

HOLY LAND BIBLE BEE ONLINE QUIZ AND ISRAEL CHAMPIONSHIP CONTEST

WWW.HOLYLANDBIBLEBEE.COM

OFFICIAL RULES

NO PURCHASE NECESSARY.

PURCHASE DOES NOT IMPROVE ONE'S CHANCES OF WINNING.

THIS IS A SKILLS-BASED CONTEST THAT TESTS A CONTESTANT'S KNOWLEDGE OF BIBLE-RELATED FACTS. AT NO POINT DURING THE CONTEST DOES AN ELEMENT OF CHANCE IN ANYWAY INFLUENCE OR DETERMINE ONE'S LIKELIHOOD OF WINNING.

- 1. Eligibility:** Except as provided below, the HOLY LAND BIBLE BEE ONLINE QUIZ AND ISRAEL CHAMPIONSHIP CONTEST (the "Quiz") is open worldwide to contestants who are at least fourteen (14) years of age at time of entry ("Contestant(s)"). Void in Cuba, Iran, North Korea, Puerto Rico, The Province Of Quebec, Sudan, Syria, Virgin Islands and where prohibited. The Quiz is sponsored by Root Source R.A. ("Sponsor(s)"). Employees, shareholders, officers, directors, agents, and representatives of Sponsor, and any parent companies, affiliates, divisions, subsidiaries, agents, representatives and promotion and advertising agencies (collectively, the "Promotion Entities"), together with the immediate family members and those living in the same household of such persons, are not eligible to participate in the Quiz. For purposes of the Quiz, "Household Members" shall mean those people who share the same residence at least three months a year and "Immediate Family Members" shall mean parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, or spouses. Eligible Contestants who are under the legal age of majority in their country, state or province of primary residence ("Minor") must get their parent or legal guardian's written permission to participate in the Quiz. A Minor Contestant will be required to provide parental consent in a form satisfactory to the Sponsors before he or she can be declared a winner and any prize can be awarded.

The Quiz permits Contestants to enter a skills-based contest, on www.holylandbiblebee.com (the "Site"), that tests Contestants' knowledge of bible-related facts. After a series of knowledge testing rounds, the top twelve (12) Contestants, based on accumulated points, shall each receive the Prize of an all expense paid 10-day tour of Israel, including flight and accommodations ("Prize"). The approximate retail value (ARV) of each Prize is \$4,000.00. The cumulative ARV of all Prizes is \$48,000.00.

2. Quiz Period:

- a. The Quiz shall begin on June 28, 2011 at 12:00:01 a.m. Eastern Standard Time ("EST") and end on October 16, 2012 at 11:59:59 p.m. EST ("Quiz Period").
 - b. During the Quiz Period, the Quiz shall be held in four stages as defined below. Each of the four stages shall have its own separate start and end date.
 - c. The time and date as provided by the Sponsors' computer is the official time keeping device for the Quiz Periods.
- 3. How to Register?** NO PURCHASE NECESSARY. To enter, Contestants must register by completing the Entrance Form on <http://www.holylandbiblebee.com/quiz-registration>, following the on screen instructions.

- a. Contestants must complete their registration for the Quiz no later than September 27, 2012.
 - b. When registering, Contestants will be asked to provide such information as their names, address, email address and date of birth. Sponsors may from time to time ask Contestants, both during registration and afterwards, to provide additional personal information or opinions. All such additional information will be optional and shall not improve ones chance of winning the Quiz or the Prize.
4. **How to Play & Win?** During the Quiz Period, four knowledge-based Quizzes shall be conducted to test Contestants' knowledge of bible-related facts.
- a. At any of the four stages of the Quiz, Contestants must go to the Site and follow the on-line instructions to submit an Entry. An Entry shall be defined as the cumulative responses to all questions presented during a single stage of the Quiz. The questions may cover information located within any book or sections within the Old and New Testaments.
 - i. Each question presented to a Contestant has only one correct answer.
 - ii. Each question in each stage of the Quiz shall present the Contestant with a test of knowledge and skills. At no point during any stage of the Quiz does an element of chance in anyway influence or determine one's likelihood of correctly responding to a question or winning.
 - iii. Each Contestant must submit a response to each and every question presented. Contestants shall only have one opportunity to answer each question. A question submitted without an answer shall be marked as incorrect.
 - iv. Contestants shall only have one opportunity to enter each of the four stages of the Quiz.
 - b. **First Stage:** The First Stage of the Quiz (called the Preliminary Qualifier or Pre-qualifier) shall begin on June 28, 2011 at 12:00:01 a.m. EST and end on September 30, 2012 at 11:59:59 p.m. EST ("First Stage"). To submit an Entry during the First Stage, Contestants will be presented with a series of twenty (20) bible-related questions of varying difficulty. Contestants must submit all responses to the questions prior to the end of the First Stage. A question submitted without an answer shall be marked as incorrect.
 - c. **Second Stage:** The Second Stage of the Quiz (called the Quarterfinal) shall begin on August 7, 2011 at 12:00:01 a.m. EST and end on October 3, 2012 at 11:59:59 p.m. EST ("Second Stage"). To submit an Entry during the Second Stage, Contestants will be presented with a series of sixty (60) bible-related questions of varying difficulty. Contestants must submit all responses to the questions prior to the end of the Second Stage. A question submitted without an answer shall be marked as incorrect.
 - d. **Third Stage:** The Third Stage of the Quiz (called the Semifinal) shall begin on September 16, 2011 at 12:00:01 a.m. EST and end on October 10, 2012 at 11:59:59 p.m. EST ("Third Stage"). To submit an Entry during the Third Stage, Contestants will be presented with a series of sixty (60) bible-related questions of varying difficulty. Contestants must submit all responses to the questions prior to the end of the Third Stage. A question submitted without an answer shall be marked as incorrect.
 - e. **Fourth Stage:** The Fourth Stage of the Quiz (called the Online Final) shall begin on October 15, 2012 at 12:00:01 a.m. EST and end on October 16, 2012 at 11:59:59 p.m.

EST ("Fourth Stage"). To submit an Entry during the Fourth Stage, Contestants will be presented with a series of sixty (60) Bible-related questions of varying difficulty. Contestants must submit all responses to the questions prior to the end of the Fourth Stage. A question submitted without an answer shall be marked as incorrect.

- f. **Knowledge Points:** Contestants shall accumulate knowledge points through each stage of the Quiz. One Knowledge point shall be awarded for every correct answer submitted. Knowledge Points have no value other than tracking a Contestant's knowledge or skill level. Knowledge Points cannot be accumulated in any way other than through this skills-based Quiz.
 - g. The answers to all questions shall be determined by the Sponsors. In the event of a dispute as to the correct answer, Sponsors' determination shall be final.
 - h. **To Win:** The top twelve (12) Contestants, based on the highest number of Knowledge Points accumulated through out all stages of the Quiz, shall be awarded one of the twelve Prizes.
 - i. **A Tie:** In the event of a tie among two or more of the top 12 Contestants, Sponsor shall present those Contestants with one or more tie-breaking questions designed to test their knowledge. Tie-breaking questions shall be open for a definite period of time as defined by the Sponsor and may be presented through one or more tie-breaking rounds.
 - j. A CONTESTANT MAY SUBMIT NO MORE THAN ONE ENTRY DURING EACH OF THE QUIZ STAGES INTO THE QUIZ DURING THE QUIZ PERIOD. If a Contestant submits multiple Entries during any stage of the Quizzes, only the first (1st) Entry will qualify for submission and all other Entries will be discarded.
 - k. Once an Entry is made it cannot be changed, altered, modified, withdrawn or retrieved. At the end of the Quiz Period, Sponsor shall determine the winners ("Winners"), as provided above, among all Entries received and recorded by the Sponsor's computer for the Quiz. The Winners shall be determined based on a strict accounting of knowledge points as provided by Sponsor's computers, subject to verification of eligibility and compliance with these Rules.
 - l. Each Entry must be manually key stroked by the Contestant submitting the Entry. Any use of robotic, automatic, macro, programmed, third party, bot or the like, may result in disqualification by Sponsor.
5. **Notifications:** The Winners will be contacted via email (as provided by the Contestant during registration) or by publication on the Site. A Winner must confirm eligibility and compliance with these Rules. The Sponsors reserve the right to disqualify anyone not fully complying with these Rules or meeting the participation criteria. The Winner may be required to execute an Affidavit of Eligibility, a Liability Release, and (where legal) a Publicity Release (collectively, "Prize Claim Documents") within seven (7) days of notification, or as directed by the Sponsor. THE FAILURE TO RESPOND TIMELY TO THE NOTIFICATION AND THE FAILURE TO PROVIDE THE PRIZE CLAIM DOCUMENTS WILL RESULT IN FORFEITURE OF THE PRIZE. A Prize will not be awarded until all such properly executed forms are returned. If a Prize goes unclaimed or is forfeited by the Winner, the Sponsor may award the Prize to the next top-ranking Contestant.
6. **Prizes:** The Prizes shall consist of twelve (12) all expenses paid 10-day tours of Israel including flights, room and board, and program. The itinerary for the tour, subject to change, shall be published on <http://www.holylandbible.com/itinerary/>. Each Prize shall have an approximate retail value (ARV) of \$4,000.00. The total ARV of the Prizes shall be \$48,000.00.

IF NO ELIGIBLE ENTRIES ARE RECEIVED THE PRIZE WILL NOT BE AWARDED.

The Winners cannot assign or transfer the Prizes to other people. No prize substitution or cash alternative is allowed except at the sole discretion of Sponsors, who reserve the right to substitute a prize (or any portion thereof) of comparable or greater value, in their sole discretion. If the Prizes cannot be awarded due to circumstances beyond the control of Sponsors, substitute prizes of equal or greater retail value may be awarded.

The Winners will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the Prizes they receive. Expenses not stated are the sole responsibility of the Winners. The stated ARV of Prizes is based on available information provided to Sponsors and the value of the Prizes awarded to a Winner may be reported for tax purposes as required by law. A Winner may be required to provide Sponsors with a valid social security number before the Prize will be awarded for tax reporting purposes. An IRS Form 1099 may be issued in the name of each Winner, for the actual value of the Prize received. Allow 4-6 weeks for shipment of any documentation related to a Prize. Other restrictions may apply.

- 7. Rights of Sponsors:** Sponsors, shall have the right, at their sole and absolute discretion, to refuse Entries that they find to be in violation of these Rules or which they find in their sole discretion to be otherwise objectionable for any reason. Sponsors also reserve the right, at their sole and absolute discretion, to terminate the Quiz for any reason in the event that there is an error, problem or cause that impacts the operation, administration or security of the Quiz or Site. If the Quiz is terminated by Sponsor as provided above, Sponsors may refrain from selecting Winners or in the alternate may select Winners from all eligible Entries received prior to the action taken or in such manner as deemed fair and appropriate by Sponsors at their sole discretion.

Reservation Of Right To Modify: Sponsor reserves the right to suspend, modify, alter or terminate the Quiz if any federal or state law, rule or regulation, or any judicial decision or Attorney General Opinion, or any change in the current enforcement policy affects the legality of the Quiz, in whole or in part. Any attempt by a participant to deliberately damage the Quiz or undermine the legitimate operation of the Quiz is a violation of criminal and civil laws. Sponsor reserves the right to prosecute and seek damages to the fullest extent of the law.

- 8. General Terms And Conditions:** By participating, each Contestant agrees that the Sponsors and each of their respective agents, representatives, parent companies, affiliates, subsidiaries and legal advisors, and each of their respective employees, shareholders, officers, and directors are not responsible or liable for, and shall be released and held harmless from: (i) late, lost, delayed, damaged, incomplete, illegible, unintelligible, misdirected or otherwise undeliverable mail, email, SMS/MMS, postage-due notices, release forms, affidavits or other correspondence; (ii) telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind; (iii) any condition caused by events beyond the control of the Sponsors that may cause the Quiz to be disrupted or corrupted; (iv) any printing, human, typographical or other errors or ambiguities in (or involving) any materials associated with the Quiz; (v) any and all losses, damages, rights, claims and action of any kind in connection with or resulting from participation in the Quiz; (vi) acceptance, possession, use or misuse of the Prize, including, without limitation, personal injury, death and property damage arising there from; and (vii) claims based on publicity rights, defamation or invasion of privacy.

By participating in the Quiz, Contestants agree: (i) to be bound by these complete Rules and the decisions of Sponsors which shall be final and binding; and (ii) to waive any right to claim ambiguity in the Quiz or these Rules. By participating in the Quiz and/or the receipt of the Prize, Contestants agree to release, indemnify, defend and hold harmless Sponsors, and each of their respective parent companies, affiliates, successors, assigns and licensees, and each of their respective employees, shareholders, officers, directors, contractors, agents and representatives (the "Released Parties") from and against any claim or cause of action, including, but not limited

to, personal injury, death, or damage to or loss of property, arising out of participation in the Quiz, or receipt or use or misuse of the Prize.

Sponsors reserve the right, at their sole discretion, to prohibit any Contestant from participating in the Quiz or to disqualify any individual it finds, in its sole determination, to be tampering with the entry process or the operation of the Quiz; to be attempting to undermine the legitimate operation of the Quiz by cheating, hacking, deception, or any other unfair playing practices; to be acting in violation of these Rules; or to be acting in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Sponsors may suspend or discontinue the Quiz if, in their sole opinion, there is any actual or suspected tampering of the Quiz, or any other malfunction, event or activity that may affect the integrity of the Quiz. **SPONSORS SHALL NOT BE OBLIGATED TO AWARD A PRIZE THAT RELATES TO OR ARISES OUT OF IMPROPER OR MISTAKEN PRIZE NOTIFICATION, OPERATION OR FUNCTION OF THIS QUIZ.** The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

BY ENTERING THE QUIZ, CONTESTANTS AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE QUIZ OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED, (IF ANY), NOT TO EXCEED TWO HUNDRED FIFTY DOLLARS (\$250.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; AND 3) UNDER NO CIRCUMSTANCES WILL ANY CONTESTANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND CONTESTANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

9. **Governing Law:** All issues and questions concerning the construction, validity, interpretation and enforceability of the Quiz, or the rights and obligations of Contestants and the Sponsors in connection with the Quiz, shall be governed by, and construed in accordance with, the Terms and Conditions located at <http://www.holylandbiblebee.com/terms-and-conditions-of-use/>
10. **Privacy Policy:** Any personal information supplied by any Contestant to the Quiz, Site or Sponsors will be subject to Site's privacy policy posted at <http://www.holylandbiblebee.com/privacy-statement/> which may be modified from time to time.
11. **Winner/Official Rules:** To obtain a copy of the Winner's List or a copy of these Rules, send your request along with a stamped, self-addressed envelope to:

Winners/Official Rules c/o
Root Source R.A.
Mitzpe Nevo 29
Maale Adumim 98410
Israel

12. **Sponsors:** The Sponsors of this Contest:

Root Source R.A.
Mitzpe Nevo 29
Maale Adumim 98410
Israel