guarantees, express or implied, in fact or in law, relative to any prize, including, but not limited to, express warranties provided by the manufacturer of the goods or services or their affiliates. Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Entrant or Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the California without giving effect to any choice of law or conflict of law rules (whether of the that jurisdiction, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the above-referenced jurisdiction. In addition, any dispute relating to the Contest (including these Official Rules) shall be brought in the appropriate state or federal court having jurisdiction over the subject matter located in the state or Federal courts in Los Angeles, California. Entrants hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non conveniens or lack of personal jurisdiction they may have.

11. LIST OF WINNERS; FUTURE SWEEPSTAKES/CONTESTS: A winners' list will be posted on the Web Site on or about June 15, 2010, or to receive a list of the winners after July 15, 2010 by mail send a self-addressed envelope, with applicable U.S. postage affixed, to: **DASH+**

fuelourfuturenow.com/contest



Contest c/o Widmeyer Communications, 1129 20th Street, NW, Suite 200, Washington, DC 20036 Attn: Katie Reardon, or by e-mail, send an e-mail to DashPlusContest@xprize.org, and in the body of the e-mail, type: "Please e-mail me the winners' list for the Progressive Automotive X PRIZE **DASH+** Contest."

12. **SPONSOR:** For the purposes of these Official Rules, the Sponsor of the Contest is, collectively, the X PRIZE Foundation, Inc. and the U.S. Department of Energy.

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