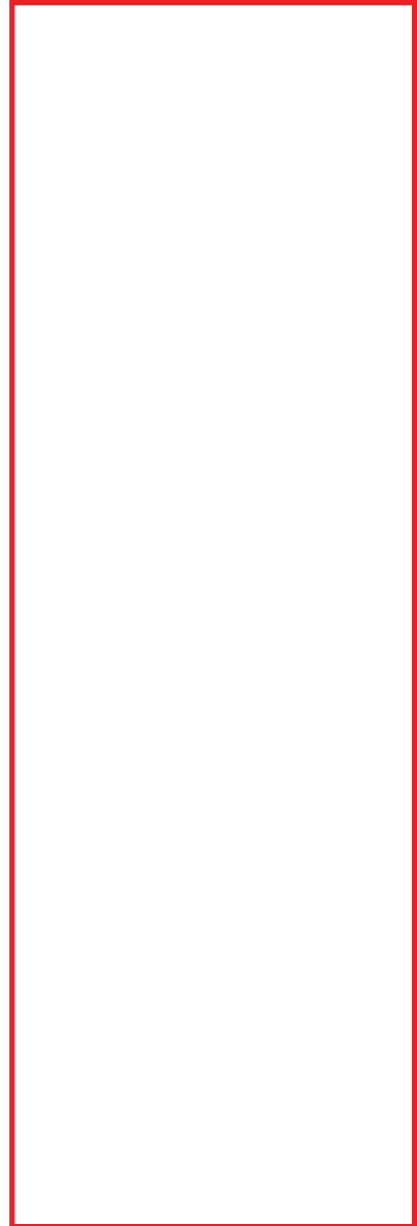


Make Your Mark

BOOKMARK CONTEST

Your bookmark design could be worth \$1,000!



This entire form (both the artwork and student information below) must be received at the Utah Educational Savings Plan office by 5:00 p.m. (MT), September 30, 2010. Winning entries will earn a \$1,000 college savings certificate with the Utah Educational Savings Plan!

Student Information

Student Name _____

Age _____ Grade _____

School Name & District _____

Gender Boy Girl

Parent/Guardian Name _____

Address _____

City, State, Zip _____

Phone _____ E-mail _____

I agree to the official rules of the "Make Your Mark" 2010 Contest.

Parent/Guardian Signature _____ Student Signature _____

Date _____

Use the space above to design your bookmark. Submit your entry to:
Utah Educational Savings Plan
"Make Your Mark" 2010 Contest
PO Box 145100
Salt Lake City, UT 84114-5100

Contest

Utah students, kindergarten—12th grade, are invited to design a bookmark to be submitted to the Utah Educational Savings Plan (UESP) “Make Your Mark” 2010 Contest. UESP and Zions Bank will award a total of six \$1,000 UESP college savings certificates. The certificates will be awarded to:

- two (2) kindergarten through 6th grade students
- two (2) 7th and 8th grade students
- two (2) 9th through 12th grade students

The winning designs will be printed and used by UESP, Zions Bank, and Ken Garff “Road to Success.” UESP will retain ownership and copyrights for all submitted entries.

Official Contest Rules

1. How to Enter the Contest

- a. The Utah Educational Savings Plan (UESP) College Savings Month "Make Your Mark" 2010 Contest will occur September 1–30, 2010. All entries must be received at the UESP office by 5:00 p.m. (MT), Thursday, September 30, 2010. Entries can be mailed to UESP, “Make Your Mark” 2010 Contest, PO Box 145100, Salt Lake City, UT 84114-5100 or delivered to UESP, The State Board of Regents Building, The Gateway, 60 South 400 West, Salt Lake City, UT 84101-1284. UESP is not responsible for lost, misdirected, or late-arriving mail.
- b. Winners will be notified by telephone, e-mail, or U.S. mail by October 15, 2010. All decisions are final.
- c. The bookmark designs must be submitted on the Official UESP and Zions Bank Entry Form. Any color medium can be used.

2. Eligibility Restrictions

- a. Employees of the Utah State Board of Regents (USBR), Utah Higher Education Assistance Authority (UHEAA), Utah Educational Savings Plan (UESP), Zions Bank, and their respective affiliates, parents, subsidiaries, and advertising agencies, and the directors, employees, and agents of such entities, and the immediate family members of all such persons (spouse, parents, siblings, and children) are ineligible to enter the contest.
- b. Participants are not required to own a UESP or Zions Bank account to enter the contest.
- c. Limit one entry per person.
- d. Winners may only win one certificate.
- e. Winners must be Utah residents.
- f. Winners must be enrolled in school—kindergarten through 12th grade.

3. Conditions

- a. The college savings certificates must be used to open a UESP account or be deposited in to an existing UESP account within three months of the award date. Winners may invest the certificate proceeds in any UESP investment option.
- b. The winners' first name, age, and city of residence may be displayed on the UESP Web site (uesp.org) along with their artwork. Any other personal information, such as last name or phone number, is used strictly for internal purposes.
- c. All submitted artwork or materials become the property of the Utah Educational Savings Plan and will not be returned.
- d. Any submitted entries that do not provide sufficient contact information will be discarded and ruled ineligible.
- e. Payment of all federal, state, and local taxes is the sole responsibility of each winner. All federal, state, and local laws apply.
- f. Failure to comply with the official rules of the contest will result in a participant's disqualification.
- g. Odds of winning depend on the number of eligible entries.
- h. By entering the contest, each participant acknowledges that the participant's mailing address and/or e-mail address may be used by UESP for UESP notifications.
- i. The contest is void where prohibited by law.
- j. Winners of the \$1,000 UESP college savings certificate should carefully read the Program Description for more information and consider all risks, objectives, and expenses before investing. Investments are not guaranteed by any federal or state agency. However, Federal Deposit Insurance Corporation (FDIC) insurance is provided for the FDIC-insured savings account. Please read the Program Description to learn about UESP's FDIC-insured savings account. Your investment could lose value. Non-Utah taxpayers and residents: You should determine whether the state in which you or your beneficiary pay taxes or live offers a 529 plan that provides state tax or other benefits not otherwise available to you by investing in UESP. You should consider such state tax treatment and benefits, if any, before investing in UESP.

4. Official Rules and Winners List

To obtain a copy of these official rules and/or winners list, go to www.uesp.org/bookmark or send a self-addressed, stamped envelope to:

Utah Educational Savings Plan
“Make Your Mark” 2010 Contest
PO Box 145100
Salt Lake City, UT 84114-5100