

**PEARSON DESIGNER GIVEAWAY
OFFICIAL RULES**

1. NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES AND THE DISTRICT OF COLUMBIA (RESIDENTS OF ALASKA AND HAWAII ARE EXCLUDED FROM ENTRY OR PARTICIPATION). VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

2. ENTRY. The giveaway begins at 12:01 a.m. ET on February 1st, 2013 and ends at 11:59 p.m. ET on March 1st, 2013 (the "Promotional Period"). To enter, during the Promotional Period, you must follow the onscreen instructions at <http://www.pearsoncompany.com>. (the "Website") and (1) email to pemail@pearsonco.com a photo of your project using your favorite Pearson furniture, occasional and/or fabric (no larger than 5 MB) , (2) provide a description of the Project, and (3) submit your contact information and headshot (individually, an "Entry" and collectively, the "Entries").

In the event of a dispute over the identity of an online entrant, the winner will be the Authorized Account Holder of the email address submitted on the online entry form. "Authorized Account Holder" means the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address. All duplicate Entries shall be deemed void. No mechanical reproductions, mailed Entries, facsimiles, mass submissions, or submissions generated by a script or macro will be accepted by Sponsor and all such Entries will be deemed void.

Entries must be the entrant's own original work, be true and verifiable, cannot be previously published or submitted in connection with any other contest, may not be offensive or inappropriate and may not contain profanities or obscenities nor depict Sponsor unfavorably. Entries must be consistent with the images of Sponsor and must not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. Once submitted, all Entries become the exclusive property of the Sponsor and will not be acknowledged or returned. By entering, each entrant unconditionally assigns and transfers to Sponsor all rights, title, interest and claim, which it now has or may in the future have to his/her Entry and any element(s) embodied therein. Sponsor and its designees shall have the right to edit, publish, use, adapt, reproduce, exploit, modify or dispose of any Entry and all elements of such Entry, online, in print, film, television, or in any other media now or hereafter known throughout the world for a period of two (2) years from the conclusion of the giveaway, without compensation, notification or approval of participants or any third party.

Sponsor is not responsible for late, delayed, misdirected, garbled, or incomplete Entries;

incorrect or inaccurate transcription of Entry; any human error, technical malfunctions, or lost/delayed data transmission; any omission, interruption, deletion, defect, or line failures of any telephone network, computer equipment, or software; inability to access any website or online service, or any other error or malfunction, whether computer, network, technical, mechanical, typographical, human or otherwise, including, without limitation, errors or problems in any giveaway-related materials or which may occur in connection with the administration of the giveaway, the processing of Entries, the announcement of the prizes, or that may limit prize fulfillment or a participant's ability to enter the giveaway. Sponsor reserves the right, in its sole discretion, to cancel, modify or prematurely conclude the giveaway should any computer virus, malfunction, fraud, tampering, unauthorized intervention or other cause beyond their control corrupt the administration, security or proper operation of the giveaway. False or deceptive Entries or acts will render the participant ineligible and Sponsor reserves the right to disqualify any participant who attempts to undermine the legitimate operation of the giveaway by tampering with any Website mechanism, acting in a disruptive manner or violating these Official Rules.

3. ELIGIBILITY. Open only to legal residents of the 48 contiguous U.S. states (excluding residents of Alaska and Hawaii) and the District of Columbia, who are 18 years of age or older as of date of entry, and have Internet access prior to February 1st, 2013. Employees of Sponsor and their affiliates, officers, directors, agents, parents, subsidiaries, franchisees, advertising or promotion agencies, affiliated entities, immediate families or household members of such persons are not eligible to enter or win this giveaway.

4. HOW TO WIN. Sponsor will select three (3) finalists, one (1) winner, and one (2nd place winner) from all eligible Entries received by 11:59 pm ET on March 1st, 2013, based on the aesthetic and creative quality of the project. The submissions of the five (5) finalists, the winner and the 2nd place winner will be posted on the Website. Sponsor will notify winner by either telephone number or e-mail address provided on his or her official Entry. By entering, entrants give their express permission to be contacted by Sponsor by email. Winner must respond to notification within five (5) days of the date of first attempted notification either via email or by calling the phone number provided upon prize notification or the prize will be forfeited and an alternate winner will be selected. By entering this giveaway, entrants: (i) agree to be bound by these official rules and the decisions of Sponsor which are final and binding in all matters related to the giveaway, (ii) represent that they own all proprietary rights, including copyright rights, to their submissions and that their submissions do not infringe the copyright or trademark rights of any third party or otherwise violate or infringe any rights whatsoever of any third party, including but not limited to, any rights to privacy and (iii) grant Sponsor and its designees the right, unless prohibited by law, to use their names, cities and states of residence, photo submission, statements, voices, pictures, biographical information and likenesses, without compensation, notification or permission, for the purpose of advertising and publicity in any and all manner or media,

now or hereafter known, throughout the world in perpetuity. In order to claim the prize, Winner: (i) must meet all eligibility requirements, (ii) may be required to produce proof of identity, address and birth date, and (iii) must execute and return certain winner documents (as applicable), including an affidavit of eligibility and liability release, tax acknowledgment form, and, except where prohibited by law, use of name and likeness releases. Such documents must be completed in full and returned within five (5) days of issuance either via facsimile or US registered mail. Failure to do so or if: (i) any prize or prize notification is returned as undeliverable, (ii) Winner declines his or her prize, or (iii) a potential Winner is determined to be ineligible for any reason, will result in disqualification of such Winner and an alternate winner may be selected by random drawing at the Sponsor's sole discretion. Sponsor will use reasonable efforts to pick an alternate winner but in the event an alternate winner cannot be determined, the prize will not be awarded.

5. PRIZE/ODDS. Two prizes will be awarded. The 1st place prize is a \$1000 credit and the 2nd place prize is a \$500 to be used on any full price Pearson merchandise (offer does not apply to closeout or discounter Pearson merchandise). The Winner will be solely responsible for all taxes or expenses, including without limitation, all federal, state and local taxes incurred by acceptance and any other costs incurred in claiming or using the prize. Odds of winning depend on the number of eligible Entries received. No prize substitutions or cash equivalent of prize is permitted except at Sponsor's sole discretion, and then only for a prize of equal or greater value. Prize is non-transferable. All prize details are at Sponsor's sole discretion.

6. GENERAL. The giveaway is subject to all applicable federal, state and local laws and regulations and shall be governed by Missouri law. By entering the giveaway, entrants agree that Missouri courts have jurisdiction over any dispute or litigation arising from or relating to these giveaway and that venue shall only be courts located in St. Louis County, Missouri or federal courts in the Eastern District of Missouri. For details regarding collection of information from users of the Website (including entrants), please consult the Privacy Policy available on www.pearsoncompany.com. By participating, entrants release Sponsor, , their affiliates, shareholders, officers, printers, distributors, advertising agencies and prize suppliers, and their employees, agents, and consultants, from any and all liability for any injury, death, loss, tax liability or damage of any kind arising from entrant's participation in this giveaway, or resulting from acceptance, possession, use, or misuse of any prize. Failure to comply with these Official Rules may result in disqualification from the giveaway. Sponsor reserves the right to: (i) disqualify from this or any giveaway it sponsors, now or in the future, any person it finds, in its sole discretion, has intentionally violated these Official Rules, tampered with the entry process, the operation of the giveaway or Website, or any other aspect of this giveaway; and (ii) modify, suspend or terminate the giveaway in the event it becomes infected by a computer virus or is otherwise technically impaired. In the event that the giveaway is canceled or ended prematurely due to any of the reasons set forth in these Official Rules, the Winner shall be randomly chosen by a representative of Sponsor from

all eligible Entries received as of the time of the impairment.

7. WARNING. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS GIVEAWAY MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS; AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH ENTRANT OR OTHER PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING SEEKING CRIMINAL PROSECUTION.

8. LIMITATION OF LIABILITY. By entering, entrants agree that (a) any and all disputes, claims, and causes of action arising out of or in connection with the giveaway, or any prizes awarded, shall be resolved individually without resort to any form of class action; (b) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the giveaway, but in no event attorneys' fees; and (c) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out of pocket expenses.

9. WINNERS LIST. For the winners list, send a self-addressed, stamped envelope by March 1, 2013 to "Pearson Designer Giveaway," Pearson, Attn: Proudly Pearson Giveaway. 1420 Progress Ave., High Point, NC. 27260.

10. SPONSOR. The Pearson Company, a division of HDM Furniture Industries, Inc., Pearson, 1420 Progress Ave., High Point, NC. 27260.