

ADuC841 Quickstart Development System Prize Draw - Terms & Conditions

*** 1. Terms and Conditions.** These are the terms and conditions for participation in this prize draw. If you do not wish to accept these terms and conditions in their entirety, please do not utilize the Promo Code offer provided. By participating in the prize draw you will be deemed to have read and accepted all of the terms and conditions. Failure to comply with any of these Rules will disqualify you from taking part in the prize draw.

*** 2. How to Enter.** Visit www.cc-webshop.com (referred to herein as "Web Site") and complete a purchase for Shlomo Engelberg's "ADuC841 Microcontroller Design Manual: From Microcontroller Theory to Design Projects" between 09:00 AM Eastern Standard Time ("EST") on January 20, 2012 and 12:00 PM EST on February 29, 2012. Your book order must include your complete name, email address, postal code/zip code, country, and include the Promo Code KITDRAW2012 (entered during checkout). All participants must have a valid email address. In case of dispute as to identity of entrant, entry will be declared made by the authorized account holder of the email address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization (e.g. business, educational, institution, etc) responsible for assigning email addresses or the domain associated with the submitted email address. The potential winner may be required to Sponsors (defined below) with proof that such winner is the authorized account holder of the email address associated with a winning entry.

Any other attempted form of order entry is prohibited; no automatic, programmed, robotic or similar means of entry are permitted. Sponsors (Circuit Cellar, Inc., Analog Devices, Inc. and The Elektor Group), its affiliates, partners, agencies and any entities involved with the administration or fulfillment of this drawing are not responsible for technical, hardware, software, telephone or other communication malfunctions, errors or failures of any kind, lost or unavailable network connections, Web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the prize draw, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this prize draw or downloading any materials in this prize draw.

Limit one (1) entry per person/email address.

All entries become the sole property of the Sponsors and receipt of entries will not be acknowledged or returned. Sponsors are not responsible for lost, late, illegible, incomplete, invalid, unintelligible, technically corrupted or misdirected entries, which will be disqualified. Only completed orders forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsors.

*** 3. Eligibility.** Participation open only to legal residents of the United States aged 18 and over. Employees, officers and directors of Sponsors, and their parent companies, subsidiaries, affiliates, partners, dealers, advertising and promotion agencies, manufacturers or distributors of the prize draw materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter.

The prize draw is governed exclusively by the laws of the United States of America, which shall be exclusively applicable to any and all disputes arising out of or in connection with the prize draw or these rules. United States of America courts shall have sole jurisdiction over any and all disputes arising out of or in connection with this prize draw provided that such exclusivity does not apply to legal actions initiated or brought by the Promoter.

*** 4. Drawing:** The winner will be selected in a random drawing from all eligible entries received. Odds of winning depend on the number of eligible entries received for the drawing. Drawing will be conducted by Circuit Cellar, Inc., on or about March 5, 2012. By entering the prize draw, entrants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the prize draw.

*** 5. Prizes.** Twelve (12) Winners will be selected to receive an ADuC841 Quickstart Development System at no charge. There are no cash alternatives to this prize.

*** 6. Notification.** Selected winner will be notified by email. If winner cannot be contacted within 7 calendar days of first notification attempt, if any prize notification is returned as undeliverable, or in the event of noncompliance with these prize draw rules and requirements, the prize will be forfeited and an alternate winner will be selected. Upon prize forfeiture, no compensation will be given.

*** 7. Conditions.** Participation in the prize draw and acceptance of prize constitutes winner's permission for Sponsors to use his/her name, address (city and state/province/country), likeness, biographical information and any statements made by winner regarding the purposes without notice or additional compensation, except where prohibited by law. By participating, entrants and winner agree to release and hold harmless Circuit Cellar, Inc., Analog Devices, Inc., and The Elektor Group and their respective advertising and promotion agencies, their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, or participation in the prize draw, or possession, acceptance and/or use or misuse of prize or participation in any prize draw related activity and claims based on publicity rights, defamation or invasion of privacy and merchandise delivery.

Entrants who do not comply with these Official Rules, or attempt to interfere with this prize draw in any way shall be disqualified. Prizes are non-transferable. No substitutions or cash redemptions. In the case of unavailability of any portion of the prize(s), Sponsors reserve the right to substitute a prize of equal or greater value. A purchase does not increase the odds of winning. The prize is not transferable in any way (except by Sponsors) and must be taken by the designated winner.

*** 8. Additional Terms.** Sponsor reserves the right to cancel, terminate, modify, or suspend this prize draw should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the prize draw. In such case, Sponsors may select the winners from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsors. Sponsors reserve the right to disqualify any

individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the prize draw or Web site. * CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PRIZE DRAW MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

* **9. Use of Data.** Sponsors will be collecting personal data about participants when they enter the prize draw online, in accordance with its privacy policy. By participating in the prize draw, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

* **10. Winner Information.** To obtain the names and regions of the winners, sign up to receive CC News Notes, Circuit Cellar monthly e-newsletter, where the winners will be announced. Sign up here: <http://bit.ly/CCNewsNotes>

* **11. Sponsors.** Circuit Cellar, Inc., 4 Park Street, Vernon, CT, 06066 USA and Analog Devices, Inc., 3 Technology Way, Norwood, MA 02062, USA, and the Elektor Group, PO Box 11, NL-6114-AX Susteren, The Netherlands