

Official Rules for Pearson Education Canada New Shoes Challenge

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Official Rules of the Pearson Education Canada NewShoes Challenge (the “Official Rules”)

1. Introduction

Before participating in the Pearson Education Canada NewShoes Challenge (the “Challenge”), supported by Pearson Education Canada & Interpretive Simulations, you should read these Official Rules in their entirety. By registering, you unconditionally agree to all of the terms and conditions of these Official Rules. Furthermore, you accept any and all of the Pearson Education Canada and Interpretive Simulations (collectively, the “contest judges”) decisions with regards to the Challenge which are final and binding on all participants in all respects.

2. Pearson Education Canada NewShoes Challenge

The Challenge is a simulation game organized by Pearson Education Canada, with its headquarters located at 26 Prince Andrew Place, Don Mills, Ontario M3C 2T8, and Interpretive Software Inc (referred to as Interpretive or Interpretive Simulations), with its headquarters located at 1421 Sagem Place, Suite 2, Charlottesville VA 22901.

The aim of the simulation game is to offer participating students a pedagogical and professional experience with regards to introductory marketing concepts. No participation fee or purchase is required. The NewShoes simulation is unique in that the parameters of the simulation are not the same as any other past iteration of the New shoes simulation.

3. Who Can play?

Only students enrolled in the post secondary undergraduate introductory marketing course offered at a participating university and/or college and/or school and/or institution in Canada (excluding Quebec) (a “school”) during the time period of September 2005-July 2006 excluding employees, trainees and or/interns and/or co-op students at Pearson Education Canada or Pearson Education or Interpretive, can participate in the Challenge. Students attending an MBA or postgraduate or doctorate program cannot participate in the Challenge.

Any under-age student must have the consent of his or her parent or legal guardian to participate in the Challenge and be bound by the Official Rules.

Eligible students must register in teams of up to 3 players by February 1st, 2006. Members of a team must all be enrolled at the same School. Each School may have a maximum of one team per School, regardless of how many campuses the School has. The students must register their team through an introductory marketing professor at their School.

All members of the teams must have a valid e-mail address. This email address will be disclosed solely to Pearson Education Canada. Once enrolled in the Challenge, students will be responsible for checking the designated Challenge website on a regular basis for any information and or changes related to the Challenge, including but not limited to: changes of decision dates, disqualifications and postings of the top teams by school.

There will be a maximum of 64 teams. Once the 64 teams have been reached, no other teams will be allowed to enter.

Pearson Education Canada and Interpretive reserve the right to check the validity of the registration information of the potentially winning team and to ask for copies of ID documents and/or student cards from the School cited by the student. Pearson Education Canada and Interpretive also reserves the right to refuse participation, or to disqualify, at any time during the Challenge, students (and their teams) who have submitted incorrect or misleading information or who have received any material assistance in the Challenge from a person who is not a member of their team. Teams will have no recourse against disqualification decisions by the Contest Judges which will be final and binding..

4. Team Composition

Once a team has been registered, no modification in its composition will be allowed.

Should the number of team players fall to below 3 for any reason, the remaining team member(s) can continue to participate in the Challenge, as long as there is at least one team member.

5. Calendar

The start date of the Pearson Education Canada NewShoes Challenge will be the same across Canada and will be set by the Canadian Marketing Manager of Marketing texts at Pearson Education Canada. (“the Pearson Canada Marketing Manager”).

The Calendar of the Challenge will not be adapted to the local university/college/school’s system (exam periods, holidays etc) but will be determined by the Pearson Canada Marketing Manager.

Nevertheless, in order to be coherent and fair, there will be a minimum of:
2 days between decision deadlines

Round 1 (6 decision sets) all deadlines are final and are in Eastern Standard Time

1. February 6th by 3:59:59 pm EST
2. February 8th by 3:59:59 pm EST
3. February 10th by 3:59:59 pm EST
4. February 13th by 3:59:59 pm EST
5. February 15th by 3:59:59 pm EST
6. February 20th by 3:59:59 pm EST

The time period during which the students can work on the Challenge is as follows:

- The Challenge will begin on February 2nd, 2006 and will conclude on February 20th, 2006.
- If a team has not submitted its answer prior to any decision deadline for any reason, the Challenge will continue and the default decision as generated by the simulation will be entered for that team.
- Except as otherwise specifically provided herein, under no circumstances will the simulation timetable be delayed, and all teams are responsible for getting their decisions entered before the decision deadlines.

6. Judging Criteria

The entries will be judged based on the highest Cumulative Net Profit - Overall Firm Performance amount which figure is automatically generated by the NewShoes simulation software.

In the event of a tie in round 1 after decision one or more decision deadlines will be added to Challenge for the affected round until the tie is broken. This will occur no later than February 28th, 2006

7. Steps of the Challenge

Step 1: Registration

Step 2: Playing the Challenge

Step 1: Registration

To register, students should submit their names to the designated professor or staff member at their School and complete and sign the Team Registration Form which will be sent to the designated professor or staff member. To find out who the designated person is for your School, please email Eileen.Lasswell@pearsoned.com

Depending on the School, eligibility to participate in the Challenge may depend on the students' successful participation in a pre-selection process determined by the School that they attend. This pre-selection process is the sole discretion of the designated professor or staff member at that School. Pearson Education Canada and Interpretive have no bearing, say or legal obligations with respect to this pre-selection process.

The information on the team submission process will be communicated to the participating Schools at least 7 days before the start of the Challenge. The registration period is from December 1, 2005 to February 1, 2006.

The designated professor or staff member at the School will then submit all registration information to Pearson Education Canada's Marketing Manager, Eileen Lasswell. By submitting the registration forms to Pearson Education Canada, the designated professor or staff member also accepts these Official Rules in their entirety.

Once each team has successfully enrolled into the Challenge, each team will be given a team name, denoted by their school, by the Pearson Canada Marketing Manager. Each team member will also be given a pseudonym by the Pearson Canada Marketing Manager. For example a team with 3 students that attend a school named “Queensland University” would have the team name “TeamQueensland” and the students would then be given pseudonyms of “queensland1, queensland2, queensland3”. Team names and pseudonyms will be emailed to students by the Pearson Canada Marketing Manager. Pearson Education Canada agrees to use the student’s personal information including his/her email addresses for the sole purpose of matters related to the Challenge.

Step 2. Playing the Challenge

Each team will be playing “NewShoes” and will be making decisions online using the login and passwords supplied by Interpretive Simulations. Once decisions have been submitted online, no changes can be made past the decision deadline. The decisions are final. The Challenge will be played in English only.

Each team will be randomly placed in an industry by Interpretive. There will be 1 industry with a maximum of 12 teams within this industry.

Round 1 (6 decision sets) all deadlines are final and are in Eastern Standard Time

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The winner from round 1 will be declared the Grand Prize winner of the Challenge.

On Friday of each week during the Challenge (Beginning February 8th), the top 5 teams from each industry will be posted online at this open access website www.pearsoned.ca/challenge , identified by team name and their pseudonyms (Interpretive will provide a course website where team members can look at results and see where their team is, but this is not an open website – if PEC can do the website we can provide results)

7. Prizes

The following prizes will be awarded by Pearson Education Canada, based on the team rankings:

All students who advance to the final round will receive a one year online subscription to the Financial Times.

There will be one Grand Prize of a one-time bursary of \$1,000 that will be awarded by Pearson Education Canada to the marketing Department of the School with the Team with the highest score in Final Round. Should the School not have a marketing

department, the bursary will be granted to the department that the introductory undergraduate marketing course belongs to. The team members of the potentially winning team and the introductory marketing professor at the School through which the team entered may be required to sign a declaration of compliance with the Official Rules and a release in order to be confirmed as the winner of the Grand Prize.

The Grand Prize winning team's School will receive a plaque recognizing the names of the Grand Prize winning team members.

9. General Rules

A) Registration form

When completing the official registration forms to submit to the designated faculty and/or staff member at their school, the teams will be asked to accept the Official Rules. Failure to accept the Official rules will prohibit the completion of the official registration forms. Acceptance by each team member is mandatory. Participation in the Challenge is subject to each team member's acceptance of these Official Rules.

B) Personal Information

Pearson Education Canada will use the registration information submitted by the potential team and team members only to administer the Challenge. Teams and team members have the right to consult and verify their personal information.

C) Participation

Participation in the Challenge allows competition in the Challenge in accordance with these Official Rules but does not in any other way give rise to any contractual relation with Pearson Education Canada or any of its affiliates and in particular, does not give rise to any employment relationship.

D) Involvement of the media

Students and/or teams are prohibited from any direct and or indirect contact with the media, except if authorized by the Pearson Canada Marketing Manager and the Marketing VP at Interpretive.

E) Involvement of professors, School staff

The support of professors and or School staff must be limited to general information relating to Marketing (marketing theory) and must not relate to the Challenge itself. Unauthorized or excessive assistance will lead to team disqualification.

F) Disqualification

Pearson Canada and Interpretive may, at their sole discretion, disqualify a team and/or any of the team members from participating if the team or any of the team members shows a disregard for these Official Rules, or act in any unsporting or disruptive manner. Pearson Education Canada and Interpretive may exclude any team and or any team members if the team or any of the team members damage or attempt or intend to damage any Pearson Education Canada or Interpretive material, site or information. Pearson Canada and Interpretive reserve the right to prosecute to the full extent of the law any team and /or any of the team members if the team and/or any of the team members tries to destroy, disrupt, damage or alter the proceedings of the Challenge.

G) Claims

Decisions of the Contest Judges are final and binding on all participants

The Official rules are governed by Ontario laws of Canada applicable therein and all disputes arising from the Challenge will be subject to the exclusive jurisdiction of the competent Ontario court.

H) Miscellaneous,

The Official Rules of the Challenge, will be made available at www.pearsoned.ca/challenge website.

Pearson Canada and Interpretive reserves the rights to shorten, modify, or cancel the Challenge without notice at their sole discretion for any reason and without the teams and/or team member being able to claim compensation therefore.

Pearson Education Canada and Interpretive, its and their concepts, content, look-and-feel, logo, software and all other graphic elements and organization are and will remain the sole property of Pearson Education Canada and Interpretive respectively.

Pearson Education Canada and Interpretive are not responsible for errors in the entries of teams and team members, malfunction of the website- including technical, hardware, software or telephone failures of any kind, lost or unavailable network connections or other connection problems, or failed, incomplete, garbled or deleted computer or network transmissions even if they limit the ability to participate in the Challenge, or any injury or damage caused to participants or their property including computers as a result of participating in the Challenge.