

**WSWA, NFLPA AND DISCOVERY EDUCATION
“IT’S 21. JUST PASS.” QUIZ SWEEPSTAKES AND VIDEO CONTEST
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.
A PURCHASE OR PAYMENT WILL NOT INCREASE CHANCES OF
WINNING.**

MANY WILL ENTER, FEW WILL WIN.

1. ELIGIBILITY: WSWA, NFLPA and Discovery Education “It’s 21. Just Pass.” Quiz Sweepstakes and Video Contest (together, the “Promotion”) is open to legal residents of the 50 United States and the District of Columbia who are between 13 and 19 years of age at date of entry (except residents of Maine who must be age 18 or 19), who attend an eligible High School, and who did not purchase any equipment (e.g., video camera, editing software, etc.) for purposes of entering the Promotion. Eligible High Schools are accredited public, private or parochial schools in the United States that are organized and primarily operated for educational purposes, containing any class with students from Grade 9 through Grade 12, and either tax-exempt under section 501(c)(3) of the Internal Revenue Service Tax Code or registered as a public school with the National Center for Educational Statistics. Employees, officers and directors of the Wine & Spirits Wholesalers of America, Inc. (“WSWA”), the National Football League Players Association (“NFLPA”), Discovery Communications, LLC (“Sponsor”), Promotion Mechanics, Inc. (“Administrator”) their parents, subsidiaries, affiliates, advertising/promotion agencies, promotional suppliers, and the immediate family members (spouse, siblings, and children, regardless of where they live) or members of the same households (whether related or not) of such employees, officers and directors are not eligible. Void in Puerto Rico and where prohibited by law.

2. AGREEMENT TO OFFICIAL RULES: Participation in the Promotion constitutes entrant’s full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor and Administrator, which are final and binding. Further, for any entrant who is under 18 years of age or has not yet reached the age of majority in his/her state of residence (a “Minor”), such entrant’s parent or legal guardian (“Parent”) agrees to all conditions of these Official Rules on behalf of such entrant, and further agrees to co-sign any required documents if such entrant is chosen as a (potential) winner.

3. PROMOTION DATES: The Promotion begins at 12:00:01 A.M. Eastern Time (“ET”) on February 2, 2010, and ends at 11:59:59 P.M. ET on April 15, 2010, (the “Entry Period”).

4. SWEEPSTAKES:

4a. HOW THE SWEEPSTAKES WORKS: Eligible entrants may enter the WSWA, NFLPA and Discovery Education “It’s 21. Just Pass.” Quiz Sweepstakes (the “Sweepstakes”) by completing a brief online quiz about underage drinking, and providing requested entry information. One (1) entrant will be drawn at random for the Grand Prize, as described in Section 4d below. Each entry will also count as a vote for the entrant’s eligible High School. The High School which receives the most eligible votes during the Entry Period weighted in direct proportion to the school's total student population will win the School Prize, as described in Section 4c below.

4b. TO ENTER/VOTE: Visit www.its21justpass.com during the Entry Period and provide the city/state or zip code of the High School you would like to vote for. If your school is eligible, choose it from the provided list and follow instructions to complete the online entry form. Complete the brief online quiz, provide requested entry information, and submit your entry so it is received by Sponsor's server no later than 11:59:59 PM ET on April 15, 2010. Quiz answers do not need to be correct in order to earn an entry. Limit one (1) entry per person/email address per day. Any use of automated or programmed methods of effecting entry online is prohibited and may, at the discretion of the Sponsor, disqualify a school and its entrant(s) from participating in the Sweepstakes or receiving a prize.

4c. WINNER DETERMINATION - SCHOOL PRIZE: The High School which receives the most eligible votes during the Entry Period, weighted in direct proportion to the school's total student population (as determined by Sponsor), will receive the School Prize consisting of a hosted event at the winning school featuring an NFL player selected by Sponsor (the “Event”). The prize elements comprising the event will be determined by Sponsor who will arrange and coordinate dates and times with the winning school. There is no approximate retail value ascribed to the School Prize since it is a promotional and educational event.

Sponsor will not be responsible for acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation of the Event. If during the Event any student or guest engages in activity or behavior that is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person (as determined by Sponsor or its designee in their sole discretion), such parties reserve the right to terminate the student or guest’s participation in the Event, or to cancel the Event, with no further compensation awarded. In the event that the advertised NFL player is not available to attend the event due to a scheduling conflict or for any other reason, Sponsor reserves the right to substitute another NFL player if available, or to award the remainder of the School Prize with no additional compensation or substitution provided, as complete satisfaction of its obligation under the School Prize.

In the event of a tie for the School Prize, the prize recipient will be determined by a random drawing from among the tied schools. Winning school will be notified by email, phone, postal mail and/or express mail at Sponsor's sole discretion. Failure to comply with these Official Rules may result in the disqualification of a vote, disqualification of a school and/or entrant, or forfeiture of the prize in Sponsor's sole discretion. If the School Prize is forfeited or not accepted in full, the school receiving the next highest number of votes, weighted in direct proportion to the school's total student population (as determined by Sponsor), shall be awarded the prize, pending verification of eligibility and compliance with these Official Rules. Odds of winning the School Prize will depend on the number of eligible votes submitted weighted in direct proportion to the school's total student population. Votes will be counted and the winning schools determined by judges designated by and under the supervision of Administrator, whose decisions are final.

4d. WINNER DETERMINATION – GRAND PRIZE: On or about April 23, 2010, the Administrator, an independent judging organization, will conduct a random drawing from among all eligible entries received to award one (1) Grand Prize, a \$5,000 scholarship awarded to the winning entrant in the form of a check intended to be used to further the winner's education but issued without restriction. Odds of winning the Grand Prize will be determined by the number of eligible entries received.

5. VIDEO CONTEST:

5a. HOW THE CONTEST WORKS: WSWA, NFLPA and Discovery Education "It's 21. Just Pass." Video Contest (the "Contest") provides an opportunity for entrants to create an original video of up to two (2) minutes in length which reinforces the message that the legal drinking age is 21 and describes the risks and/or consequences of underage drinking; see Section 5c for further entry details. Videos must NOT contain or depict anything in a manner that is inappropriate or prohibited as outlined in Section 5d. You must obtain written permission from anyone other than yourself who appears in (or films) your video, as outlined in Section 5e. No one under the age of 13 may appear in your video. To determine the winner, entries will be judged according to the process and criteria set forth in Section 5g.

5b. TO ENTER: During the Entry Period, create an original video of not more than two (2) minutes in length which reinforces the message that the legal drinking age is 21 and describes the risks and/or consequences of underage drinking. Refer to Rules 5c-5e below for more details regarding the requirements for your video. Once your video is complete, visit [<http://its21justpass.discoveryeducation.com/video-upload.cfm>

(the "Website"), follow the on-screen instructions to complete the online entry form and upload your video, and submit your entry so that it is received by Sponsor's server no later than 11:59:59 P.M. ET on April 15, 2010 (each such submission, an "Entry"). Your video may be uploaded in .avi, .mov, .mpg, or

.wmv format, and must not exceed 50MB in file size. You may enter as often as you wish, but each Entry must be different, must meet all requirements and must be submitted separately. The same video may only be entered in the Contest once. Duplicate Entries will be void.

5c. CONTEST ENTRY REQUIREMENTS: Entries may not contain any copyrighted elements other than elements owned by the entrant. Any elements that appear in the Entry, including, without limitation, logos, images, music, audio, speech, or other audiovisual materials used must be entirely original, created by the entrant, or be in the public domain. Use of any elements that are not original or in the public domain will result in disqualification of an Entry, in the Sponsor's sole discretion. Entries must be in English. Entries must not contain personally identifiable information such as last names, addresses, phone numbers, screen names, email addresses, etc. Entrants must not engage in any violent, dangerous, or illegal behavior in creating an Entry. Entries must not contain inappropriate content, including but not limited to vulgarity, obscenity, lewd, pornographic or violent material, or materials which promote violence. Entries must 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. Entries that do not include all required information and do not adhere to the foregoing and following requirements will be considered void and will not be considered in the judging of this Contest. Entries that are deemed by Sponsor in its sole discretion to be immoral, obscene, profane or not in keeping with Sponsor's image will be disqualified.

5d. ENTRANT'S REPRESENTATIONS: By submitting an Entry, you (and if you are a Minor, your Parent) represent and warrant that (a) you are the creator of the Entry, (b) the Entry is wholly original, (c) the Entry does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party, (d) the Entry has not previously been entered in any other contest, (e) the Entry has not been previously published in any medium, and (f) you own all rights to your Entry (including, without limitation, the copyrights in the recording and the performance contained therein).

5e. CONTEST ENTRY PERMISSIONS: By submitting an Entry, you (and if you are a Minor, your Parent) further represent and warrant that you have obtained written permission from each person whose name, image, likeness and/or voice ("Likeness") is included in the Entry, that such person(s) have granted you all necessary rights to use the person's Likeness as described in these rules, and that you can and will give written copies of such permissions to the Sponsor upon request. If the Likeness of a Minor age 13 or older is included, such grant of rights must include written permission from the Minor's Parent authorizing the use of the minor's Likeness on behalf of the Minor. **No one under the age of 13 may appear in your video.** Further, if the submitted video was filmed by anyone other than you, you represent and warrant that such person(s) have granted you all rights to the video, and that you can and will give

written copies of such permissions to the Sponsor upon request. Sponsor's determination as to whether the Entry potentially violates the rights of any third party is final.

5f. RIGHTS TO CONTEST ENTRIES: Entries and other submitted material become the property of Sponsor, WSWA, and NFLPA (the “Contest Parties”) and will not be acknowledged or returned. By submitting an Entry, you (and if you are a Minor, your Parent) grant the Contest Parties and their affiliated companies the unconditional and perpetual right and permission to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, modify, create derivative works of, exhibit, and otherwise use the Entry or part thereof (with or without using your name) in any media throughout the world for any purpose, without limitation, and without additional review, compensation, or approval from you or any other party. You agree that, upon request by the Contest Parties, you will sign a copyright assignment (and if you are a Minor, your Parent will sign on your behalf). By submitting an Entry, you (and if you are a Minor, your Parent) further agree not to instigate, support, maintain, or authorize any action, claim, or lawsuit against the Released Parties (as defined below), or any other person or entity, on the grounds that any use of the Entry, or any derivative works, infringes any of your rights, including, without limitation, copyrights and moral rights. You (and if you are a Minor, your Parent) further acknowledge that the Contest Parties are in no way obligated to broadcast, publish or use your Entry in any way. Nothing herein shall constitute an employment, joint venture, or partnership relationship between you and the Contest Parties. In no way are you to be construed as the agent or to be acting as the agent of the Contest Parties.

5g. CONTEST JUDGING/WINNER DETERMINATION: On or before May 15, 2010, all eligible entries will be judged by Sponsor’s designated judges using the following criteria: (a) Effectiveness in communicating the legal drinking age and consequences of underage drinking (40%), (b) Creativity/uniqueness (30%), and (c) Appeal (30%) (the “Judging Criteria”). In the event of a tie, the tie will be broken based on the highest Creativity score. The judges’ decisions are final and binding. The highest scoring entry will be deemed the Grand Prize Winner, pending verification of eligibility and continued compliance with these Official Rules. Sponsor reserves the right in its sole discretion not to award the Grand Prize if no eligible entries of sufficient quality are received.

5h. CONTEST GRAND PRIZE: One (1) Grand Prize: Two (2) tickets to a 2010 regular-season NFL game, including parking for one standard vehicle. Game date and location will be selected by Sponsor in its sole discretion. Game location will be as near to winner’s home as practical, in Sponsor’s sole discretion. **Important Notice:** Transportation and lodging are not included. Excludes postseason games. Approximate Retail Value (ARV): \$500. Winner will be responsible for all gratuities, meals, beverages, transportation, taxes, and any other incidental costs or expenses not identified in these rules. Game tickets are subject to standard

rain-check policies and procedures. Winner agrees that game tickets are awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner. Winner agrees that they shall not sell, resell, auction, barter, assign, exchange, place in commerce, transfer, give away, donate, or otherwise convey any game ticket that is received as a prize. A violation of these restrictions shall revoke winner's license, and the game tickets will not be honored. Other restrictions may apply. ARV of prize may vary, depending on the game and ticket level. Selection as the Grand Prize winner neither obligates Sponsor nor guarantees that Sponsor will televise, broadcast, post online, or in any other manner use said winning video, in whole or in part. Sponsor reserves the right to require additional releases or documentation it deems necessary prior to any broadcast of the (potential) Grand Prize winner's video.

6. ADDITIONAL PRIZE DETAILS AND RESTRICTIONS: Among other conditions detailed in these rules, the granting of prizes will be subject to all applicable laws, rules and regulations and the approval of any applicable school and/or governmental agency as well as the acceptance by the school and/or governmental agency of Sponsor's requirements and conditions in connection with the award and execution of the prizes, which Sponsor may require in writing. All taxes on prizes and all expenses related to acceptance and use of prizes and not specified are sole responsibility of the prize recipients. No prize transfer or cash redemption. No prize substitution, in whole or in part, except by Sponsor due to prize unavailability, safety or security considerations, or any other reason as solely determined by Sponsor in which case a prize of comparable or greater value will be awarded (except as described above in Section 5c). Any prize details not specified above will be determined by the Sponsor in its sole discretion. Prize recipients will be notified by email, phone, postal mail and/or express mail at Sponsor's sole discretion. Prize recipients (and if a Minor, recipient's Parent) may be required to complete an affidavit of eligibility, a liability release, copyright assignment and (where legal) a publicity release, which must be returned within seven (7) days of attempted notification or an alternate winner/school may be selected. Inability to contact a winner/school or the return of any prize notification as undeliverable will result in the prize being forfeited and awarded to an alternate winner/school.

7. GENERAL CONDITIONS: In the event that the operation, security, or administration of the Promotion is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Promotion to address the impairment and then resume the Promotion in a manner that best conforms to the spirit of these Official Rules; (b) award the prizes from among the eligible entries received up to the time of the impairment; or (c) to proceed in such a manner as may be deemed fair and equitable by Sponsor in its sole discretion. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner, and to disqualify any entries or votes submitted by such an individual. **CAUTION: ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE PROMOTION 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. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In the event of a dispute as to any online entry or vote, the authorized account holder of the email address used to participate will be deemed to be the participant. The "authorized account holder" is the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address. Internet entry must be made by the entrant only at the authorized web site address listed in these Official Rules. Entries may not be made by any other individual or any entity, and/or originating at any other Internet website or email address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites.

8. RELEASE AND LIMITATIONS OF LIABILITY: By participating in the Promotion, you (and if you are a Minor, your Parent) agree to release, discharge and hold harmless WSWA (and its members), NFLPA, Sponsor, Administrator, and their parents, subsidiaries, affiliates, advertising/promotion agencies, promotional suppliers, and the respective officers, directors, employees, and agents of each (the "Released Parties") from and against any claim or cause of action arising out of participation in the Promotion or receipt or use/misuse of any prize, including, but not limited to: (a) unauthorized human intervention in the Promotion; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors or any errors made in the advertisement of the Promotion; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Promotion or the processing of entries; (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt of any prize; or (g) any condition caused by events beyond the control of the Sponsor that may cause the Promotion to be disrupted or corrupted. You (and if you are a Minor, your Parent) further agree that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Promotion, and in no event shall the Released Parties be liable for attorney's fees. You (and if you are a Minor, your Parent) hereby waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Released Parties expressly disclaim any responsibility or liability for injury or loss to any person or property resulting from the Promotion or relating to the delivery and/or subsequent use or misuse of any prizes awarded.

9. INDEMNITY: You (and if you are a Minor, your Parent) agree to indemnify and hold the Released Parties harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of the Released Parties due to or arising out of your entry, or your conduct in creating a entry or otherwise in connection with this Promotion, including but not limited to: claims for trademark infringement; copyright

infringement; violation of an individual's right of publicity or right of privacy; or defamation.

10. PUBLICITY: By submitting an entry, you (and if you are a Minor, your Parent) grant to Sponsor and its affiliated companies the right, except where prohibited by law, to use your name, likeness, picture, address (city and state), voice, biographical information, entry and written or oral statements, for advertising and promotional purposes in promoting or publicizing the Promotion, Sponsor, WSWA, NFLPA, the affiliated companies of each, and the products or services of each, in any and all media without limitation as to time or territory, without compensation unless required by law. You shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of your name, picture, likeness, address (city and state), biographical information, or entry.

11. PRIVACY: Information submitted in connection with the Promotion will be treated in accordance with these Official Rules and Sponsor's Privacy Policy (as may be amended from time to time), currently located at <http://www.discoveryeducation.com/aboutus/privacypolicy.cfm>; provided, that in the event of any conflict between these Official Rules and such Privacy Policy, the terms and conditions of these Official Rules shall prevail.

12. DISPUTES: Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Montgomery County, Maryland. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Maryland, without giving effect to any choice of law or conflict of law rules (whether of the State of Maryland or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Maryland.

13. RULES REQUESTS: To receive a copy of these Official Rules by mail, send a self-addressed, stamped envelope to: WSWA, NFLPA and Discovery Education "It's 21. Just Pass." Quiz Sweepstakes and Video Contest Official Rules, PO Box 750, Southbury, CT 06488-0750. Requests must be received by June 15, 2010.

14. PROMOTION RESULTS: To find out who won, send a self-addressed stamped envelope to: WSWA, NFLPA and Discovery Education "It's 21. Just Pass." Quiz Sweepstakes and Video Contest Winners, PO Box 750, Southbury, CT 06488-0750. Requests must be received by June 15, 2010.

Sponsor: Discovery Communications, LLC, One Discovery Place, Silver Spring, MD 20910

Administrator: Promotion Mechanics, Inc, 87 South Main St., Newtown, CT 06470
© 2010 Discovery Communications, LLC. All rights reserved.

NFL Players Association is a trademark of the National Football League Players Association.