

**THE ART INSTITUTES PASSION FOR FASHION COMPETITION 2011
OFFICIAL RULES AND REGULATIONS**

Participating School Locations

The Art Institute of Atlanta®, GA
The Art Institute of Atlanta®-Decatur, GA
A branch of The Art Institute of Atlanta, GA
The Art Institute of Austin SM, TX
A branch of The Art Institute of Houston, TX
The Art Institute of CaliforniaSM — Hollywood
The Art Institute of CaliforniaSM — Inland Empire
The Art Institute of CaliforniaSM — Los Angeles
The Art Institute of CaliforniaSM — Orange County
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The Art Institute of Houston® — North, TX
A branch of The Art Institute of Houston, TX
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The Art Institute of JacksonvilleSM, FL
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The Art Institute of Las Vegas®, NV
The Art Institute of MichiganSM Novi
The Art Institute of New York City®, NY
The Art Institute of OhioSM — Cincinnati**
The Art Institute of Philadelphia®, PA
The Art Institute of Phoenix®, AZ
The Art Institute of Pittsburgh®, PA
The Art Institute of Portland®, OR
The Art Institute of Raleigh–DurhamSM, NC
The Art Institute of San AntonioSM, TX
A branch of The Art Institute of Houston
The Art Institute of Seattle®, WA
The Art Institute of TampaSM, FL
A branch of Miami International University of Art & Design
The Art Institute of TennesseeSM — Nashville
A branch of The Art Institute of Atlanta, GA
The Art Institute of TucsonSM, AZ
The Art Institute of VancouverSM, BC

The Art Institute of Virginia BeachSM, VA
A branch of The Art Institute of Atlanta
The Art Institute of Washington[®] (Arlington, VA)^{***}
A branch of The Art Institute of Atlanta, GA
The Art Institute of Washington[®] - Northern Virginia^{***}
A branch of The Art Institute of Atlanta, GA
The Art Institute of WisconsinSM
The Art Institute of York — PennsylvaniaSM
The Art Institutes International — Kansas CitySM
The Art Institutes International MinnesotaSM (Minneapolis)
The Illinois Institute of Art[®] — Chicago
The Illinois Institute of Art[®] — Schaumburg
Miami International University of Art & DesignSM, FL
The New England Institute of Art[®] (Brookline, MA)

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** The Art Institute of Ohio — Cincinnati, 8845 Governors Hill Drive, Cincinnati, OH 45249-3317, OH Reg # 04-01-1698B

*** Certified by the State Council of Higher Education to operate in Virginia

Administrative Office: 210 Sixth Ave., 33rd Floor, Pittsburgh, PA 15222

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The Art Institutes is a system of more than 45 schools located throughout North America. Degree and program offerings vary by school.

A range of online course opportunities are available.

www.artinstitutes.edu

Competition Eligibility

The Art Institutes Passion For Fashion Competition (“Competition”) is open to legal residents of the fifty (50) United States, the District of Columbia, Puerto Rico and Canada (excluding residents of Quebec) who are full or part-time high school seniors/grade 12 students scheduled to graduate in 2011 with a minimum 2.0 cumulative grade point average or the equivalent thereof (based on either a 4.0 scale or 5.0 scale) as of date of entry and prize award.

An eligible minor should have his/her parent’s or legal guardian’s permission to enter. Submit your Entry Materials (as outlined more completely below) to your choice of one of The Art Institutes schools listed herein that offers a Fashion program. This school will be the location you represent, should you progress in the Competition, and plan to attend following the end of the Competition. You may only enter the Competition at one Art Institutes school.

You must fulfill all individual fashion program admission requirements of The Art Institutes school at which you enter the Competition.

Deadline

All complete entries must be postmarked by November 19, 2010 and sent to The Art Institutes school at which you plan to enter the Competition and attend following the Competition. Each local winner will be notified by December 17, 2010. Selection and notification of the national winners will be made by January 21, 2011.

How to Enter

Choose from one of two categories: 1) Fashion Design; or 2) Fashion Marketing & Merchandising and Retail Management. Select the category that best matches your skills, then complete the attached Entry & Release Form. We strongly recommend that Entry Materials be submitted in one package and you must include "Passion for Fashion Competition" on the package. Essays and information may be submitted on a CD-ROM. Mail all Entry Materials in an envelope with proper postage to The Art Institutes school offering the appropriate Fashion program, at which you would like to enter the Competition and plan to attend following the Competition, to be postmarked no later than November 19, 2010. Schools offering Fashion programs are listed above. For more information, visit www.artinstitutes.edu/passion4fashion.

Scholarship Awards

Each local Fashion Design competition winner and each local Fashion Marketing & Merchandising and Retail Management competition winner will earn a \$3,000 tuition scholarship (tuition credit awarded evenly over all quarters) to The Art Institutes school they represent in the Competition and plan to attend following high school graduation. Local first place winners from each category will move on to the national competition.

The national grand prize winners in the Fashion Design category and in the Fashion Marketing & Merchandising and Retail Management category will each earn a full tuition scholarship to study in a fashion program at The Art Institutes school they represented in the Competition (tuition credit awarded evenly over all quarters). National second place winners in each category will earn a \$5,000 tuition scholarship (tuition credit awarded evenly over all quarters) to study in a fashion program at The Art Institutes school they represented in the Competition. National third place winners in each category will earn a \$4,000 tuition scholarship (tuition credit awarded evenly over all quarters) to study in a fashion program at The Art Institutes school they represented in the Competition.

The national grand prize winner in each category will also receive a VIP trip to Fashion Week in New York City in February 2011; participate in a "meet-and-greet" at Seventeen Magazine's New York City offices, including lunch with a Seventeen Magazine Style Pro, a \$500 shopping spree and the opportunity to blog about the experience on Seventeen.com.

Each grand prize includes round-trip coach class air transportation for the winner and one parent or legal guardian from major gateway airport nearest winner's residence (as determined by Sponsor) to New York, round-trip ground transportation from airport and hotel and standard accommodations (one (1) room, double occupancy) for two (2) nights at a hotel selected by Sponsor. (Approximate Retail Value of Grand Prize Trip: US\$2,250). Actual value will vary based on winners chosen Art Institutes school, winner's location and applicable tuition rate increases). Does not include baggage fees associated with travel. If Sponsor is unable to provide any prize

element for any reason, no compensation or substitution will be provided; however, remainder of prize package will be awarded and Sponsor will have no further obligation to winner.

Scholarship awards are contingent upon acceptance to the chosen Art Institutes school and are awarded in the form of a tuition credit. All tuition scholarships are awarded toward a fashion bachelor's or associate's degree, diploma program or certificate program. The degree program must be offered at the school that the student represents in the Competition. All tuition scholarships must be used at the location the student represented in the Competition. Tuition scholarships are non-transferable. Upon accepting the scholarship, the winner must begin his or her fashion studies in the summer or fall immediately following The Art Institutes Passion for Fashion Competition 2011. The winner must maintain a 2.0 GPA or higher during their studies at the chosen Art Institutes school, a GPA of less than 2.0 will result in a loss of scholarship. In the event that the scholarship recipient's education is terminated, either by the school or by the student, the scholarship becomes null and void. Tuition scholarships are not redeemable for cash. The tuition scholarship covers academic tuition and may not be applied against fees, housing, living expenses, or program supplies and may not be transferred between affiliate schools. Scholarship recipients must not interrupt their studies; interruption of studies will result in a loss of the scholarship. National tuition scholarships will be awarded in addition to local tuition scholarships, except with respect to the national grand prize winners, each of whom is awarded a full-tuition scholarship.

Additional restrictions and requirements may apply.

Sponsor reserves the right to not select a local winner or national winner if Sponsor, in its sole discretion, determines that no qualified entries are received.

If a first place local winner or national winner cannot be contacted within one week (seven (7) days) from time of first notification attempt, or does not comply with these Official Rules, he/she will be disqualified and, at Sponsors' discretion and time permitting, a runner-up for The Art Institutes school at issue may be notified.

Fashion Design Category: Entry Requirements & Criteria

To enter, you must be a high school senior/grade 12 student scheduled to graduate in 2011, and you must fulfill all general admission and competition guidelines.

Your entry must include the following (collectively, "Entry Materials"):

- Completed Entry & Release Form.
- Your high school transcript showing a minimum 2.0 GPA.
- A short essay (800 words or less) outlining why your fashion entry is unique/innovative and explaining your interest and motivation for a career in fashion.
 - A finished, originally designed eveningwear garment product.* The product may be any of the following — shirt (size Medium); pants, dress, or skirt (women size 8 or men size 40); or suit, including blouse, pants, or skirt (women size 8 or men size 40). All garment pieces must be marked with permanent label inside the item with your name.
- Process Book (compiled in 8-1/2" x 11" binder), which serves as your design process summary, from original idea to finished product.

The book should include:

1. A written summary of your overall concept.
2. A review of influences on your entry, including fashion designers, pop culture, music, art, environment, family or any other influences that have inspired your design.
3. Sketches, illustrations, photographs, or digital images of your project as it evolved from concept to completion.
4. A written summary of people that you contacted, if any, for information about your project, including the advice they provided and its influence on you.

*Should you advance to the national competition, your Entry Materials will not be returned. Other designs and process books will be returned upon request only. Garment must be your original work. However, your finished product may be manufactured by an outside source. This Competition requires submission of a finished eveningwear garment. Examples of eveningwear include full-length gown, cocktail dress, cocktail suit, formal evening suit, blouse/skirt combo, or a jacket/blouse/skirt or pants combo. Sponsor acknowledges that all applicants may not have the same accessibility to materials needed to complete a finished product. As such, unfinished garments may be submitted. However, a completed product will enhance your entry. Sponsor is not responsible for any lost, stolen or incomplete entries. You may only enter the Competition at one Art Institutes school and may only submit one entry into the Competition.

All decisions made by Sponsor and judges are final and may not be disputed.

Fashion Marketing & Merchandising and Retail Management: Entry Requirements & Criteria

To enter, you must be a high school senior/grade 12 student scheduled to graduate in 2011, and you must fulfill all general admission and competition guidelines.

Your entry must include the following (collectively, "Entry Materials"):

- Completed Entry & Release form.
- Your high school transcript showing a minimum 2.0 GPA.
- A finished and original Fashion Marketing, Fashion Merchandising, or Retail Management product or plan.*
 - A written description of your product or plan (minimum of 1,000 words) including:
 1. A mission statement for the product or plan.
 2. A description of how you aspire to contribute to the fashion industry.
A review of influences on your entry, including fashion designers, pop culture, music, art, environment, family or any other influences that have inspired you.
 3. Evidence of marketing research
 4. Address how the plan or concept would be executed

Examples of what entries may include: a retail store concept, marketing promotion, store layouts, fashion business concept, new concept for retail, Internet fashion concept, catalogue retail concept, home fashion concept, or industrial fashion/safety/consumer trend product.

*Should you advance to the national competition, your Entry Materials will not be returned. Other products or plans will be returned upon request only. Sponsor acknowledges that all applicants may not have the same accessibility to materials needed to complete a finished product or plan. Therefore, unfinished products or plans may be entered. However, a completed

product or plan will enhance your entry. Sponsor is not responsible for any lost, stolen or incomplete entries. You may only enter the Competition at one Art Institutes school and may only submit one entry into the Competition.

All decisions made by Sponsor and judges are final and may not be disputed.

Additional Information

Travel Restrictions/Conditions: Actual value may vary based on city of departure. If a grand prize winner resides within a 100 mile radius of New York City, ground transportation may be provided in lieu of air transportation and no compensation or substitution will be provided for difference in prize value. Travel arrangements must be made through Sponsor's agent, on carrier of Sponsor's choice. Each winner and his/her parent or legal guardian must travel together on same itinerary and are responsible for obtaining all travel documents. Parent or legal guardian of each winner accompany winner must sign and return liability/publicity release prior to issuance of travel documents. Travel must be taken on dates specified by Sponsor or travel will be forfeited and Sponsor will have no further obligation to winner. All taxes, including but not limited to federal, state and local taxes, and any costs and expenses associated with prize acceptance and use not expressly provided for herein, including, but not limited to, additional ground transportation, meals, gratuities and souvenirs, are the sole responsibility of the winners. Actual value will vary based on winner's chosen Art Institutes school, winner's location and applicable tuition rate increases). If Sponsor is unable to provide any prize element for any reason, no compensation or substitution will be provided; however, remainder of prize package will be awarded and Sponsor will have no further obligation to winner.

General Prize Conditions/Restrictions: All federal, state and local taxes (including any income and withholding taxes) on total prize values are the sole responsibility of the winners and winners will be issued a 1099 for actual value. Winners may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute prize (or portion thereof) with one of comparable or greater value. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. All prize details are at Sponsor's sole discretion.

Sponsor reserves the right to film, photograph and otherwise record all levels of the Competition and use said photographs and recordings in any and all media now known or hereafter created throughout the world in perpetuity for any use whatsoever. Individuals present during any aspect of the Competition may be required to execute and return a liability/publicity release which release shall include a grant to Sponsor and its designees of the right to use of their names, likenesses and performance for publicity and advertising purposes.

General Conditions: Released Parties (as defined below) are not responsible for lost, late, incomplete, stolen, inaccurate, misdirected or undelivered Entry Materials; or errors or problems of any kind whether human, printing, typographical, mechanical or otherwise relating to or in connection with this Competition, including, without limitation, errors or problems which may occur in connection with the administration of the Competition, the processing or judging of Entry Materials, the announcement of the prizes or in any Competition-related materials. Persons who tamper with or abuse any aspect of the Competition, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any

portion of the Competition be, in Sponsor's sole opinion, compromised by non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries or Entry Materials, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Competition (or any portion thereof) and, at its discretion, determine the winners from all eligible, non-suspect Entry Materials received prior to action taken using the judging procedures specified herein. Entrants (and, if eligible minors, their parents or legal guardians), by participating, agree that Sponsor, and their respective parents, affiliates, subsidiaries, prize suppliers, and advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents (collectively, the "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in the Competition, including any travel or activity related hereto. Each winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice, performance and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide, and on the Internet and world wide web, in perpetuity, without notice or review or approval. All decisions made by Sponsor and judges at all levels of the Competition are final and may not be disputed.

The Art Institutes Passion For Fashion Competition Entry & Release Form

Submit a completed Entry & Release Form (available for download at www.artinstitutes.edu/passionforfashion) to the participating Art Institutes school where you wish to enter the Competition and would like to attend following the Competition to be postmarked by November 19, 2010. Entry Materials will not be returned to you.

Entry & Release Form (Entry & Release Form available for download at www.artinstitutes.edu/passionforfashion)

(Select one)

IFashion Design

IFashion Marketing & Merchandising and Retail Management

By signing this Entry & Release Form, I acknowledge that I have read and understood the official rules and regulations for The Art Institutes Passion for Fashion Competition 2011 and agree to abide by them. I represent that the attached work qualifies for submission into this Competition. I hereby irrevocably give my consent to The Art Institutes International LLC ("The Art Institutes"), and to those it may authorize, to photograph, film, and/or videotape me and/or my artwork, and to quote and record statements made by me and to use, reproduce, publicly display, distribute, sell, and/or create derivative works from my image, images of my artwork, and statements made by me (with or without my name) and to identify me by name and/or with school and employment information, in all forms of media now known or later developed, including, without limitation, on the Internet, for any editorial, promotional, advertising, trade, commercial, or other purpose whatsoever, in perpetuity throughout the world. I understand that The Art Institutes and those it may authorize shall not be responsible for unauthorized duplications/use by third parties on the Internet or otherwise. I hereby release The Art Institutes, those it has authorized, and their respective successors and assignees, from any and all claims and/or damages that may arise regarding the use, reproduction, display, distribution, and/or sale of my image or images of my artwork, or statements made by me as consented to herein, including any claims of defamation, invasion of privacy or infringement of moral rights, rights of publicity, or copyright.

By signing this form, I certify that any work submitted is original and mine alone and that I have the right to grant the permissions herein granted. I have read and understood this form.

Submit this form with your entry requirement materials to The Art Institutes school you plan to attend after the competition and that you wish to represent in the Competition. If you advance to the national Competition, your entry will not be returned. Other entries will be returned by request only.

Signature

Date

How did you learn about this Competition?

IAt an Art Institutes school

IFrom an Art Institutes school high school representative

IFrom a newspaper article

IFrom The Art Institutes Web site

IFrom *Seventeen* Magazine

IOther

Art Institutes School of Interest

Name

Address

City

State/Province

Zip/Postal Code

Home Phone ()

Email

Signature

If under 18, a signature of parent or guardian is also required:

Parent/Guardian Name

Parent/Guardian Signature

Sponsor

The Art Institutes International LLC, 210 Sixth Avenue, Pittsburgh, PA 15222.