

BUILD-YOUR-OWN ALKA-ROCKET COMPETITION OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. The Scientific American Custom Media Build-Your-Own Alka-Rocket Contest (“Promotion”) begins at 12:00:01 PM Eastern Time (“ET”) on June 27, 2018 and ends at 11:59:59 PM ET on October 12, 2018 (“Promotion Period”). The promotion contains a contest of skill (“Contest”). The computer clock of Administrator is the official time-keeping device in the Promotion.

PROMOTION DESCRIPTION

The Scientific American Custom Media Build-Your-Own Alka-Rocket Contest (“Promotion”) consists of (i) a video submission (the “Contest”) and (ii) a distribution requirement (the “Distribution”). Collectively, the Contest and Distribution are referred to herein as the “Promotion”. The Promotion will take place from June 27, 2018 through October 12, 2018. The intent of the Promotion is to invite participants to upload a video submission and distribute that submission video over their personal social media channels. Each Promotion entry must clearly reflect the judging criteria, as defined below, and must follow the “Distribution” requirements. The Promotion will include a round of judging to determine one (1) winner and two (2) runners-up, as further described herein.

By participating in the Promotion, each participant (“Entrant”) unconditionally accepts and agrees to comply with, and abide by these Official Rules and the decisions of Scientific American, a division of Nature America Inc. (“Administrator”), and Bayer U.S. (“Sponsor”) which shall be final and binding in all respect.

ELIGIBILITY

The Promotion is open to entrants aged 8 and above at the time of entry, subject to verifiable parental consent. Entries from individuals aged 17 or younger without verifiable parental consent, whether online or by other means, will be deleted and disqualified in compliance with the Children’s Online Privacy Protection Act (“COPPA”). Contact information collected from entrants (i) will only be used internally (and not shared with third parties) to enter them into the Promotion, notify them if they won or lost and mail them a prize if they won and (ii) will be deleted after the promotion ends. Employees, officers and directors of Nature America Inc (“Administrator”) and Bayer U.S. (“Sponsor”), and any of its subsidiaries and affiliates, their respective parent companies, affiliates, subsidiaries, advertising, and fulfillment and marketing agencies, (collectively, “Promotion Parties”) their immediate families (parent, child, sibling & spouse and their respective spouses, regardless of where they reside) and persons living in the same households as such individuals (whether related or not) are not eligible to participate in the Promotion. By participating in the Promotion, you release, discharge and hold harmless Promotion Parties, their respective parents, affiliates, subsidiaries, retailers, advertising and promotion agencies and the respective officers, directors, employees and agents of each of the foregoing, from any and all damages whether direct or indirect, which may be due to or arise out of participation in the Promotion or any portion thereof, or the acceptance, use/misuse or possession of any prize. By participating, you agree to these Official Rules and to the decisions of the judges and Administrator/Sponsor, which are final and binding in all respects. Void where prohibited by law, rule or regulation. All federal, state and local laws and regulations apply.

TIMING

The Promotion begins at 12:00:01 PM Eastern Time (“ET”) on, June 27, 2018 and ends at 11:59:59 PM ET on October 12, 2018 (the “Promotion Period”) and consists of four (4) periods: The Contest Entry Period, Judging & Finalist Determination/Confirmation Period, Public Comment Period and Winner Announcement as defined in the chart below. Contest Finalists will be announced on/or about October 6, 2018. The Administrator’s computer is the official timekeeping device for this Promotion.

| Periods | Start Time | End Time |
|----------------------------------|-------------------------------------|-----------------------------------|
| Contest Entry Period | June 27, 2018 @ 12:00:01 PM ET | October 1, 2018 @ 11:59 PM ET |
| Judging & Finalist Determination | October 2, 2018 @ 12:00:01 AM ET | October 5, 2018 @ 11:59 PM ET |
| Public Comment Period | October 6, 2018 @ 12:00:01 AM ET | October 11, 2018 @ 11:59 PM ET |
| Winner Announcement | October 12, 2018 | |

PRIZES/ APPROXIMATE RETAIL VALUE (“ARV”)

CONTEST GRAND PRIZE (1)

One (1) Contest Grand Prize will be awarded during the Promotion to the Contest Grand Prize Winning Finalist or Finalist Team which will consist of: One (1) check in the amount of \$2,000 awarded the winning finalist or finalist team to be divided evenly among the team members

The Approximate Retail Value (“ARV”) of the Contest Grand Prize is \$2,000

FINALIST PRIZES

One (1) Finalist Prize will be awarded during the Promotion to each of the Finalists or Finalist Teams. Each Finalist prize which will consist of: One (1) one-year all-access subscription to Scientific American

The ARV of each Finalist Prize is \$99.00

The total ARV of all Promotion Prizes is \$2,198

THE CONTEST ENTRY PERIOD, HOW TO ENTER THE CONTEST & THE CHALLENGE

The Contest Entry Period begins at 12:00:01 PM ET on June 27, 2018 and ends at 11:59:59 PM ET on October 1, 2018. During the Contest Entry Period, go to **www.scientificamerican.com/alka-rocket-contest** (the “Website”) to gain access to the promotion details, submission instructions and parental consent form.

To enter the Build-Your-Own Alka-Rocket contest, entrants must create a video of their rocket, its launch, and their justification for entering. Your rocket must follow the “Rocket Requirements” outlined below.

A video submission constitutes “The Contest”. Video submissions must follow the “Requirements of Submissions” outlined below and can be up to one (1) minute in length. The video submission requirement is a crucial part of your entry into the Build-Your-Own Rocket Contest. Judges (and fans!) want to know who you are, what you’re doing and why. Be creative and have fun!

To enter the Build-Your-Own Alka-Rocket contest, entrants must also post their video submission to Facebook and/or Twitter and/or Instagram with the **#alkarocketchallenge**. They must also email a link to that social media post to **alkarocket@sciam.com**. Posting to at least one social media channel along with sending a link to **alkarocket@sciam.com** constitutes “The Distribution.”

If entrants are younger than 18 years at the time of entry, each entrant must also submit a parent consent form, found at **www.scientificamerican.com/alka-rocket-contest**. They should submit this consent form at the time they email their social media link(s) to **alkarocket@sciam.com**.

Together The Contest and The Distribution constitute The Promotion. Entry into the Promotion will not be considered complete without fulfilling the Contest and the Distribution. By completing entry into the Promotion, all entrants accept and agree to adhere to the Official Rules in their entirety. Once an entrant submits a video, entrants will be unable to make any edits or changes. Entrants are limited to one (1) Entry per team (as defined below), per email address, throughout the Promotion Period. ALL submissions will be reviewed by the Administrator/Sponsors. Submissions that do not contain all required submission information as outlined above, or are considered inappropriate for any reason, in the Administrator’s/Sponsor’s sole discretion, are not eligible. If entrants encounter problems with the form and/or uploading your video, please email **alkarocket@sciam.com**.

Administrator and Sponsor are not responsible for Lost, Late, incomplete, illegible, garbled, inaccurate, invalid, misdirected, undelivered, or delayed Entries. No altered or incomplete submissions will be accepted.

Entrants are subject to all notices posted online, including but not Limited to the Administrator’s/ Sponsor’s Privacy Policy. Contest Videos may be posted, in original or edited form, to a public gallery within the Promotion Website (the “Contest Gallery”) or on Administrator’s/Sponsors’s social media channels. The Administrator/Sponsor will review all submitted Contest Entries prior to such Contest Entries being published and reserves the right in its sole and absolute discretion to reject, disqualify and/or remove any Contest Entry that violates these Official Rules without any notification or warning. Posting to the Contest Gallery does not indicate the Contest Entry has complied with the Official Rules. Administrator/Sponsor do not guarantee the posting of any Contest Entry.

ENTRY REQUIREMENTS & CONDITIONS

All Contest Entries must comply with the following minimum guidelines to be eligible:

TEAM RESTRICTIONS

Teams may have no members younger than the age of 8 at the time of entry. Teams are allowed no more than four members. There is no Limit to the number of students or student teams that may enter from a single U.S. High School or U.S. Junior High School and a student may be on more than one team. A supervising teacher may supervise more than one team.

SAFETY

Safety is paramount. ALL rockets must be built and flown in accordance with FAA guidelines, any applicable Local fire regulations, and Federal Aviation Regulations.

ROCKET REQUIREMENTS

Materials

- Overall Length of rockets may not exceed 1 foot.
- The height of the rocket will be measured from its highest point to its base when placed on a flat surface.
- Rockets may not contain any pyrotechnic, explosive or incendiary devices.
- Rockets may either have integrated propulsion chamber(s) or attached propulsion chamber(s) that detach upon Launch.
- Propulsion chamber(s) may be from any materials EXCEPT: metal, aluminum, glass, plexiglass, PVC Less than 1/4 mm in thickness.
- Rockets may be created from any materials EXCEPT: metal, aluminum, glass, plexiglass, PVC Less than 1/4 mm in thickness.
- Rockets may include: stabilizing fins, one stage/chamber and one “payload” section. Effervescent tablets (i.e. Alka-Seltzer) must be used to create pressure from the water inside the container
- The maximum number of effervescent tablets that can be used in each rocket cannot exceed 15. The minimum number of effervescent tablets that can be used is one.
- No other ingredients besides water and effervescent tablets may be used to create propulsion.
- Rockets may not be commercially-made kits; the intent is for the students to design and construct a rocket that they design and fabricate
- Teams must not use electrical launch systems.

SAFETY FOR CONSTRUCTION AND LAUNCHING ROCKETS

- All entrants in the launch aspects of the rockets will at minimum wear laboratory safety glasses.
- Only Entrants necessary for the safe launch of the rocket will be within five (5) feet of the launch system.
- Entrants will use all proper safety equipment prescribed by the manufacturer of any machine or tool being used to construct the rockets or launch systems.
- All videos must show proper safety equipment in use as appropriate.
- Launches will occur within 5 degrees of vertical for the intended flight path of the rocket.

REQUIREMENTS OF SUBMISSIONS

The Minimum requirements for the “Entry” are

- one (1) video up to one minute in length
 - one (1) social media post promoting your submission video shared with the **#Alkarocketchallenge**
 - one (1) email to **alkarocket@sciam.com** including the link(s) to your social media post and parental consent forms for any entrants younger than the age of 18 at the time of entry. Parental consent forms can be found at **www.scientificamerican.com/alka-rocket-contest**
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- Entries may not contain, as determined by the Administrator/Sponsor, in its sole discretion, any content that: Is sexually explicit; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
 - Promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
 - Is obscene or offensive; endorses any form of hate or hate group; Appears to duplicate any other submitted contest entries; defames, misrepresents or contains disparaging remarks about other people or companies; Contains trademarks, Logos, or trade dress (such as distinctive packaging or building exteriors/ interiors) owned by others, without permission;
 - Contains any personal identification, such as License plate numbers, personal names, e-mail addresses or street addresses;
 - Contains copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media), without permission;
 - Contains any individual other than the you and/or any materials embodying the names, Likenesses, voices, or other indicia identifying any person, including, without Limitation, celebrities and/or other public or private figures, Living or dead, without providing Legal releases for such use in a form satisfactory to Administrator/Sponsor;
 - Contains Look-alikes of celebrities or other public or private figures, Living or dead;
 - Communicates messages or images inconsistent with the positive images and/or good will to

which Administrator/Sponsor wishes to associate; and/or Violates any Law.

- You and your team agree that Promotion Parties are not responsible for any unauthorized use of Entries by third parties. You and your team agree that you will not use the Entry for any other purpose, including, without Limitation, posting the Entry to any online social networks (other than for entry into this Promotion), without the express consent of Administrator/Sponsor in each instance.
- By submitting an Entry, your team represents and warrant that the work submitted is original to you and/or your team and that neither it nor its contents infringes upon or violates the rights of any third party. If your Entry includes Likenesses of third parties or contains elements not owned by you, (such as, but not Limited to, company Logos) you must be able to provide Legal releases for such use in a form satisfactory to Administrator/Sponsor or your Entry will be disqualified. Entries may not defame or invade the publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights.
- By submitting an Entry, you represent and warrant that you Entry is original to you and/or your team, that the Entry has not been previously published, has not won previous awards and that neither it nor its contents infringes upon or violates the rights of any third party, including any copyrights, trademarks, rights of privacy, publicity or other intellectual property. By submitting an Entry, you warrant and represent that you consent to the submission and use of the Entry in the Contest and to its use as otherwise set forth herein.
- By submitting an Entry, you and your team acknowledges and agrees that Administrator/Sponsor may receive other Entries under this Promotion that may be similar or identical to the Entry submitted by you, and you waive any and all claims you may have had, may have, and/or may have in the future, that any other Entry reviewed and/or used by Administrator/Sponsor may be similar to your Entry and you understand that you will not be entitled to any compensation because of Administrator's/Sponsor's use of such other similar or identical material.
- By submitting an Entry, you agree to be bound by these Official Rules and grant Administrator/Sponsor an exclusive, fully paid-up and royalty-free, worldwide license to use, modify, delete from, add to, publicly perform, publicly display, reproduce and translate your Entry, including without limitation the right to distribute all or part of your Entry in any media formats through any media channels. By submitting an Entry, you consent to the use, by Administrator/Sponsor, their affiliates, subsidiaries, parents, and licensees, of your name, likeness, and image, in connection with the Promotion and Administrator's/Sponsor's related marketing activities, in any media or format now known or hereafter invented, in any and all locations, without any payment to or further approval from you. You agree that this consent is perpetual and cannot be revoked.
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CONTEST ENTRIES POSTED TO THE PROMOTION WEBSITE ARE THE VIEWS/OPINIONS OF THE INDIVIDUAL ENTRANT AND DO NOT REFLECT THE VIEWS OF ADMINISTRATOR/SPONSOR IN ANY MANNER.

JUDGING & FINALIST DETERMINATION

The Finalist Judging Period begins at 12:00:00 AM ET on October 2, 2018 and ends at 11:59:59 PM ET on October 5, 2018. The judging panel, selected by the Administrator/Sponsor, will score each valid Entry on the creativity of a rocket's design, its launch and/or the creativity of the entry video.

Judges will select up to five (5) entries it deems as "Finalists" or "Finalist Teams". In the event of a tie among Entries, a "tie-breaking" judge will be brought in to evaluate the tied Entries, based on the Judging Criteria above. Administrator/Sponsor reserve the right to choose fewer than five (5) Finalists or Finalist Teams in its sole discretion.

CONTEST FINALIST NOTIFICATION

The potential Finalist Teams will be notified within three (3) business days or as soon as reasonably practicable after the Judging Period is complete. The potential Finalist Teams will be sent an Affidavit of Eligibility/Liability Release via email. Each team member will need to complete their own Affidavit of Eligibility/Liability Release form. All forms must be completed, signed, notarized and returned to Administrator within two (2) business days of date of issuance. Potential Finalist Teams becomes the "Finalist Teams" only after verification of eligibility by Administrator/Sponsor. Finalist Teams will also be required to send/upload an original of their video submission. If the potential Finalist Teams cannot be contacted; is ineligible; if the notification is returned undeliverable; or if the potential Finalist Teams otherwise fail to fully comply with these Official Rules, they will forfeit that Finalist position and the position will be awarded to an alternate team.

PUBLIC COMMENT PERIOD

Starting at 12:00:01 PM ET on October 6, 2018, valid Finalists Video Entries will be posted on the Promotion Website for public viewing and on Administrator/sponsors's social media channels (""). The public commenting period ends at 11:59:00 PM on October 11, 2018. Comments and/or votes driven through social media will influence the outcome of the Promotion at the discretion of the judges.

Commenting on finalist or finalist teams videos will occur on Administrator/sponsors's social media channels. Comments become property of Administrator/Sponsor. Nothing in these Official Rules shall obligate Administrator/Sponsor to publish or otherwise disclose any comment submitted in connection with this Promotion.

Any attempt by a Contest Finalist or any other person to gain comments by promising a benefit to the commenter or any other person, including the use of sites such as Vote Exchange or other similar social media sites, may subject the Contest Finalist and Voter to disqualification in the sole discretion of the Administrator/Sponsor. Commentors and/or Contest Finalists who spam or create false accounts for the purpose of commenting (or otherwise undertake any act intended to manipulate or undermine the integrity of the Promotion) may have their Contest Finalist Entry,

Votes and/or Sweepstakes Entries disqualified. Decisions of the Administrator/Sponsor are final relating to all aspects of the voting process and results. The Administrator/Sponsor may disqualify any Finalist or Finalist Team, Contest Entry, Comment, Sweepstakes Entry, Commentor, or related parties who violate or is suspected of violating any of the terms and conditions of the Promotion or these Official Rules.

WINNER ANNOUNCEMENT

Winners will be named on October 12, 2018.

PRIZE RESTRICTIONS

Prizes will be fulfilled in approximately four (4) to six (6) weeks after the Promotion has ended. Prizes will be awarded only upon confirmation, verification and final approval by Administrator/Sponsor. No substitution, transfer of any prize or cash alternative permitted, except by Administrator/Sponsor who reserves the right, in its sole discretion, to substitute a prize of equal or greater value, if prize, or portion of prize, becomes unavailable. If it is discovered during prize verification you or your team members have entered, attempted to enter, or used multiple accounts to enter more than the stated Limit, you will be disqualified at the discretion of the Administrator/Sponsor, or will be void. Promotion Parties are not responsible for Late, Lost, and stolen, damaged, delayed, or undelivered prizes.

MISCELLANEOUS

Promotion Parties are not responsible for Late, Lost, and incomplete, corrupted, stolen, garbled, damaged, delayed, undelivered or misdirected Entries, all of which are void. Online Entries will be considered to be entered by the authorized account holder of the e-mail address submitted at time of entry and he/she must comply with these Official Rules. The authorized account holder is deemed as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. By entering the Promotion, you recognize and agree that the registration information provided by you will be made available to Administrator/Sponsor. Upon entering the Promotion, winners grant Administrator/Sponsor the right to print, publish, broadcast, and use world-wide in any media now known or Later developed, the winner's name, portrait, picture, voice, likeness, city and state of residence, and biographical information for any purpose, including but not limited to, in advertisements, publicity, and other communications, worldwide, in perpetuity, without additional compensation, notification or permission, except where prohibited by Law. You agree to comply with these Official Rules and the decisions of the Administrator/Sponsor and judges shall be binding and final.

RELEASE

As a condition of entering the Promotion, you agree that (1) under no circumstances will you be permitted to obtain awards for, and you hereby waives all rights to claim punitive, incidental, consequential or any other damages, and any claims, judgments or awards shall be limited to actual out-of-pocket expenses; (2) all causes of action arising out of or connected with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form class action; and (3) in no event will you be entitled to receive attorneys' fees.

BY ENTERING THE PROMOTION, YOU AGREE TO RELEASE, DISCHARGE AND HOLD HARMLESS PROMOTION PARTIES AND THE RESPECTIVE OFFICERS, DIRECTORS, AND AGENTS OF EACH, FROM ANY AND ALL LIABILITY FOR ANY INJURY, LOSS, OR DAMAGE OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, WHETHER DIRECT OR INDIRECT, WHICH MAY BE DUE TO OR ARISE OUT OF PARTICIPATION IN THE PROMOTION OR ANY PORTION THEREOF, OR THE ACCEPTANCE, USE/ MISUSE OR POSSESSION OF PRIZES, OR ANY PRIZE-RELATED TRAVEL OR ACTIVITY. YOU WAIVE ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

DISCLAIMER

Promotion Parties are not responsible for printing or typographical errors in these Official Rules or in any Promotion-related materials. Administrator/Sponsor reserves the right, in its sole discretion, to disqualify any individual that tampers with the entry process. Administrator/Sponsor also reserves the right to terminate, suspend, cancel or modify the Promotion and award the prizes for the Promotion from among all eligible, non-suspect entries received (i) as of the date of termination using the judging procedure outlined above if for any reason this Promotion is not capable of running as planned due to any reason, including infection by computer virus, bugs, tampering, fraud, unauthorized intervention, technical failures or other causes that may corrupt or impair the integrity, fairness or proper play of the Promotion. Promotion Parties are not responsible or Liable for any events which may cause errors and/or the Promotion to be stopped, including but not Limited to 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, nor are they responsible for any problems or technical malfunction of any telephone, network or telephone Lines, computer on-Line systems, servers, or cable, satellite, or Internet Service Providers, computer equipment, software or any other failure of any email or entry to be received by Administrator/Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to yours or any other person's computer relating to or resulting from participation in this Promotion or downloading any materials in this Promotion. Promotion Parties are not responsible for computer, mechanical, technical, electronic, network or other errors or problems, including any errors or problems that may occur in connection with the administration of the Promotion, the processing of Entries, or in any other Promotion-related materials. Promotion Parties may stop you from participating in this Promotion if you violate OfficialRules or act, in Administrator's/Sponsor's sole discretion: (a) in a manner Administrator/Sponsor determines to be not fair; (b) with an intent to annoy, threaten or harass any other entrants or the Administrator/Sponsor; or (c) in any other disruptive manner. In no event will more prizes be awarded than that Listed in Section 7.

CAUTION

ANY ACT OR ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, PROMOTION PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL(S) TO THE FULLEST EXTENT PERMITTED BY LAW.

CHOICE OF LAW AND JURISDICTION

Except where prohibited, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrants or winners, Administrator/Sponsor, and administrator in connection with this Promotion, shall be governed by, and construed in accordance with, the laws of the state of New York, without giving effect to any choice of law or conflict of law rules or provisions (whether of the state of New York or any other jurisdiction), which might otherwise cause the application of the laws of any jurisdiction other than the state of New York. Any action seeking legal or equitable relief arising out of or relating to the Promotion or these Official Rules shall be brought only in the courts of the state of New York. You hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non-convenience or lack of personal jurisdiction they may have.

TAX INFORMATION

All federal, state, local, and other taxes on prizes and any other costs and expenses associated with prize acceptance and use not specified herein as being provided, are the sole responsibility of the applicable winner. A 1099 tax form will be issued any winner of a prize that has a value that exceeds \$600.

ADMINISTRATOR

Scientific American, a division of Nature America, Inc
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