



SWEEPSTAKES OFFICIAL RULES

DTE ENERGY RENEWABLE ENERGY IN ACTION SLOGAN CONTEST

Complete and submit the enrollment form and you will automatically be entered for a chance to win one (1) 16GB iPad with Wi-Fi.

1. ELIGIBILITY:

(a) No purchase necessary to enter or win and a purchase will not increase your odds of winning. Void where prohibited. All federal, state, and local laws and regulations apply. **By completing the online enrollment form at thinkenergy.org/dterenewable and entering the Sweepstakes, you acknowledge that you have read and agree to be fully and unconditionally bound by these Official Rules, which are subject to modification in the sole discretion of DTE ENERGY (“Sweepstakes Sponsors”).** (b) To be eligible for the Sweepstakes, the entrant must: (i) teach at a qualified school inside the service territory of DTE Energy on September 1, 2014 (Sweepstakes Start Date), (ii) submit a slogan for use on a poster on renewable energy and (iii) be at least 18 years of age as of Sweepstakes Start Date. You are not eligible to enter and participate in the Sweepstakes if you and/or a member of the immediate family or household are an employee of National Energy Foundation. In these rules, "immediate family" means spouse, life partner, father, mother, brother, sister, son, and daughter.

2. HOW TO ENTER:

The Sweepstakes begins on the Sweepstakes Start Date and closes at 11:59 p.m. EDT on November 15, 2014 (Sweepstakes Close Date). You may enter the Sweepstakes by (a) filling out the online enrollment form thinkenergy.org/dterenewable between the Sweepstakes Start Date and the Sweepstakes Close Date; (b) mailing your class slogan with entrant's (i) full name, (ii) school name, (iii) school address, (iv) current and valid telephone number, (v) current and valid email address (if entrant does not have an email address, entrant should type “no email address”) to the following address: Renewable Energy in Action Slogan Contest, National Energy Foundation, 43155 Main Street, Suite 2212 A, Novi, MI 48375.

Entries are limited to one entry per class, and only one prize will be awarded to an eligible teacher. Should a person submit multiple entries, we reserve the right to disqualify such entrant, who may not be eligible at all for entry into the Sweepstakes. All entries must be submitted no later than the Sweepstakes Close Date of November 15, 2014 at 11:59 p.m. EDT, and entry forms submitted at events will be deemed submitted on that day of submission. All entry materials become the exclusive property of DTE Energy and will not be acknowledged or returned. Sweepstakes Sponsors will not be responsible or liable for any entry materials that are incomplete, illegible, damaged, mutilated, misdirected, delayed, late, lost, or not received for any reason. Sweepstakes Sponsors will also not be responsible or liable for any internet interruptions, telecast, software, hardware, network, or computer malfunctions or failures, human error, satellite transmission failures, incomplete, failed, or delayed computer transmissions, strikes, or lost or stolen mail. Sweepstake entries are subject to verification and will be declared invalid and disqualified if they are late, illegible, unintelligible, incomplete, mechanically reproduced, mutilated, forged, falsified, altered, or tampered with in any way.

3. HOW TO WIN:

(a) Of the total valid and eligible entries received by the Sweepstakes Close Date, a first round judging will be held no later than November 23, 2014 by National Energy Foundation. (b) The selected finalists will be forwarded to DTE Energy for an anonymous final judging, where one winner will be selected. The teacher of the winning classroom will be notified by phone via the phone number included on the enrollment form, or through verbal enrollment, within approximately two days after the final judging, and if not by phone, by email as applicable via the information included on the enrollment form or verbal enrollment. For proper functioning of the Sweepstakes, selected entrants MUST RESPOND WITHIN 3 DAYS (SEVENTY TWO [72 HOURS] AFTER NOTIFICATION), and contact information and instructions for how selected entrant must respond will be included in the notification. The 3-day period will begin at the time the phone call and/or email are sent (as applicable), and not when then phone call and/or email are received. If selected entrant does not comply with these Official Rules, including this 3-day response deadline, he/she will be immediately disqualified and will not receive a prize, and the entrant with the next highest score will be selected and then notified via the process outlined above. Sweepstakes Sponsors are not responsible or liable for failure of the selected entrant to receive notification from Sweepstakes Sponsors or for the failure of Sweepstakes Sponsors to notify the selected entrant or receive the selected entrant's response to a notification. All entrants agree to receive via phone, email, and U.S. mail any messages or notifications pertaining to their participation in this Sweepstakes.

4. PRIZES:

There will be one Sweepstakes winner. That winner will receive the following Sweepstakes prize: one (1) iPad 16 GB with wifi. The winner will be solely responsible for any additional costs or expenses associated with their respective prize. The estimated total retail value of the prize package shall not exceed \$450.

5. WINNER:

(a) The odds of winning depend on the number of valid and eligible entries received. Sweepstakes Sponsors cannot accurately predict the number of eligible entries received.

(b) Failure to comply with any term or condition of these Official Rules may result in the entrant's disqualification, forfeiture of his or her prize (if that entrant is a winner), and selection of an alternate winner (if that entrant is a winner). All prizes must be accepted as awarded with no substitutions, whether in cash or otherwise, except at the sole discretion of Sweepstakes Sponsors. Sweepstakes Sponsors reserve the right to substitute a prize of equivalent value, which shall be at their sole discretion, if the prize cannot be awarded as described for any reason (equivalent value to be determined by Sweepstakes Sponsors). Sweepstakes Sponsors will not be responsible, however, if other factors beyond the reasonable control of the Sweepstakes Sponsors prevent a prize or part of a prize from being fulfilled. In any such event, the winner will not be provided with a substitute prize or cash equivalent.

6. FINAL DECISION:

Entrant agrees that all decisions of Sweepstakes Sponsors regarding the selection of the winners and all other aspects of this Sweepstakes are final and binding in all respects.

7. CONSENT AND USE OF ENTRANTS' NAMES AND OTHER PERSONAL INFORMATION:

By entering this Sweepstakes, entrant consents to the use, without additional consideration or compensation, of his/her name, biographical information, address, voice, statements, photographs and video footage obtained by Sweepstakes Sponsors as a result of the entrant entering this Sweepstakes, but only for the limited purposes of (a) promoting and/or advertising energy products and services provided by DTE Energy, and (b) any Sweepstakes-related activity and Sweepstakes-related announcements and publicity. All entrants further consent and acknowledge that by submitting an entry, any communication or information transmitted to a Sweepstakes Sponsor by email, written or electronic entry, or otherwise in connection with this Sweepstakes is and will be treated as non-confidential and non-proprietary, and Sweepstakes Sponsors may collect, use, and disclose the personal information any entrant provides when entering this Sweepstakes for the purposes of Sweepstakes administration and prize fulfillment.

All entrants' consents in this Paragraph 7 are perpetual and irrevocable.

8. GENERAL RELEASE:

By entering the Sweepstakes, entrant unconditionally, irrevocably, and forever releases, discharges and holds harmless Sweepstakes Sponsors, and their respective officers, directors, employees, agents, representatives, parent companies, subsidiaries, affiliates, related companies, advertising and promotional agencies, fulfillment agencies, and prize suppliers (and the respective heirs, successors, and assigns of each of the foregoing) from any liability whatsoever for any claims, costs, injuries, losses, damages, fees, or expenses (including, without limitation, attorneys' fees and expenses) of any kind arising out of or in connection with (a) the Sweepstakes; (b) participation in the Sweepstakes; (c) the acceptance, possession, use, or misuse of any prize awarded (including, without limitation, claims, costs, injuries, losses, damages, fees, or expenses, including, without limitation, attorneys' fees or expenses, related to any personal injury, death, damage to, loss, or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light); (d) unauthorized human intervention in the Sweepstakes; (e) lost, late, delayed, postage-due, misdirected, or undeliverable mail or email; (f) errors in the administration of the Sweepstakes or the processing of entries; (g) the entrant's inability to participate in the Sweepstakes; (h) any interruption in or postponement, cancellation, or modification of the Sweepstakes; (i) human error; (j) any other error or malfunction; (k) any act or omission, any wrongful, negligent, or unauthorized act or omission or otherwise on the part of Sweepstakes Sponsors or their affiliates or agents; (l) any other cause, condition, or event whatsoever beyond the control of Sweepstakes Sponsors or their affiliates or agents; or (m) typographical, printing, or other inadvertent errors in these Official Rules or in other materials relating to this Sweepstakes.

Potential winners may be required to complete and return an additional affidavit of eligibility and liability/publicity release (the "Affidavit/Release") within three (3) calendar days of being notified. If a potential winner fails to sign and return the Affidavit/Release within the required time period, that potential winner may be disqualified, which shall be at the sole discretion of Sweepstakes Sponsors, and a new alternate potential winner will be selected at random from all entries received during the entry period.

9. INDEMNIFICATION BY PARTICIPANTS:

By entering the Sweepstakes, entrant agrees to fully indemnify Sweepstakes Sponsors and their respective directors, officers, employees, parent companies, subsidiaries, affiliates, related companies, agents,

representatives, and advertising, promotion, and fulfillment agencies (and the respective heirs, successors, and assigns of each of the foregoing) from any and all claims, losses, and damages by third parties relating to the Sweepstakes without limitation, including but not limited to personal injury and property damage, and claims based on publicity rights, defamation, invasion of privacy, and portrayal in a false light.

10. CONDUCT:

By entering this Sweepstakes, entrants agree to be bound by these Official Rules, which will be posted online at thinkenergy.org/dterenewable throughout the Sweepstakes. Sweepstakes Sponsors reserve the right in their sole discretion to disqualify any individual they find to be: (a) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes, the Sweepstakes website, or any Sweepstakes Sponsors website; (b) violating the letter or spirit of these Official Rules or other guidelines of the Sweepstakes; (c) violating the terms of service, conditions of use, and/or general rules or guidelines of any Sweepstakes Sponsors property or service, or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and should such an attempt be made, Sweepstakes Sponsors reserve the right individually and jointly to seek damages from any such person to the fullest extent permitted by law. The failure of Sweepstakes Sponsors to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

11. LIMITATION OF LIABILITY:

Sweepstakes Sponsors are not responsible for any injury or damage to entrants or for any computer-related damage resulting from participating in this Sweepstakes or submitting the entry. By entering the Sweepstakes, entrant agrees (to the maximum extent permitted under applicable law) that: (a) any and all disputes, claims, and causes of action arising out of or in connection with the Sweepstakes shall be resolved between the entrant and Sweepstakes Sponsors without resort to any form of class action litigation, and entrant waives his or her right to a jury trial for such disputes, claims, and causes of action; (b) any claims, judgments, and awards shall be limited to entrants actual out-of-pocket costs incurred with respect to such claim, judgment, or award, but in no event shall such amount exceed \$1500.00 collectively from Sweepstakes Sponsors, nor shall such amount include any attorneys' fees or expenses be awarded; and (c) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, special, incidental, or consequential damages, and any and all rights to have damages multiplied or otherwise increased, and any and all rights to other types of damages not expressly waived herein, other than damages for actual out-of-pocket costs incurred as set forth herein. Sweepstakes Sponsors shall not assume and hereby disclaim any liability for Sweepstakes entries or notifications to winners and entrants that are not received by such winners and entrants. Should Sweepstakes Sponsors be found individually or jointly and severally liable for any damage, death, or injury, their collectively liability shall not exceed \$1500.00.

12. CONSTRUCTION/GOVERNING LAW:

All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of any entrant, Sweepstakes Sponsors, shall be governed by and construed in accordance with the laws of Michigan, without giving effect to any choice of law or conflict of law rules or provisions (whether of Indiana or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Michigan. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any such provision is determined

to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained herein. Entrant agrees that any and all disputes, claims, and causes of action arising out of or in connection with the Sweepstakes shall be resolved among the entrant, Sweepstakes Sponsors exclusively by the appropriate court located in Michigan.

13. GENERAL CONDITIONS

In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including but not limited to fraud, virus, or other technical problem, Sweepstakes Sponsors may, in their sole discretion (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) award the prizes at random from among the eligible entries received up to the time of impairment. Sweepstakes Sponsors further reserve the right and may, at any time and without notice or obligation, cancel, terminate, suspend, or modify the Sweepstakes not capable of completion as planned, including because of infection by computer virus, tampering, unauthorized intervention, technical or other failures of any sort or any other causes beyond the reasonable control of Sweepstakes Sponsors, or because any other factor interferes with the Sweepstakes' proper conduct as contemplated by these Official Rules.