1. Eligibility: Rosetta Stone’s Embrace the Adventure (the “Sweepstakes”) is open only to legal residents of the fifty (50) United States (Including the District of Columbia and excluding Rhode Island) and Canada (excluding Quebec), who are at least eighteen (18) years old at the time of entry. Employees of Rosetta Stone Ltd., Wildfire Interactive, Inc. ("Wildfire"), ePrize, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, provincial, municipal, territorial and local laws and regulations and is void in Quebec, Rhode Island and where prohibited by law. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Rosetta Stone Ltd., 135 W. Market Street, Harrisburg, VA 22801, U.S.A. 
Administrator: ePrize, Inc., One ePrize Drive, Pleasant Ridge, MI 48069, U.S.A.

3. Timing: The Sweepstakes begins on April 17, 2013 at 12:00 a.m. Eastern Time ("ET") and ends on May 16, 2013 at 11:59 p.m. ET (the "Promotion Period").

Wildfire’s computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: There are two (2) ways to enter the Sweepstakes during the Promotion Period.

   a) Facebook: You can enter the Sweepstakes through the application on the Rosetta Stone page on Facebook (http://www.facebook.com/RosettaStone). If you don't already "like" the Rosetta Stone page, you must first click on the "like" button in order to access the application. Once you click on the application, you will advance to the authorization page where you will be required to authorize Sponsor to access your profile information and other content in order to participate in the Sweepstakes. Then, follow the links and instructions to complete and submit the registration form including your email address. You automatically will receive one (1) Sweepstakes entry into the Sweepstakes.

   b) Website: Visit http://rosettastone.com and click on the banner advertisement, then follow the links and instructions to complete and submit the registration form including your email address. You automatically will receive one (1) Sweepstakes entry into the Sweepstakes.

Limit: Regardless of method of entry, each entrant may enter two (2) times during the Promotion Period. Multiple entrants are not permitted to share the same email address or Facebook account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, Facebook accounts, identities, registrations and logins, or any other methods will void that entrant’s entries and that
entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The “authorized account holder” is the natural person assigned 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 address. Each potential winner may be required to show proof of being the authorized account holder.

Additional Entries: After you enter the Sweepstakes, you will be invited to share a link with of up to five (5) of your friends on Facebook who must be eligible to enter the Sweepstakes. You may only refer persons with whom you have an existing relationship. For each friend you've referred that returns and registers for the Sweepstakes, up to five (5) friends that register, you will be given one (1) additional Sweepstakes entry, up to a total of five (5) additional entries during the Promotion Period. Limit: Each entrant may receive a maximum of five (5) additional entries into the Sweepstakes via this method.

5. Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select fourteen (14) potential winners from all eligible entries received during the Promotion Period, on or around May 22, 2013. The potential winners will be notified by email after the random drawing. Except where prohibited, the potential Grand Prize winner (parent/legal guardian if a winner is a minor in his/her place of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration"), which must be received by Administrator within seven (7) days of the date notice or attempted notice is sent, in order to claim his/her prize. If any potential winner is a Canadian resident he/she will be required to answer a time limited skill testing question without assistance, in order to be eligible to receive a prize. Receiving a prize is contingent upon compliance with these Official Rules. If a potential winner cannot be contacted, fails to sign and return the Declaration within the required time period (if applicable), fails to answer the skill-testing question correctly (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the applicable prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

6. Prizes: ONE (1) GRAND PRIZE: $10,000 (awarded as a check). Approximate Retail Value ("ARV"): $10,000 USD. THREE (3) FIRST PRIZES: $500 (awarded as a check). ARV: $500 USD. TEN (10) SECOND PRIZES: One (1) Rosetta Stone TOTALe® Online 6 month access subscription in any one of the available TOTALe languages (see below). Minimum systems requirements and license terms apply. Details can be found online at http://www.rosettastone.com/agreements. The ARV of each Second Prize is $139.00 USD.

Rosetta Stone TOTALe Online 6 month licenses must be activated within six (6) months of receipt or are subject to forfeiture. Licenses may not be exchanged, transferred or resold and are subject to the Rosetta Stone TOTALe Terms of Use and Privacy Policy. Details can be found online at http://www.rosettastone.com/agreements.

Currently available TOTALe Online languages: Arabic, Chinese, Dutch, English (American), English (British), Filipino (Tagalog), French, German, Greek, Hebrew, Hindi, Irish, Italian,
Japanese, Korean, Farsi, Polish, Portuguese (Brazil), Russian, Spanish (Latin America),
Spanish (Spain), Swedish, Turkish, Vietnamese.

For All Prizes: Prizes are non-transferable and no substitution will be made except as
provided herein at the Sponsor’s sole discretion. Sponsor reserves the right to substitute a
prize for one of equal or greater value if the designated prize should become unavailable for
any reason. Winners are responsible for all taxes and fees associated with prize receipt
and/or use. Odds of winning a prize depend on the number of eligible entries received
during the Promotion Period. Limit: one (1) prize per person.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor,
Wildfire Interactive, Inc., Facebook, Inc., Administrator, and their respective subsidiaries,
affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and
each of their respective parent companies and each such company's officers, directors,
employees and agents (collectively, 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 Sweepstakes or receipt or use or misuse of any
prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each
winner’s consent to Sponsor's and its agents' use of winner's name, likeness, photograph,
voice, opinions and/or hometown and state or province for promotional purposes in
connection with the Sweepstakes in any media, worldwide, without further payment or
consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the
Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond
Sponsor’s reasonable control impairs the integrity or proper functioning of the Sweepstakes,
as determined by Sponsor in its sole discretion. 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 Sweepstakes or to be acting in violation of the Official Rules of this or any
other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person
to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of
criminal and civil law, 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. Sponsor’s
failure to enforce any term of these Official Rules shall not constitute a waiver of that
provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any
incorrect or inaccurate information, whether caused by entrants, printing errors or by any of
the equipment or programming associated with or utilized in the Sweepstakes; (2) technical
failures of any kind, including, but not limited to malfunctions, interruptions, or
disconnections in phone lines or network hardware or software; (3) unauthorized human
intervention in any part of the entry process or the Sweepstakes; (4) technical or human
error which may occur in the administration of the Sweepstakes or the processing of
entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any 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 Sweepstakes or receipt or use or misuse of any prize. If for
any reason an entrant’s entry is confirmed to have been erroneously deleted, lost, or
otherwise destroyed or corrupted, entrant’s sole remedy is another entry in the
Sweepstakes, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any
reason, Sponsor, at its discretion, may elect to hold a random drawing from among all
eligible entries received up to the date of discontinuance for any or all of the prizes offered.
herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan U.S.A.; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys’ fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan, U.S.A. without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.


13. Winner List: For a winner list, visit http://bit.ly/XrtNDu. The winner list will be posted after winner confirmation is complete.

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This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook.