

**Exhibit A**

**CollegeAdvantage Cincinnati Bengals 2016 Kickoff College Savings Giveaway**

September 11, 2016 through 11:59 p.m. on December 4, 2016

**Sweepstakes Rules**

1. **Certification of Entrant:** By entering the CollegeAdvantage Cincinnati Bengals 2016 Kickoff College Savings Giveaway (the "Sweepstakes"), you agree to be bound by these Sweepstakes Rules and acknowledge that you have complied with these Sweepstakes Rules, and are an eligible individual as described in item five (5) below.
2. **No purchase required:** No purchase or contribution to a CollegeAdvantage 529 Savings Plan is necessary to enter. No purchase or contribution will increase your chances of winning.
3. **Required information to enter:** You must provide your first and last name, valid phone number, and a valid e-mail address to enter.
4. **Number of entries allowed:** One (1) entry per day, per e-mail address.
5. **Eligibility:** You must be a legal resident of the fifty (50) United States and District of Columbia, be at least eighteen (18) years of age and have a social security number or tax identification number to enter or win. Employees and Board members, and the immediate family members of each, of the Ohio Tuition Trust Authority, The Cincinnati Bengals, and the Ohio Department of Higher Education are not eligible for the Sweepstakes. Immediate family members are defined as parents, children, spouses or siblings and their respective spouses, regardless of where they reside, and those living in the same households, whether or not related.
6. **How to enter:** Eligible residents may enter the sweepstakes by completing the official CollegeAdvantage Sweepstakes Entry Form on the CollegeAdvantage Facebook page: [www.facebook.com/collegeadvantage](http://www.facebook.com/collegeadvantage)
7. **Enter by mail:** Eligible residents may, as an alternative, mail a 4"x 6" postcard with your first name, last name, mailing address, and a valid e-mail address to: Ohio Tuition Trust Authority, CollegeAdvantage Cincinnati Bengals 2016 Kickoff College Savings Giveaway, 35 E. Chestnut Street, 8th Floor, Columbus, OH 43215. Mailed entries must be postmarked by November 26, 2016 in order to be included in the drawing. Limit one entry per stamped outer envelope.
8. **Deadline:** Deadline for entry online is 11:59 p.m. ET on Sunday, December 4, 2016.
9. **Drawing date:** A random drawing will be held by the Ohio Tuition Trust Authority ("OTTA") no later than Tuesday, December 6, 2016.
10. **Number of winners and Award(s):** Fifteen (15) winners (each a "Winner") will be selected. One Grand Prize Winner will receive a \$10,000 CollegeAdvantage 529 Plan College Savings Award (the "Grand Prize Award"). The second place Winner will win a visit by a Bengals player to their child's school (limited to Hamilton, Butler, Warren and Clermont Counties, Ohio) (the "Second Place Award"). Ten runners-up will win a piece of autographed Bengals memorabilia and three additional runner-up winners will receive other Bengals prizes (the "Runner-up Awards"). Together, the Grand Prize Award, Second Place Award and Runner-up Awards are referred to as "Awards" or an "Award". In order to receive the Second Place Award, the Winner selected to receive that Award must have a child enrolled in a school in Southwest Ohio, as defined in the sole discretion

of the Cincinnati Bengals. OTTA bears no responsibility and shall have no liability whatsoever with respect to the Cincinnati Bengals' definition of a school in Southwest Ohio, or with respect to the ability of the Cincinnati Bengals and the Second Place Award Winner to schedule a visit by the Cincinnati Bengals player. If the Winner initially selected to receive the Second Place Award does not have a child enrolled in a school in Southwest Ohio, that Winner will receive a Runner-up Award, and a new Winner who does meet that requirement will be selected to receive the Second Place Award.

11. **Winner notification method and date:** Winners will be contacted by e-mail no later than Wednesday, December 7, 2016, and will have three (3) business days to claim their Award (the "Deadline").
12. **Requirements for Award to be made:** Before the Award can be made, the Winner must:
  - Sign and return to OTTA a completed W-9 tax form (Grand Prize Award Winner Only) and a Recipient Acknowledgement of Terms of Award and Release form (Grand Prize Award Winner and Second Place Award Winner only), both forms to be provided by OTTA, and
  - In the case of the Grand Prize Award Winner, identify at least one (1) beneficiary, but not more than six (6) beneficiaries, to receive the Award, and
  - In the case of the Grand Prize Award Winner, have, or establish within ten (10) business days of returning to OTTA a completed W-9 tax form and a Recipient Acknowledgement of Terms of Award and Release form, a CollegeAdvantage Direct 529 Savings Plan account, with a designated Beneficiary and provide their eleven (11) digit account number to OTTA via a completed Recipient Acknowledgement of Terms of Award and Release form. If establishing a new CollegeAdvantage Direct 529 Savings Plan account, no initial contribution from the Grand Prize Award Winner is necessary (the Grand Prize Award will constitute the initial contribution). If contributing to and/or establishing multiple CollegeAdvantage Direct 529 Savings Plan accounts, the Grand Prize Award Winner must designate how the Grand Prize Award is distributed across said accounts.
13. **Forfeit of Award:** If a Winner cannot be contacted using the e-mail address provided with the Winner's entry or does not respond after reasonable attempts and after the Deadline to claim the Award, OTTA will select a new Winner. A Winner forfeits any claim to the Award if OTTA has not received the information and documentation required in item twelve (12) above via mail, e-mail, or fax by Monday, December 12, 2016 at 3:00 pm. ET. As stated in item twelve (12) above, if the Grand Prize Award Winner will establish one or more new CollegeAdvantage Direct 529 Savings Plan accounts, such account(s) must be established within ten (10) business days of this deadline, or the Award will be forfeited.
14. **Public announcement of Winners:** The Grand Prize winner will be announced no later than Sunday, December 18 on the CollegeAdvantage Facebook page. All Award Winners will be announced after the Second Place Winner has been confirmed. Any person may also receive a list of Winners by sending a self-addressed, stamped envelope to: Ohio Tuition Trust Authority, CollegeAdvantage Cincinnati Bengals 2016 Kickoff College Savings Giveaway, 8th Floor, Columbus, OH 43215. Such request must be postmarked no later than January 4, 2017.
15. **Publicity Release:** By entering this Sweepstakes you agree, except where prohibited, to have your name, address (city and state), photograph, voice and/or other likeness and Award information used for advertising, trade and promotional purposes and without further compensation, in all media now known or hereafter discovered, in any manner, worldwide in perpetuity without notice or review or approval at the discretion of OTTA. Any such information is being collected solely by OTTA and not by Facebook or any other person or entity.
16. **Permission for Communications and Privacy Policy:** By entering this Sweepstakes, you agree to receive information from The Cincinnati Bengals and OTTA about their products and the CollegeAdvantage Program via mail, e-mail and any other method of communication. Any information collected during this Sweepstakes

is being collected by OTTA and not by Facebook or any other person or entity. OTTA does not share or sell any of its lists of contact information with or to third parties.

17. **Facebook Release.** This Sweepstakes is being conducted solely by OTTA and is not sponsored, endorsed or administered by, or associated with, Facebook. By entering this Sweepstakes you hereby release Facebook from any and all liability related to your participation in this Sweepstakes.
18. **Reservation of Rights.** OTTA reserves the right to cancel or modify the terms of the Sweepstakes at any time, for any reason, with or without notice to Sweepstakes entrants, and by participating in the Sweepstakes, you agree to be bound by such cancellation and/or modification.
19. **Limitations of Liability; Forum:** OTTA is not responsible for lost, late, incomplete, inaccurate, stolen, delayed, misdirected, undelivered, or garbled notifications, mail or entries or postage-due mail; or for lost, interrupted or unavailable network, server, Internet Service Provider ("ISP"), website or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prizes or in any Sweepstakes-related materials. OTTA is also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking or by any equipment or programming associated with or utilized in the Sweepstakes. OTTA is not responsible for injury or damage to an entrant's or any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Entrants, by participating, agree that OTTA, the Ohio Department of Higher Education and the State of Ohio, or any agency or instrumentality thereof, 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 an Award or participation in this Sweepstakes. By entering this Sweepstakes, you hereby submit to the exclusive jurisdiction of the courts of Franklin County, Ohio.
20. **Disclaimers:** This Sweepstakes is subject to all applicable federal, state and local laws. Void in Florida, New York, Rhode Island and where prohibited. Odds may vary based on the number of eligible entries received. Persons who tamper with, hack, manipulate or abuse any aspect of the Sweepstakes or website, or who attempt to do the same may be subject to prosecution, and Persons engaging in any of the foregoing activities or who are in violation of these Sweepstakes Rules, as solely determined by OTTA, will be disqualified and all associated entries will be void. OTTA reserves the right, at its sole discretion, to suspend, modify or terminate the Sweepstakes should any portion of the Sweepstakes be, in OTTA's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of OTTA, corrupt or impair the administration, security, fairness or proper play, or submission of entries. If terminated, OTTA may, at its discretion, select the potential Winners for the drawing at issue from all eligible, non-suspect entries received for such drawing prior to action taken or as otherwise deemed fair and appropriate by OTTA. OTTA is not responsible for typographical or printing errors in these Sweepstakes Rules or in any other documents related to this Sweepstakes. Standard data charges from your mobile carrier may apply if entering this Sweepstakes on a mobile device. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the ISP, on-line service

provider, or other organization responsible for assigning e-mail addresses. This Sweepstakes does not take into account an entrant or Winner's personal circumstances or other factors that may be important in making investment decisions. When you invest in the CollegeAdvantage 529 Direct Plan, you are purchasing municipal fund securities whose value will vary with market conditions. Investment returns will vary depending upon the performance of the portfolios in the Plan you choose. Depending on market conditions, you could lose all or a portion of your money, including but not limited to the Award, by investing in the CollegeAdvantage 529 Direct Plan. Account owners assume all investment risks as well as responsibility for any federal, state or local tax consequences. Each Winner should consult his or her own tax advisor about tax implications, if any, associated with contributions and/or withdrawals from the Winner's CollegeAdvantage 529 Direct Plan account. The Grand Prize Award may be considered income, and any and all taxes associated with a prize are the responsibility of the Winner. The Approximate Retail Value ("ARV") of the Grand Prize Award is \$10,000. The Second Place Award has no recognized retail value, and the Runner-up Awards are of a nominal value. The Second Place Award and Runner-up Awards will be fulfilled by the Cincinnati Bengals, and OTTA has no liability whatsoever with respect to fulfillment of those Awards. Winners may not substitute, assign or transfer an Award, but OTTA reserves the right, at its sole discretion, to substitute a prize of comparable or greater value. All Award details are at OTTA's sole discretion. Limit one (1) Award per person/household.