

Best of Print & Digital® Award Rules & Guidelines

Butler Street Research, LLC (“Butler Street”) Best of Print & Digital® (“Competition”) awards eligible businesses (“Participant”) with the Best of Print & Digital® designation for excellence in client satisfaction as measured by Butler Street with a Net Promoter Score® based survey (“Survey”). The Competition begins on the day that the first Survey is fielded and ends on the day that the last Survey is closed for reporting. The specific dates for each Survey are available from Butler Street upon request. The Competition is void in Puerto Rico, the U.S. Virgin Islands and all U.S. territories, possessions and military installations, outside the United States and Canada, and where prohibited by law. The Competition is subject to all applicable federal, state and local laws, regulations, and ordinances.

1. REGISTRATION ELIGIBILITY

- a. The Competition is only open to firms doing business in one of the fifty (50) United States, the District of Columbia, or Canada.
- b. Should Butler Street or any Sponsor, as hereinafter defined, including their respective employees, officers, directors, parents, affiliates, or subsidiaries, own a majority interest of any firm or firms seeking to participate in the Competition, such firm or firms shall be ineligible.

2. REGISTRATION

To enter the Competition, prospective Participants may access the online registration through the registration page at www.bestofprintanddigital.com. The registration fee must be paid in full to be eligible to participate. No refunds permitted. Each Participant pays Butler Street a fee based on the package chosen for each Participant “Company” or “Company Division” that is registered for the Competition. The Competition shall be limited to one (1) registration per participant Company or Company Division name (“Company Division”) per entry period. The exact name that is registered is the exact Company or Company Division name that clients are surveyed about and is the exact Company or Company Division name that is included in the Award, as described in section 8.

3. DISQUALIFICATION

Regardless of intent, Participant may be disqualified from the Competition if Participant is found to have engaged in one or more of the following:

- Taking surveys on behalf of clients.
- Including Participant internal employees on the survey
- Removing specific clients from the survey for any reason other than a survey restriction from the client account
- Utilizing the award Emblem without permission.

In addition to the specific terms above, any Participant found to have influenced or attempted to influence the results of the Survey intentionally or unintentionally in a manner that Butler Street determines has compromised the integrity of the Survey results data may be disqualified from the

Competition and banned from participating in future Competitions. In addition, the Participant's right to use prior Competition award Emblems may be revoked.

To ensure the legitimacy of the Competition for all Participants, survey responses from each Participant will go through a data validation process to determine whether responses submitted have been influenced -- intentionally or unintentionally -- in a manner that Butler Street determines has compromised the integrity of the Survey results data.

4. ELIGIBILITY TO WIN

For each entry period, winning Participants ("Winners") will be selected from eligible Companies or Company Divisions based on achieving a minimum score of 40 on the Survey. To be eligible, each Participant must have sent the Survey to one-hundred percent of their clients who were billed during the months of January through July ("Survey Period"). Winners will be segmented into two categories as follows:

- **Manufacturers to Distributors:** these are companies that generate a majority of their revenue through independent distributors
 - Example: Wise Business Forms, Wright Graphics, Ennis
- **Manufacturers/Distributors Direct to Customers:** these are companies that may or may not have manufacturing capabilities but sell direct to customers.
 - Example: RR Donnelly, Standard Register, Webb-Mason, DataSource

Participant must confirm during registration that no clients will be removed from their list for any reason other than due to a lack of email contact information or due to restrictions on surveying instilled from the client account. Each Participant has the option to send the Survey to clients who were billed up to one year ago. To be eligible, each Participant must receive at least fifteen (15) completed responses and must receive a minimum response rate of twenty percent (20%) to the Survey. If the Participant received at least 100 responses, the Participant must receive a minimum of a twelve percent (12%) response rate to be eligible.

SUBMIT CLIENT CONTACT LIST: To be eligible each Participant must submit a list of clients for each Company or Company Division that Butler Street will email the Survey on the Participant's behalf no later than the date specified in communications accompanying the Onboarding Packet. The Butler Street email content will be standardized, but will be personalized to the Company or Company Division and will be electronically signed by an employee, officers, or director of the Company or Company Division.

5. SURVEY INSTRUMENT

The Survey that Butler Street uses to measure each Participant's client satisfaction level is based on the Net Promoter® survey methodology. The Survey is composed of one, 0-10 scaled question where 0=Not at all likely and 10=extremely likely. It is followed by four additional questions. The exact Survey instrument is as follows:

1. How likely is it that you would recommend Company XYZ to a friend or colleague?
2. Please share why you selected a rating of x?
3. Select your current relationship with Company XYZ:

(choices – Exclusive, Preferred, One of a few, One of many)

4. Please share the most important thing that Company XYZ could do to add value to your relationship?
5. May we use the feedback you provided as a testimonial?

Net Promoter[®], NPS, and Net Promoter Score[®] are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

6. SURVEY RESPONSES

In no circumstances will specific survey responses ever be shared with any entity other than the Participant. Each calculated Participant Net Promoter Score may be shared with NAPCO Media, -and their printing and printing-related publications such as *Printing Impressions* (the Competition “Sponsor”).

7. SELECTION/NOTIFICATION OF WINNER

The Competition Winners’ Company or Company Division names will be publicly released on the date specified in the On-Boarding Packet. From the eligible Participants, Butler Street will select those with the highest levels of client satisfaction as measured by the Survey to earn the award (“Award”). At its discretion, Butler Street may select Winners by their respective revenue group. Winners who purchased the Standard, Advantage, or Ultimate Package will receive rights to utilize the Competition award Emblem. Each Winner must comply with all terms and conditions under section 10 of this agreement.

8. AWARD

The Award that each Winner receives is their Company or Company Division name listed on the official Competition list (“List”) at www.bestofprintanddigital.com and in printed material. The Award is not transferable and no substitutions are allowed. Any and all applicable federal, state, and local taxes and all fees and expenses related to acceptance and use of Award not specifically stated herein are the sole responsibility of the Winner. Award is provided without warranty of any kind from Butler Street, express or implied. Only the Company or Company Divisions that earn the Award will be announced publicly. At no time will a Participant that did not earn the Award be announced publicly. Winners may be grouped by total revenue on the List. Winners may be grouped by sector on the List.

9. PRESS RELEASE

Participant acknowledges that all communication via press release regarding the Competition will utilize the press release templates provided by Butler Street. All changes to the press release template must be approved by Butler Street prior to release and comply with all Emblem and Trademark conditions in section 10.

10. EMBLEM

Participants and Winners acknowledge that the Competition Award Emblem (“Emblem”) shall not be modified in any way without written permission from Butler Street. Only Winners who have purchased the Standard, Advantage, or Ultimate registration package (“Full Emblem Rights”) have rights to utilize the Emblem, with the following conditions:

(a) Winner with Full Emblem Rights shall use the Emblem solely in connection with being a Winner of the Competition.

(b) Winner with Full Emblem Rights is granted permission to use the Emblem in advertising, marketing, promotion and sales materials for the Winner's benefit.

(c) Winner with Full Emblem Rights is subject to all guidelines provided by Butler Street in the Competition Emblem Guidelines document. All Winners have rights to utilize the Best of Print & Digital® trademark ("Trademark") solely in connection with being a Winner of the Competition and exactly as defined in 10(d). Winner may utilize the Trademark in advertising, marketing, promotion, and sales material for the Winner's benefit. All other use of the Trademark is strictly prohibited unless otherwise approved by Butler Street.

(d) Butler Street's Best of Print & Digital® competition

Any Participant not in compliance with all Emblem and Trademark use conditions described in this section or found utilizing the Emblem without being a Winner with a Standard, Advantage, or Ultimate registration package may be disqualified from the Competition and banned from participating in future Competitions and have all Emblem and Trademark usage rights revoked.

11. GENERAL CONDITIONS

This Competition is governed by the laws of the United States. **WARNING: ANY ATTEMPT BY A COMPANY OR COMPANY DIVISION OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE ASSOCIATED WITH THE COMPETITION OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAW, AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.** Any failure on the part of Butler Street to enforce any term or provision of this contract shall not constitute a waiver of that term or provision. Butler Street and its agents are not responsible for (1) any incorrect or inaccurate information, whether caused by respondent, printing errors or by any of the equipment or programming associated with or utilized in the Competition; (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 Competition; (4) technical or human error which may occur in the administration of the Competition or the processing of entries; or (5) 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 Competition or receipt or use or misuse of any award. Butler Street reserves the right at its sole discretion to disqualify any Participant it finds to be attempting to tamper with or undermine the survey response process, the web site, and/or the legitimate operation of the Competition; or to act in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten, or harass any other person. If for any reason a survey response is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Participant's sole remedy is another response to the survey. If, for any reason, the Competition is not capable of running as planned, including infection by computer viruses or bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Butler Street, which corrupt or affect the operation, administration, security, fairness, integrity, or proper conduct of this Competition, Butler Street may, in its sole discretion, void any suspect responses and (a) cancel or terminate the Competition (or any

portion thereof); (b) modify the Competition or suspend the Competition to address the impairment and then resume the Competition in a manner that best conforms to the spirit of this contract. Butler Street and its agencies are not responsible for lost, late, incomplete, damaged, stolen, misdirected, or illegible Survey responses; lost, interrupted, or unavailable network, server, or other connections; or miscommunications, computer or software malfunctions, telephone transmission problems, technical failures, garbled transmissions, damage to a user's computer equipment (software or hardware), or other errors or malfunctions of any kind whether, human, mechanical, electronic or otherwise. Proof of sending or submission will not be deemed to be proof of receipt by Butler Street.

12. RELEASE AND LIMITATIONS OF LIABILITY

BY PARTICIPATING IN THIS COMPETITION, PARTICIPANTS AGREE THAT BUTLER STREET AND ITS PARENTS, AFFILIATES, SUBSIDIARIES, REPRESENTATIVES, CONSULTANTS, CONTRACTORS, LEGAL COUNSEL, ADVERTISING, PUBLIC RELATIONS, PROMOTIONAL, FULFILLMENT AND MARKETING, WEB SITE PROVIDERS, WEB MASTERS, AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AND AGENTS (THE "RELEASED PARTIES") WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY PARTICIPANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING PERSONAL INJURY OR DEATH, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE, OR USE OF THE AWARD, ENTRY, OR PARTICIPATION IN THE COMPETITION OR IN ANY COMPETITION RELATED ACTIVITY, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, OR MERCHANDISE DELIVERY. THE RELEASED PARTIES ARE NOT RESPONSIBLE IF ANY AWARD CANNOT BE AWARDED DUE TO ACTS OF GOD, ACTS OF WAR, NATURAL DISASTERS, WEATHER, OR TERRORISM. BY PARTICIPATING IN THIS COMPETITION, PARTICIPANTS AGREE THAT THE RELEASED PARTIES WILL NOT BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, DAMAGES, OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES TO PERSONS, INCLUDING DEATH, OR TO PROPERTY ARISING OUT OF ACCESS TO AND USE OF ANY OF BUTLER STREET'S WEB SITES OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY SUCH WEB SITE. EXCEPT WHERE PROHIBITED BY LAW, PARTICIPATION IN THE COMPETITION CONSTITUTES WINNER'S GRANT TO BUTLER STREET (WHICH GRANT WILL BE CONFIRMED IN WRITING ON REQUEST OF BUTLER STREET), ITS AFFILIATES, SUBSIDIARIES, DISTRIBUTORS, ADVERTISING AND PROMOTION AGENCIES, SUPPLIERS, AND THOSE ACTING PURSUANT TO ITS AUTHORITY, THE RIGHT AND PERMISSION TO PRINT, PUBLISH, BROADCAST, AND USE, WORLDWIDE IN ANY MEDIA NOW KNOWN OR HEREAFTER DEVELOPED, INCLUDING BUT NOT LIMITED TO THE WORLD WIDE WEB, AT ANY TIME OR TIMES, EACH WINNER'S COMPANY OR COMPANY DIVISION NAME FOR ADVERTISING, TRADE, AND PROMOTIONAL PURPOSES (INCLUDING THE ANNOUNCEMENT OF THE COMPANY OR COMPANY DIVISION ON TELEVISION OR RADIO BROADCAST) WITHOUT ADDITIONAL CONSIDERATION, COMPENSATION, PERMISSION, OR NOTIFICATION. WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS COMPETITION, INCLUDING THE WEB SITE AND ALL DIGITAL AND PRINT COLLATERAL, ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT

APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

13. DISPUTES

Except where prohibited, each Participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with the Competition or any award shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal or state court in Georgia; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Competition, but in no event attorneys' fees; and (3) under no circumstances will Participants be permitted to obtain awards for, and Participant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these terms, or the rights and obligations of the Participant and Butler Street in connection with the Competition, shall be governed by, and construed in accordance with, the laws of Georgia, without giving effect to any choice of law or conflict of law rules (whether of Georgia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Georgia.