

Utrecht Art Supplies
60th Anniversary Student Art Competition
OFFICIAL RULES

NO PURCHASE OF ANY KIND IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

Entry into this Competition constitutes your acceptance of these Official Rules.

WHO MAY ENTER: This Competition is open to anyone 18 years of age or older, registered as a matriculating student toward a degree in art, design or architecture at an accredited U.S. College or University.

Individuals employed by Utrecht Art Supplies or Art Calendar ("Administrator"), their affiliate companies, subsidiaries, advertising and promotion agencies, or jurors (collectively "Competition Parties") at any time during the Competition Period, and members of their immediate family or persons living in the same household, are not eligible.

HOW TO ENTER: Complete the entry form and submit your artwork between August 11, 2009, and no later than January 31, 2010. at www.utrecht.com/studentcontest.

Enter your artwork in one of two categories** either Representational or Non Representational (includes Abstract). Winning entries will be judged on quality, creativity and originality by an independent panel of jurors.

**Categories are open to two-dimensional, unique, original works of art. Sorry but we are not able to accept works of art that include three-dimensional, computer-generated, or photographic images

Entry form must be submitted by January 31, 2010 at 11:59 p.m. EST. For purposes of this Competition, "receipt" of an internet entry occurs when Competition Parties' servers record the entry information resulting from the entrant clicking the "ENTER" button. Limit one entry per person. All entries must contain a complete name, address, phone

number, email address, school and major and artwork to be declared a valid entry. For purposes of this Competition, a valid entry is determined by completing the Competition entry form through the internet web page by January 31, 2010. Automated entries (including but not limited to entries submitted using any robot, script, macro, or other automated service) are not permitted and will be disqualified. All winners must meet the eligibility requirements set forth in these rules in order to qualify for the prize.

WINNERS: Winners will be selected at the sole discretion of the designated Panel of Jurors. Decisions of jurors are final. Except for the Cash grand prize, all other awards are non-transferable and cannot be redeemed for cash. All federal, state and local laws and regulations apply. Sponsor shall only be responsible for awarding the number of prizes as stated in these rules. Competition Parties expressly disclaims any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of prizes awarded.

If any correspondence of the Competition's Parties or any prize is returned as undeliverable, the corresponding prize will be forfeited and will be awarded to an alternate winner. Should a winner make any false statement(s) in any document referenced above, the winner will be required to promptly return to Competition Parties his/her prize. Winners will be required to submit original artwork for public relations purposes at the Competition Parties' expense. All original artwork will be returned to the artist. Any unclaimed prizes will be awarded to an alternate. In the event there is a dispute of the entrant's identity, the prize will be awarded to the established email account associated with the entry or the registered owner of the telephone number used to enter.

MISCELLANEOUS CONDITIONS:

Sponsor is not responsible for any failure of the website during the Competition Period, including any telephone problems or technical malfunction of any computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the internet or at the website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any material related to the Competition, all of which may affect a person's ability to participate in the Competition. By participating in this

Competition, entrants agree to release and hold harmless Competition Parties and each of their respective parent companies, affiliates, subsidiaries, officers, directors, representatives, agents and employees, from any and all liability whatsoever for any injuries, losses or damages of any kind arising from or in connection with, either directly or indirectly, 1) the awarding, acceptance, receipt, possession, use and/or misuse of any prize awarded herein; or 2) participation in the Competition or any prize related activities, including but not limited to traveling to or from any prize related activity. Competition Parties are not responsible for technical delay issues that may cause an expired Competition to be printed on any advertising notification of the Competition.

By participating entrants agree to abide by and be bound by these Official Rules and the decisions of the jurors, which shall be final and binding with respect to all issues relating to this Competition. By entering the Student Art Competition, all applicants consent to Competition Parties use of their name, photograph and/or likeness, address, voice, and statements made by or attributed to them, in perpetuity, in any and all media now known or hereafter developed (including, without limitation, print, broadcast and Internet), for all legitimate business purposes including advertising and promotional activities without additional compensation, unless prohibited by law. When you enter a Utrecht Art Competition through our Website, we acknowledge that we may collect your name, address, phone number and e-mail address. We use this information to administer your participation in a Competition and may send you periodic updates on products and services. At the time you are entering a Competition you may have agreed to opt-in to receive future marketing information from Utrecht Art Supplies. If you wish to later opt-out of these emails, you can do so by checking the unsubscribe button on the email or request your name to be unsubscribed by emailing: webmaster@utrecht.com.

AWARDS:

One Overall Grand Prize Winner: \$1,500 Cash Award

First Place Representational: \$600 Artsmart™ Value Card

First Place Non Representational: \$600 Artsmart™ Value Card

Second Place Representational: \$350 Artsmart™ Value Card

Second Place Non Representational: \$350 Artsmart™ Value Card

Third Place Representational: \$200 Artsmart™ Value Card

Third Place Non Representational: \$200 Artsmart™ Value Card

WINNERS LIST: The name of the prize winner can be found on the Utrecht.com website on approximately March 1, 2010 after the winner is confirmed.

CHOICE OF LAW: Under no circumstances will entrants be permitted to obtain awards for, and entrants hereby waive all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, and entrants further waive all rights to have damages multiplied or increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants and Sponsor in connection with this Competition, shall be governed by, and construed in accordance with, the substantive laws of the State of New Jersey, without regard to New Jersey conflict of law principles.