

TOP 10 REASONS TO LOVE SAS® LIVE WEB CONTEST
OFFICIAL RULES
NO PURCHASE NECESSARY

HOW TO ENTER: To submit your entry, go to the contest web site located at <http://support.sas.com/lw/love> and complete the registration form and transmit the form via the Internet. All registrations must be received by 5:00 PM EST on September 18, 2009. Contest entries made through the Internet will be declared made by the registered user of the e-mail/Internet account. Sponsor is not responsible for phone, technical, network, electronic, computer hardware or software failures of any kind, misdirected, incomplete, garbled or delayed transmissions. Sponsor 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: Open only to current residents of the US and Canada. 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 SAS Institute Inc., its advertising, promotion and production agencies, the affiliated companies of each, and the immediate family members of each are not eligible.

JUDGING: All entries will be judged based on the following criteria:

- Unique – 60%
- Compelling – 40%

Entries must be the original work of the entrant; not previously published by SAS; must be suitable for publication; and must not infringe third-party rights.

Winners may also 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.

PRIZES: The top three (3) entries, as judged by SAS, will be awarded free tuition to one (1) SAS Live Web course of their choosing. Course registration must be submitted, as instructed by SAS, no later than December 1, 2009. Limit one (1) prize per person.

All non-winning, qualifying entrants will be awarded a twenty-five percent (25%) discount on tuition to one (1) SAS Live Web course of their choosing. Course registration must be submitted, as instructed by SAS, no later than October 21, 2009.

Winners will be notified on or about September 21, 2009.

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.

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. 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 Institute Inc., its 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 Institute Inc. 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, the winner's entry, all without additional compensation.

For the name of the winner, send a self-addressed stamped envelope by June 1, 2010 to Brooke Fortson, SAS Institute Inc. SAS Campus Drive, Cary, NC 27713.

SPONSORS: The sponsor of this promotion is SAS Institute Inc., SAS Campus Drive, Cary, NC 27513.