

The Woman's Advantage
Woman Business Owner of the Year Contest 2006

OFFICIAL RULES

NO PURCHASE NECESSARY. MUST BE A LEGAL RESIDENT OF THE UNITED STATES, 21 YEARS OF AGE OR OLDER. VOID WHERE PROHIBITED BY LAW.

Timing. The Kaplan Publishing Woman Business Owner of the Year Contest ("Contest") begins at 12:01:00 a.m. Central Time ("CT") on May 1, 2006 and ends at 11:59:59 p.m. CT on November 1, 2006 ("Contest Entry Period"). Entries postmarked or emailed after November 1, 2006 will not be considered.

Sponsor. The Contest is sponsored by Dearborn Financial Publishing, Inc. d/b/a "Kaplan Publishing," 30 South Wacker Drive, Suite 2500, Chicago, IL 60606 ("Sponsor").

Eligibility. The Contest is open to legal residents of the United States, including the District of Columbia, but excluding Puerto Rico, 21 years and older at the time of entry. Employees of the Sponsor, their family members, and persons living in the same household as employees or their family members are NOT eligible. All federal, state and local laws apply.

Agreement to Official Rules. Participation in the Contest constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. By entering the Contest, entrant warrants that the submission is an original work, has not been previously published or won any award, and that entrant is aware of no conflicting rights in the submission including but not limited to copyright or other intellectual property right as further identified below in the section entitled "No Infringement." Entrants agree that Sponsor, its affiliates, parents, subsidiaries, agents or contractors and their employees, officers and directors shall not be liable for injury, loss or damage of any kind resulting from participating in this promotion.

No Infringement. All entrants represent, state and agree that their Contest Entry and will not infringe upon the intellectual property rights of any third party, including by way of example and not by limitation, any copyright, trademark or patent rights belonging to any third party.

Publicity/Use of Name and Likeness. Except where prohibited by law, entry in the Contest constitutes each entrant's consent to Sponsor's use of their names, city and state of residence, entry, likeness, photograph, and image for advertising, publicity, and promotional purposes in any media, online or offline, without further permission, consent, payment or other consideration, unless prohibited by law.

Intellectual Property. By participating in the Contest, the entrant agrees that the rights to the Contest submission shall be transferred to Sponsor on an exclusive basis. The Sponsor and its designees shall have the perpetual, worldwide right to edit, publish and use the Contest submission in any way and in any media for trade, advertising, promotional and/or other purposes as Sponsor may determine in its sole discretion without further consideration to the entrant.

How to Enter. To participate, entrants must submit her wn story of 500 words or fewer describing how she successfully implemented an idea from the book *The Women's Advantage* in her own business. Essay submissions will be accepted via U.S. Mail and via the Internet at www.womansadvantage.biz. All entries must be received prior to the expiration of the Contest Entry Period. The entries shall become the property of Sponsor, and no submissions will be acknowledged or returned. If mailed, all entries should be mailed with sufficient first class postage to Sponsor at 30 S. Wacker Drive, Chicago, IL 60606, Attn: Michael Shelley. All submissions must be in English.

Sponsor is not responsible for entries not received due to network services outages or delays, computer difficulties or any other technological glitches, or for lost, stolen, misdirected, late, illegible, incomplete or mutilated entries by mail. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the operation of the Contest or to be acting in violation with these Official Rules.

Limit One Contest Entry Per Entrant. Subsequent submissions made by the same entrant will NOT be considered.

Awards. All Contest Entries will be judged collectively according to the same judging criteria, and the Contest Entry with the highest scores will be awarded the Grand Prize. Winning the Grand Prize is determined solely based on the highest scores achieved under the Judging Criteria. Each Contest Entry will be reviewed by a panel of judges and the potential winners will be selected based on a composite score using the following criteria ("Judging Criteria"):

- 30% - Use of book concepts
- 30% - Creativity
- 30% - Quantifiable difference in business

A panel of objective judges selected by Sponsor will score all eligible Contest Entries based on the Judging Criteria and will select the potential winner at 12:00 p.m. CT on December 15, 2006 at Kaplan Publishing, 30 South Wacker Drive, Suite 2500, Chicago, IL 60606 ("Potential Winner"). Winning is contingent upon fulfilling all requirements of these Official Rules and Sponsor's decisions as to the administration of the Contest and prize awards are final. Sponsor will notify the Potential Winner on or about December 18, 2006, in accordance with the information provided by entrant in the Contest Entries. In the event that an entrant's telephone number or address changes, it is entrant's responsibility to notify Sponsor of such change. Potential Winner must sign and return an Affidavit of Eligibility and a Publicity/Liability Release (except where prohibited by

law). In the event that any prize notification is undeliverable, Sponsor is unable to contact Potential Winner, or response to a prize notification is not received within seven (7) days of its issuance, the prize may be forfeited. Where a prize is forfeited, the entrant with the next highest score in accordance with the Judging Criteria will be chosen as an alternate winner. The winner will be announced by news release and will be posted on the www.womansadvantage.biz web site on or about January 15, 2006.

Grand Prize. The Grand Prize winner will receive one year of consulting services from Mary Cantando (100 consulting hours; retail value \$25,000). No substitution or transfer of the Grand Prize is permitted. All taxes are the sole responsibility of the Grand Prize winners. Sponsor will issue a 1099 form to Grand Prize winner. Grand Prize winner may be required to sign an IRS Form W-9 or the equivalent.

Terms and Conditions. Because this is a contest of skill, odds of winning depend upon the quality and eligibility of submissions received and entrants' final Overall score, as determined by the Judging Criteria for the Grand Prize. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Contest should fraud, technical failures, or any other factor beyond the reasonable control of Sponsor impair the integrity of the Contest, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award prizes based on the Judging Criteria from the eligible Contest Entries received up to the time of impairment. BY ENTERING THE CONTEST, ENTRANT AGREES TO RELEASE AND HOLD HARMLESS SPONSOR, ITS PARENT, SUBSIDIARIES AND AFFILIATED COMPANIES, OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS FROM AND AGAINST ANY AND ALL CLAIMS, CAUSES OF ACTION AND/OR LIABILITY FOR ANY INJURIES, ILLNESS OR DEATH, LOSS OR DAMAGE OF ANY KIND ARISING FROM OR IN CONNECTION WITH PARTICIPATION IN AND/OR ENTRY INTO THE CONTEST OR RECEIPT OR POSSESSION, USE OR MISUSE OF ANY PRIZE OR ELEMENT THEREOF. Sponsor, its respective affiliates, parents, subsidiaries, agents and employees are not responsible for late, lost, illegible, incomplete, stolen, misdirected, illegitimate, or impermissible submissions or mail; postage due mail; or any other error whether human, mechanical or electronic.

Grand Prize Winner and Official Rules. A copy of these Official Rules and the Contest results may be obtained by visiting www.womansadvantage.biz, or by sending a self-addressed, stamped envelope to: 30 S. Wacker Drive, Chicago, IL 60606, Attn: Michael Shelley. Contest results will be available after May 1, 2007. Requests must be received by June 1, 2007. Vermont residents may omit return postage.