

## **OFFICIAL RULES - WORLD OF WARCRAFT SELFIE SCAVENGER HUNT**

**1. Eligibility.** BLIZZARD ENTERTAINMENT, INC., A DELAWARE CORPORATION (REFERRED TO HEREIN AS "SPONSOR") IS THE SPONSOR OF THIS CONTEST. THIS CONTEST IS OPEN ONLY TO RESIDENTS OF THE UNITED STATES, CANADA (EXCLUDING QUEBEC), AUSTRIA, BELGIUM, BELARUS, BULGARIA, CROATIA, CZECH REPUBLIC, FRANCE, GERMANY, HUNGARY, ITALY, NORWAY, SERBIA, SWITZERLAND, TURKEY, THE UNITED KINGDOM, HONG KONG, SOUTH KOREA, MACAU, TAIWAN AND THAILAND; (B) OVER THE AGE OF MAJORITY IN THEIR COUNTRY OF RESIDENCE ON THE DATE REFERENCED BELOW AS THE START DATE FOR THE CONTEST; (C) HAVE AUTHORIZED ACCESS TO A FULL BATTLE.NET ACCOUNT REGISTERED ON BLIZZARD'S BATTLE.NET SERVICE THAT IS IN GOOD STANDING AND WHICH REMAINS IN GOOD STANDING THROUGHOUT THIS CONTEST; AND (D) WHO ARE NOT RESIDENTS OF THE STATES OF ARIZONA, NORTH DAKOTA, VERMONT, CONNECTICUT, OR MARYLAND IN THE UNITED STATES; OR THE PROVINCE OF QUEBEC, CANADA ("ENTRANTS"). If you are between the age of thirteen (13) years of age and the legal age of majority in your jurisdiction of residence, or your state of residence (a "Minor"), one of your parents or legal guardians must submit a signed, written statement that they have read, understood and agree to these Contest rules with your entry, and that such agreement constitutes acceptance of these Contest rules on behalf of you and themselves. If you reside in the States of Arizona, North Dakota, Vermont, Connecticut or Maryland in the United States, or the Province of Quebec in Canada, you are not eligible to participate in this Contest. To be eligible to win a prize, entries must be completed and received by Sponsor in the format designated below. Directors, officers and employees of Sponsor, its parent, and any of their respective affiliate companies, subsidiaries, agents, professional advisors, advertising and promotional agencies, and immediate families (parents, children, siblings, spouse) and household members (whether related or not) of each are not eligible to win any prizes. All applicable federal, state, provincial and local laws and regulations apply. Void where prohibited or restricted by law. In the event of any dispute, entries will be deemed to have been submitted by the owner of the e-mail address from which the e-mail was sent. Only entries received online in accordance with these Official Rules will be accepted. No other forms of entry - fax, mail, email, phone or other - will be accepted. Entry materials/data that have been tampered with or altered are void.

**2. Disclaimer.** Sponsor, all participating sponsors and any of their respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees and agencies will not be responsible for: (a) any late, lost, misrouted, garbled or distorted or damaged transmissions or entries; (b) telephone, electronic, hardware, software, network, Internet, or other computer- or communications related malfunctions or failures; (c) any Contest disruptions, injuries, losses or damages caused by events beyond the control of Sponsor; or (d) any printing or typographical errors in any materials associated with the Contest. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by any other users, by any other technical or human error which may occur in the processing of registrations or entries into the Contest, or otherwise in connection with the Contest, including without limitation any technical

limitation that results in the disqualification or loss of ranking status of any Entrant into the Contest.

**3. Contest Period.** The Contest shall commence on 12:01 PM PST May 18, 2015, and shall continue in duration until 12:01 AM PST June 22, 2015 (the "Deadline"). All entries must be received by the Deadline to be eligible to win a prize.

**How to Enter.** Eligible Participants can enter the Contest by submitting a "Selfie," screen capture taken from Sponsor's World of Warcraft interactive game (the "Game") that features a screenshot of a World of Warcraft player character at a Game location specified by Sponsor for that week during the Contest. To: <http://blizz.ly/WoWSelfieContest>. Each submission must be a high resolution JPEG file of no more than 5MB in size to be considered for the Contest. A submission must be Eligible Participant's original work, and cannot include, in whole or part, any previously created work (i.e. a photoshop manipulation of an existing image would be disqualified).

**4. Prizes.**

**a. Weekly Prizes.** Each week during the Contest, Sponsor shall randomly select Eligible Participants to receive the following prizes:

i. One (1) Eligible Participant will receive one (1) Apple iPhone 6 64GB (unlocked), with an approximate retail value of \$749.00.

ii. Three (3) Eligible Participants shall each receive one (1) World of Warcraft Messenger bag with an approximate retail value of \$35.00.

iii. Three (3) Eligible Participants shall each receive One (1) Ultimate Visual Guide with an approximate retail value of \$30.00.

iv. Five (5) Eligible Participants shall each receive one (1) or more digital codes redeemable for the equivalent of \$20.00 USD in Battle.net Balance on Blizzard's Battle.net game service.

v. Ten (10) Eligible Participants shall each receive one (1) World of Warcraft Water Bottle, with an approximate retail value if \$14.99.

**b. Grand Prize.** On or about June 27, 2015, Sponsor shall randomly select one (1) Eligible Participant to receive a trip to BlizzCon 2015 that includes: (i) round trip coach air fare for Grand Prize Winner and a companion from the regional airport nearest their residence to Los Angeles, California, (ii) ground transportation to be arranged by Sponsor from LAX to the hotel where Grand Prize winner and companion will stay during BlizzCon, (iii) three (3) nights lodging (double occupancy) at a hotel of Sponsor's choice, and (iv) two (2) badges for admission to BlizzCon 2015. Additional restrictions may apply. Travel and accommodations are subject to availability. All travel must take place on the dates and times specified by Sponsor.

ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNER. All prizes will be awarded. Prize Winners may be required to execute an affidavit of eligibility before they can receive their Prize. Prizes returned as undeliverable or otherwise not claimed within ten (10) days after delivery of notification will be forfeited and may be awarded to an alternate winner. Prizes are not transferable. No substitutions or exchanges (including for cash) of any prizes will be permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value for any prize. Limit one entry per per week. All prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied, (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose).

**5. Sponsor Use of Entries.** You hereby agree that in consideration of your being allowed the chance to enter the Contest, you hereby grant Blizzard Entertainment, Inc., a perpetual, non-exclusive, worldwide license and right to utilize the entry materials that you submit to Sponsor in connection with the Contest (collectively, "Entry Materials"). The Entry Materials will not be returned to any entrant. Without limiting the generality of the foregoing, you acknowledge that Sponsor shall have the right to use, modify, reproduce, publish, perform, display, distribute, make derivative works of and otherwise commercially and noncommercially exploit the Entry Materials in perpetuity and throughout the universe, in any manner or medium now existing or hereafter developed, without separate compensation to you or any other person or entity. You agree to take, at Sponsor's expense, any further action (including, without limitation, execution of affidavits and other documents) reasonably requested by Sponsor to effect, perfect or confirm Sponsor's rights as set forth above in this paragraph 7.

**6. Collection of Information.** The Entry Materials include a survey that requires you to enter your name, e-mail address, and state of residence. By entering the Contest, you consent to Sponsor's use of this information to inform you of open positions with Blizzard, and to associate your name with your submission in promotional materials for the Contest in the event that you are chosen to be a winner. As stated above, the contest is not open to anyone under the age of majority in your country of citizenship. In the event that Sponsor becomes aware that you are under the age of majority in your country of citizenship Sponsor will delete, erase or destroy any and all personally identifiable information that is obtained from the Entry Materials. In the event that you are a citizen of France and/or any of the other countries whose citizens are eligible for this Contest, and pursuant to French law pertaining to data collection and processing, you are informed that the data collector is Blizzard Entertainment, Inc., and the data collected will be transferred to the United States of America. Upon request, you will be provided with access to your personal data. You also have a right of opposition to the data collection, under certain circumstances. To exercise such right, you may write to "World of Warcraft Selfie Scavenger Hunt Contest – Personal Data," c/o Blizzard Entertainment, P.O. Box 18979, Irvine, CA 92612. You may also withdraw your personal data upon request, however you will be disqualified as a entrant in the Contest if you withdraw your personal data prior to the determination and fulfillment of the prizes listed in Section 6 herein.

**7. General Release.** By entering the Contest, you release Sponsor, participating sponsors and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agencies (collectively, the "Released Parties") from any liability whatsoever, and

waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Contest or delivery, misdelivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

**8. Affidavit & Release.** As a condition of being awarded any prize, winners will be required to execute and deliver to Sponsor a signed Affidavit of Eligibility, which includes an acceptance of these Official Rules and a release of liability.

**9. Winners List; Rules Request.** For a copy of the winners list, send a stamped, self-addressed, business-size envelope after July 1, 2015 and before January 31, 2016 to Sponsor at the following address: " World of Warcraft Selfie Scavenger Hunt Contest - Winners List," c/o Blizzard Entertainment, P.O. Box 18979, Irvine, CA 92612. To obtain a copy of these rules, send a stamped, self-addressed business-size envelope to Sponsor at the following address: "World of Warcraft Selfie Scavenger Hunt Contest - Rules Request," c/o Blizzard Entertainment, P.O. Box 18979, Irvine, CA 92612. Residents of WA and VT may omit return postage.

**10. Copyright Notice.** The Contest and all accompanying materials are copyright © 2015 Blizzard Entertainment, Inc. All rights reserved.

**11. Miscellaneous.** The Contest and these Official Rules will be governed, construed and interpreted under the laws of the United States. Entrants agree to be bound by these Official Rules and by the decisions of Sponsor, which are final and binding in all respects. Sponsor reserves the right to change these Official Rules at any time, in its sole discretion, and to suspend or cancel the Contest or any entrant's participation in the Contest should viruses, bugs, unauthorized human intervention or other causes beyond Sponsor's control affect the administration, security or proper play of the Contest or Sponsor otherwise becomes (as determined in its sole discretion) incapable of running the Contest as planned. Entrants who violate these Official Rules, tamper with the operation of the Contest or engage in any conduct that is detrimental or unfair to Sponsor, the Contest or any other entrant (in each case as determined in Sponsor's sole discretion) are subject to disqualification from entry into the Contest. Sponsor reserves the right to lock out persons whose eligibility is in question or who have been disqualified or are otherwise ineligible to enter the Contest. If you have any questions about these Official Rules or the Contest, please e-mail them to [wowcontests@Blizzard.com](mailto:wowcontests@Blizzard.com), or send written questions to "World of Warcraft Selfie Scavenger Hunt Contest", c/o Blizzard Entertainment, P.O. Box 18979, Irvine, CA 92612.

**12. Contest Sponsor.** The sponsor of the Contest is Blizzard Entertainment, Inc.