

THE "VARSITY CHARITY CHAMPIONS" CONTEST OFFICIAL RULES

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A purchase or payment will not increase your odds of winning. The Contest is governed by these Official Rules and is subject to all applicable U.S. federal, state and local laws. Void where prohibited.

Contest Overview: The Contest is designed to help the participating schools to demonstrate school spirit, creativity and community service by planning, organizing and orchestrating an event or series of events to raise funds for their designated charity. The Contest will be conducted in two (2) separate phases as described in and in accordance with these Official Rules.

Contest Periods: August 15, 2011 through October 14, 2011 ("Phase 1") and October 17, 2011 through June 15, 2012 ("Phase 2").

1. Eligibility/Application. Phase 1 of the Contest is open only to public and private high schools located in the regions of New Jersey, Long Island, Westchester/Hudson Valley/Connecticut and Brooklyn/Bronx (the "Participating Regions") (the "Phase 1 Entrants"). To be eligible to enter, Phase 1 Entrants must also be willing to allow Sponsor access to student activity relating to any aspect of the Contest for publicity and other media purposes, as determined in Sponsor's sole discretion. To be considered for possible participation in Phase 2 of the Contest, the Phase 1 Entrants must apply for participation during Phase 1 by completing the information required by the official sign-up form (the "Sign Up Form"), which Sign Up Form may be accessed via either the "Apply" or "Apply 'GO'" link at http://powertolearn.com/charity_champions/index.shtml (the "Website"), and submitting the form as directed. Between October 17, 2011 and October 21, 2011, Sponsor will select and notify thirty (30) schools from the eligible Phase 1 Entrants to participate in Phase 2 of the Contest (the "Phase 2 Entrants"). (The Phase 1 Entrants and Phase 2 Entrants are sometimes collectively referred to hereafter as "Entrants"). Phase 2 of the Contest is open only to those schools that have been selected by Sponsor, in its sole discretion, from the eligible Phase 1 Entrants and have agreed to participate.

In order to enter the Contest or receive the prize, all Entrants must fully comply with the Official Rules and, by entering, Entrants represent and warrant that they agree to be bound by these Official Rules and the decisions of the Sponsor-designated judges, whose decisions shall be binding and final in all respects relating to this Contest.

2. Participation. Phase 1: To enter and participate in Phase 1 of the Contest, each Phase 1 Entrant must comply with the following requirements:

- a) Phase 1 Entrant must designate a school teacher or guidance counselor to act as the advisor and supervisor of its fundraising activities for the Contest (the "School Advisor").
- b) Phase 1 Entrant must select a charity that is the intended recipient of their fundraising efforts (the "Charity"). The Charity must be a 501(c)(3) non-profit organization approved by Sponsor in its sole discretion.

c) Via the Sign Up Form, Phase 1 Entrant must submit to Sponsor: school name; school address; school telephone number; name, email address and telephone number of the School Advisor; approximate number of fundraising events proposed to be held; and its proposed Charity.

Phase 2: Between October 17, 2011, and October 21, 2011, Sponsor will select and notify the Phase 1 Entrants eligible to participate in Phase 2 of the Contest.

To participate in Phase 2 of the Contest, Phase 2 Entrants must comply with the following requirements:

a) Phase 2 Entrants must plan, organize and orchestrate a fundraising event or series of events to raise money for its Charity (the "Fundraising Events"). Examples of Fundraising Events may include (but are not limited to): a car wash, bake sale, athletic event, team walk, flea market or school dance.

b) Between October 24, 2011 and October 28, 2011, Phase 2 Entrants must submit to Sponsor the following information via either the "Submit Activity Plan" link or the "Upload Activity Plan 'GO'" link at the Website: school name; Charity name; a brief description of the reason the Charity was selected, a description of Phase 2 Entrant's intended Fundraising Events, including any relevant dates, times and places as to when and where the Fundraising Events will take place. All Fundraising Events must take place and be completed between September 1, 2011 and June 15, 2012.

c) In addition to the Activity Plan, between October 24, 2011 and October 28, 2011, Phase 2 Entrants must provide Sponsor with the completed Release Form for its participating students, which Release Form may be accessed at the Website.

d) Between November 7, 2011 and March 30, 2012, each Phase 2 Entrant should provide Sponsor with the date and time for a Fundraising Event that they would like the Sponsor to cover and/or attend. At or after this event, at the Sponsor's discretion, \$1000 will be awarded by Sponsor to the Charity selected by that Phase 2 Entrant.

e) By April 13, 2012, Phase 2 Entrants must submit for evaluation a portfolio (the "Portfolio Submission") that includes:

1. Written Summary: a 1-2 page overview that addresses the following three points:

- Planning – Describe why you chose the charity, what you would like the local impact in your community to be, and how you planned to involve students and other members of the school community or community at large.
- Implementation- How did you raise the money? Please describe the events and activities, both undertaken and planned.
- Results – Describe the success of the project: how much money was raised? How many students and members of the community participated? Explain the expected results from any as-yet-unexecuted events.

2. **Materials:** Please submit any posters, photos, invitations, flyers or other materials that were created to support and promote Phase 2 Entrant's Fundraising Event(s). If available, include a CD of any video or photos taken. Print outs are also acceptable. The video should not exceed 5 minutes in length. (The foregoing is collectively referred to hereafter as the "Materials").

Portfolio Submissions must be submitted via email to info@powertolearn.com or via US mail to Evelyn Cruise, Cablevision Education Dept. 1111 Stewart Ave., Bethpage, NY 11714 by April 13, 2012. All Portfolio Submissions (including, but not limited to, the Materials) become the property of Sponsor upon receipt and will not be acknowledged or returned. Each Entrant hereby irrevocably grants Sponsor a non-exclusive, non-transferable, royalty-free license to use and display the Materials, or any portion thereof, in connection with the Contest and any promotion or publicity relating thereto, in any and all media channels.

3. Selection and Notification of Winners. Six (6) Grand Prize winners (one from each Participating Region) will be selected by the Sponsor-designated judges based on the Portfolio Submissions from among all eligible entries received on the basis of the following judging criteria, each of which will be graded on a scale of 1 to 7 (with 1 on the low end and 7 on the high end) and each criteria will be given 20% weight towards the total score for each eligible entry, as applied solely with regard to the Fundraising Events described in Entrant's Portfolio Submission which were already completed at the time of the Portfolio Submission: (1) the money raised for Entrant's Charity, including the total amount, the impact of the money on the Charity, and Entrant's expenditure of effort to achieve the resulting money raised; (2) student participation, including the number or percentage of students involved in the Contest, the level of involvement by the school community (including teachers, parents and administration), and the student effort, including but not limited to, the number of hours, dedication, effort, volunteer work and the like; (3) the number and quality of events; (4) community involvement, including the ability of the students to engage the community (including local businesses) in the effort and the students' ability to raise awareness of its Charity in the community; and (5) creativity and originality, including the thematic tie-in between the Fundraising Event(s) and the Charity, the innovation, creativity and originality of the fundraising ideas, and the innovation of the execution of the fundraising efforts. With regard to the Fundraising Events described in Entrant's Portfolio Submission that were not completed as of the time of the Portfolio Submission, those Fundraising Events will be judged in the same manner as described above but will be included only towards the third and fifth judging criteria. Based upon all of the above criteria, the eligible Phase 2 Entrants with the highest combined score from each Participating Region will each be selected as the Grand Prize Winners (six (6) Grand Prize Winners in total). Odds of winning Grand Prize depend on the nature and quality of each entry as compared to the nature and quality of other entries, as judged by the criteria set forth in these Official Rules. Any and all tie-breakers will be determined by the Sponsor in its sole discretion. Decisions of the judges are final and cannot be appealed. Sponsor reserves the right to disqualify any entry it believes, in its sole discretion, is inappropriate. Winners will be selected and announced on or about April 23, 2012 on the Power to Learn website at www.powertolearn.com. Winners will also be notified by phone and/or email, at Sponsor's discretion, using the information provided in the entry submission, prior to announcement. Sponsor shall have no liability for any winner notification

that is lost, intercepted or not received by potential winner for any reason. In Sponsor's sole discretion, selected potential winner may be disqualified and required to forfeit the prize, and an alternate potential winner may be selected in accordance with these Official Rules from among the remaining eligible entrants if selected potential winner: (i) cannot be reached for whatever reason after a reasonable effort has been exerted based on the information stated in the entry form or winner notification is returned as undeliverable; (ii) declines or cannot accept, receive or use the prize for any reason; (iii) is found to be ineligible to enter the Contest or receive the prize; or (iv) cannot or does not comply with these Official Rules. Forfeited or unclaimed prizes may not be awarded. Sponsor is not obligated to leave voice mail, answering machine, or other message. Selected Prize Winners may be required to complete, notarize and return (as directed by Sponsor) an Affidavit of Eligibility, Release of Liability and Publicity Release (where permitted by law) (collectively, the "Affidavit") within ten (10) days of date of postmark or, in Sponsor's sole discretion, winner may be disqualified, prize may be forfeited and an alternate winner may be selected in accordance with these Official Rules from among the remaining eligible entrants. Sponsor reserves the right to modify the notification and Affidavit procedures in connection with the selection of alternate winner, if any.

4. Prizes/Prize Award. The six (6) Grand Prize Winners will each receive \$5,000.00 for donation to their Charity. The Grand Prize will be awarded at an event coordinated by Sponsor for each Grand Prize Winner and to be held at a date, time and place that is mutually agreeable to Sponsor and the Grand Prize Winner. Each Phase 2 Entrant (including the Grand Prize Winners) will receive \$1,000 to support volunteer and charity work at their school, and will each be granted \$500 in "seed" money to support and implement their Fundraising Events for the Contest. Total approximate retail value of all available prizes is \$81,000.00. No transfer, assignment, substitution, or replacement of prize permitted by winner, except that Sponsor reserves the right, in its sole discretion, to substitute a prize of equal or greater value (or cash equivalent). Any applicable federal, state and local taxes are the sole responsibility of winner.

5. General Conditions. By participating in this Contest, each Entrant agrees to be bound by these Official Rules and the decisions of the judges, which are final and binding in all respects and cannot be appealed. By entering, Entrant agrees and acknowledges that Sponsor, its affiliates, divisions, subsidiaries and advertising and promotional agencies and each of their respective employees, officers, shareholders, directors, representatives and agents shall not have any obligation or responsibility, including any responsibility to award any prize to Entrants, with regard to: (a) entries that contain inaccurate information or do not comply with or violate the Official Rules; (b) entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human or technical error of any kind; (c) Entrants who have committed fraud or deception in entering or participating in the Contest or claiming the prize; (d) telephone system, facsimile, technical or computer malfunctions, lost connections or transmissions, disconnections or other errors of any kind whether mechanical, human, electronic or otherwise relating to or in connection with the Contest, including, without limitation, errors which may occur in connection with the administration of the Contest or the processing of entries; (e) any inability of the winner to accept the prize for any reason; (f) if a prize cannot be awarded due to delays or interruptions due to Acts of God, natural disasters, terrorism, weather or any other similar event beyond Sponsor's reasonable control; (g) data corruption, theft, destruction, unauthorized access to or

alteration of entry or other materials; (h) any injuries, losses, costs, expenses or damages to person or property of any kind caused, in whole or in part, directly or indirectly, by the prize or resulting from redemption, acceptance, possession, loss or use or misuse of any prize or from participating in the Contest or any Contest-related activity, or inability to participate in the Contest; or (i) any printing, typographical, human, administrative or technological errors in or involving any material associated with the Contest. In the event more winner notifications are issued, or more winning prize claims are received, than the number of prizes set forth in these Official Rules due to computer, printing, seeding, human or other error or problem, entrant with the highest score from among all eligible prize claims will be selected as the winner in accordance with these Official Rules. No more than the number of prizes stated in these Official Rules will be awarded.

6. Limitations of Liability: By entering the Contest, each Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with the Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and Entrant waives its right to a jury trial for such disputes, claims and causes of action; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event will attorneys' fees be awarded or recoverable; and (iii) under no circumstances will any Entrant be permitted to obtain any award for, and Entrant hereby knowingly and expressly waives all rights to seek, punitive, incidental or consequential damages and/or any other damages, other than actual out-of-pocket expenses, and/or any and all rights to have damages multiplied or otherwise increased.

7. General Release: By entering and participating in the Contest, Entrants and winners agree to release and hold harmless Sponsor, its subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers and directors (the "Released Parties"), from any and all claim and/or liability, for loss, harm, damage, injury, cost or expense of any kind whatsoever, including without limitation, damage to, loss or destruction of property, personal injury (including emotional distress), and/or death, which may occur in connection with preparation for, or participation in, the Contest, or possession, acceptance and/or use or misuse of the prize or participation in any Contest-related or prize-related activity and for any claims or causes of action based on publicity rights, defamation or invasion of privacy.

8. Publicity Release: Use of Personal Information: Except where prohibited or restricted by law, Winner's acceptance of prize constitutes Winner's agreement and consent for Sponsor or its designees to use and/or publish Winner's name, city and state, biographical data, likeness, picture, entry materials, and audio and/or video recording of Winner, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor, in any and all forms of media now known or hereinafter devised, including, but not limited to, print, TV, radio, electronic, cable, or World Wide Web, without further limitation, restriction, compensation, notice, review or approval. By participating in the Contest, Entrants will be sharing their personal information with Sponsor. Personal information collected by Sponsor will be used for administration of the Contest and awarding the prizes. Sponsor is not responsible for disclosures made by any third party.

9. No Tampering; Right to Cancel/Modify: Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be (a) tampering with the entry process or the operation of the Contest, or with any Website promoting the Contest; or (b) acting in violation of the Official Rules. If Sponsor determines, in its sole discretion, that the Contest is compromised by tampering or other causes beyond Sponsor's reasonable control, which corrupts or impairs the administration, security, fairness or proper operation of the Contest or otherwise compromises the Contest's integrity or viability, Sponsor reserves the right to suspend, modify or terminate the Contest. In the event that the Contest is terminated prior to the expiration of the Contest Period, Sponsor reserves the right to award prizes based on the Fundraising Event performance as of such time.

10. Construction/Forum Selection: Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant or Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York. In addition, any dispute relating to the Contest (including these Official Rules) shall be brought in the appropriate state or federal court having jurisdiction over the subject matter located in the State of New York. Entrants hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non-conveniens or lack of personal jurisdiction they may have. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the valid or enforceable provision was not contained therein.

11. Sponsor: CSC Holdings, LLC, 1111 Stewart Avenue, Bethpage, New York 11714

12. Winners' List: To obtain a copy of the winners' list, available after April 30, 2012, send a self-addressed, stamped envelope to: "Power to Learn - Varsity Charity Champions" Contest, 1111 Stewart Avenue, Bethpage, New York 11714.