

**M2007 Student Poster Contest**  
**OFFICIAL RULES**  
NO PURCHASE NECESSARY

**HOW TO ENTER:** To submit your contest entry, go to the contest web site located at <http://www.sas.com/events/dmconf/poster.html> and complete the poster abstract submission form and transmit the form via the Internet. All abstracts must be received by 5:00 PM Eastern Time on August 17, 2007. (To be judged, final posters must be received by August 31, 2007.) Contest entries made through the Internet will be declared made by the registered user of the e-mail/Internet account. SAS is not responsible for phone, technical, network, electronic, computer hardware or software failures of any kind, misdirected, incomplete, garbled or delayed transmissions. SAS will not be responsible for incorrect or inaccurate entry information, whether caused by entrants or by any of the equipment or programming associated with or utilized in the contest.

**ELIGIBILITY:** This contest is open to any legal resident of the United States or Canada, 18 years of age or older at time of entry that is currently enrolled as a full time student at an accredited academic institution. Void in Puerto Rico and the Province of Quebec, and where prohibited by law. Employees (including immediate family members and/or those living in the same household of each) of Sponsor, its advertising, promotion and production agencies, the affiliated companies of each, and the immediate family members of each are not eligible.

**PRIZE:** Five (5) prizes will be awarded. Each prize will consist of the following:

- (a) Three (3) days lodging in Las Vegas September 30<sup>th</sup>, October 1<sup>st</sup>, and 2<sup>nd</sup>, 2007 - approximate retail value \$600.00.
- (b) Three (3) days meal expenses in Las Vegas September 30<sup>th</sup>, October 1<sup>st</sup>, and 2<sup>nd</sup>, 2007 - up to \$225.00.
- (c) Round trip airfare to Las Vegas from within the continental United States – approximate retail value \$400.00.

Odds of winning depend on the number of eligible entries received. ALL TAXES ON THE PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNERS OR WINNERS' DESIGNATED RECIPIENT. Sponsor will notify winners by telephone, mail or e-mail, at Sponsor's discretion. No substitutions or cash awards, except that Sponsor reserves the right to substitute a prize of equal or greater value in the event of unavailability.

**JUDGING:** All entries must include the following:

- a) a definition of the problem and research goal;
- b) documented steps used in the application of data mining methodology;
- c) a description of how data mining has been used to improve the student's processes and/or analyze their work; and
- d) viable substantiated results which are a solution to the stated problem.

Judging will be based on the application of the data mining solution, showing of substantial evidence of the nature of the problem, the method(s) used to reach a viable solution and a solid explanation of that solution. Entries must be the original work of the entrant; must be suitable for publication; and must not infringe third-party rights.

Winners will be selected and announced by September 7, 2007. Winner may be required to sign and return an affidavit of eligibility/liability/publicity release where legal within 14 days of

prize notification. Non-compliance may result in disqualification and an alternate winner may be selected. Decisions of the judges are final. By participating, entrants agree to be bound by the Official Rules and the judges' decisions.

**CONDITIONS OF PARTICIPATION:** An eligible entrant must enter via the online method as described. Online entrants must be the registered subscriber of the e-mail account by which the entry is made. The eligible entrant must then submit their poster by mail to:

SAS Institute Inc.  
Education Division  
Attn: M2007 Posters  
SAS Campus Drive  
Cary, NC 27513

Posters must be received at SAS in Cary, NC no later than August 31, 2007. All entries become the property of the sponsor. By entering, entrants acknowledge compliance with these official rules including all eligibility requirements. In the event of non-compliance with these requirements, the selected entrant may be disqualified and an alternate winner selected, at Sponsor's discretion. Sponsor reserves the right to suspend, cancel, or modify this promotion if fraud or any other causes beyond its control destroys the integrity of the promotion, as determined by Sponsor's sole discretion. If the promotion is cancelled, unawarded prizes may be returned to Sponsor or may be awarded by random drawing from eligible entries, to the extent a fair random drawing can be conducted, at Sponsor's discretion.

**GENERAL:** All federal, state and local laws and regulations apply. By accepting prize, winner consents to Sponsor's use of their name and likeness without additional compensation, unless prohibited by law. By entering, you release and hold harmless Sponsor, its parent, subsidiaries, affiliates, employees and agents from any and all liability or any injuries, loss or damage arising from or in connection with participation in this promotion or acceptance/use of the prize.

By entering, participants release SAS, its parent, affiliates, directors, officers, employees and agents from any and all liability with respect to all aspects of the contest.

Except where prohibited, acceptance of the prize constitutes winner's consent to the use of his/her name, likeness and biographical information for advertising and promotional purposes, without limitation and without additional compensation.

Submission of any entry constitutes the entrant's irrevocable, non-exclusive license to SAS and its agents to publish, use, adapt, edit and/or modify such entry in any way, in any and all media, without limitation, for use in association with SAS' advertising, promotion, archiving and review, including, without limitation, screenshots and selected portions of the winner's entry, all without additional compensation.

For the names of the winners, send a self-addressed stamped envelope by December 1, 2007, to Larry LaRusso, SAS Institute Inc., SAS Campus Drive, Cary, North Carolina 27513.