



**2013 ICMI RESEARCH SURVEY:
Customer Experience Management “Hot Buttons” Research Study
Research Participant Prize Contest
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING.

GENERAL CONDITIONS:

The gift card is sponsored by ICMI, a part of United Business Media LLC, 121 S. Tejon Street, Suite 1100, Colorado Springs, CO 80903 (“UBM” or “Sponsor”). The reward is governed by these Official Rules, as well as by the laws of the State of New York and applicable United States federal law, without regard to any conflicts of laws principles. The gift card is void where prohibited or restricted by law. By submitting the survey, each participant agrees to abide by the terms of these Official Rules and by the decisions of Sponsor, which are final and binding on all matters pertaining to the gift card. The survey is being run by ICMI through www.icmi.com (the “Web Site”) and is therefore also governed by our Terms of Service and Privacy Statement, as well as other policies pertaining to the Web Site. These Official Rules will govern any conflict between any of the Web Site policies and these Official Rules. The Web Site policies may be viewed on the Web Site.

HOW TO ENTER:

To enter, each potential entrant must truthfully and accurately provide all information required by the online survey process by the dates indicated below.

To be eligible for the \$5 Starbucks e-gift card, complete the survey (the “Survey”) at any time between Tuesday, September 17 at 7 a.m. EST and Monday, September 30, 2013 by midnight EST. The first 200 completed survey participants will then be issued a \$5 Starbucks e-gift card. The first 200 participants, with completed surveys, will be notified by email by October 8, 2013 midnight EST. The survey must be completed to be eligible.

NOTIFICATION:

Each recipient of the \$5 Starbucks e-gift card will be notified by email by October 8, 2013 at midnight EST. The winners will NOT be announced in any other format. The odds of winning are determined by the total number of eligible entries received. The recipient of each gift card will be required to provide his or her full email address for the purpose of receiving the e-gift card. If the above requirements are not met, the prize(s) may be awarded to another participant.

The replacement participant will need to satisfy all of the requirements of these Official Rules. This process will be repeated until the e-gift card has been received by a qualifying participant.

PRIZE(S):

\$5 Starbucks E-Gift Card

The first 200 participants with completed surveys will receive one (1) \$5 Starbucks e-gift card. Two hundred (200) \$5 gift cards will be awarded to two hundred (200) eligible winners (1 card per participant.) Gift cards are not exchangeable or redeemable for cash. Reporting and payment of any federal, state, provincial, local, VAT, or other taxes, fees, customs, duties, insurance, or other amounts owed in connection with any prize are the sole responsibility of the winner. The Winner will be required to sign and return an affidavit of eligibility, liability release and grant permission to use his/her name and likeness for advertising and promotion (without further compensation) within two (2) days of notification or alternate winner(s) will be selected. (Tennessee residents need not complete and return a publicity release.)

EACH PRIZE IS GIVEN AWAY BY SPONSOR “AS-IS.” SPONSOR DOES NOT MAKE, AND HEREBY DISCLAIMS, ANY WARRANTIES, WHETHER EXPRESS, IMPLIED, OR STATUTORY, REGARDING ANY PRIZE, INCLUDING WITHOUT LIMITATION ANY IMPLIED OR STATUTORY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, AND NON-INFRINGEMENT.

ELIGIBILITY:

The e-gift card can be issued to any natural person who is a legal resident of the 50 United States, including the District of Columbia (excluding Puerto Rico) and Canada (excluding Quebec), who is 18 years or older at the time of survey submission, and who has access to the Internet. Officers, directors, and employees of Sponsor and/or its parents, subsidiaries, affiliates, divisions, or agents (including but not limited to advertising, promotion and production agencies) and members of their immediate families (including spouse, parents, siblings, grandparents, grandchildren, step-children, step-parents and in-laws) or those with whom they are domiciled are not eligible.

Only one (1) survey can be completed per participant. Late, incomplete, computer-generated script, or other automated surveys are not eligible and are void. In addition, surveys that have been tampered with or altered are not eligible and are void. Surveys made on the Internet will be deemed made by the authorized account holder of the email address submitted at the time of submission. In the event of a dispute, a potential winner may be required to provide proof that the potential winner is the authorized account holder of the email address associated with the potentially winning participant. It is the sole responsibility of each participant to notify Sponsor in the event of a change in email address or other contact information. Sponsor is not responsible for network, modem, or other equipment failures or for incomplete, garbled, or delayed entries, however caused.

DISQUALIFICATION:

Sponsor reserves the right, in its sole discretion, to disqualify any entrant that Sponsor determines: (1) has tampered with the entry process or the operation of the contest or the Web

Site; (2) has acted in an unsportsmanlike or disruptive manner or with the intent to annoy or harass Sponsor or any other person or entity; (3) has not satisfied all of the requirements for entry in the contest; or (4) to be otherwise ineligible under, or otherwise in violation of, these Official Rules. Any attempt by an entrant to commit any of the above acts of misconduct may be a violation of civil or criminal law and Sponsor reserves the right to seek damages from such entrant to the fullest extent permitted by law.

LIABILITY/TERMS AND CONDITIONS:

By entering and submitting the survey, each entrant releases and holds harmless Sponsor, any manufacturer or supplier of any prize, any other persons or entities involved in the contest, each of its and their respective parents, subsidiaries, and affiliates, and each of its and their respective officers, directors, employees, and agents, from any responsibility or liability whatsoever arising out of or resulting from: (1) entry or participation in the contest; (2) the acceptance, possession, or use of any prize; (3) any violation by such entrant of these Official Rules or applicable laws; (4) any incorrect or inaccurate entry of information including, but not limited to, as a result of technical malfunctions, human error, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software or any combination thereof; (5) entry materials that have been tampered with, or entries that are illegible, late, lost, damaged, postage due or misdirected; (6) any injury or damage to participants or any other person's computer related to or resulting from participation or downloading any material in connection with the contest; and (7) any conditions arising from events beyond Sponsor's reasonable control.

WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, NEITHER SPONSOR NOR ANY OF THE AFOREMENTIONED PARTIES SHALL BE LIABLE FOR ANY SPECIAL, INCIDENTAL, INDIRECT, PUNITIVE, EXEMPLARY, OR CONSEQUENTIAL DAMAGES ARISING OUT OF THE CONTEST, HOWSOEVER CAUSED, WHETHER ARISING IN STATUTE, TORT, CONTRACT, OR OTHER LEGAL THEORY, AND REGARDLESS OF WHETHER SUCH PARTY WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, AND ALL SUCH DAMAGES ARE HEREBY DISCLAIMED AND EXCLUDED.

PUBLICITY:

By entering, each entrant grants to Sponsor the right to use and publish such entrant's name and state of residence in any winning entry both online and in print, in connection with the contest, without additional compensation, except to the extent prohibited by law. In addition, by entering, each entrant consents to the use of their names and likeness for advertising and/or promotional and/or marketing purposes without additional compensation. (A Tennessee resident consents to the use of his or her name and likeness only if such Tennessee resident expressly consents to such use.) Sponsor reserves the right to use any information provided by entrants in connection with the contest in any manner permitted by these Official Rules or the Web Site policies.

TERMINATION:

Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the contest at any time for any reason, including but not limited to any reason that affects the

administration, security, fairness, integrity, or proper conduct of the contest. Such reasons include but are not limited to fraud, tampering, unauthorized access, infections by computer virus, bugs, technical failures, or any other causes beyond the control of Sponsor. Should the contest ever be terminated prior to awarding of the prize(s), Sponsor will announce an alternate means of awarding the prize(s) on the Web Site.

NO ENDORSEMENT:

Nothing contained in these Official Rules or in any of the contest materials should be construed as an endorsement by Sponsor of any prize manufacturers or suppliers or other third party, product, or service.