

OFFICIAL RULES: SKYLANDERS™ ACADEMY HALLOWEEN COSTUME CONTEST

THE FOLLOWING CONTEST IS INTENDED FOR PLAY IN THE 48 CONTIGUOUS UNITED STATES AND THE DISTRICT OF COLUMBIA ONLY AND SHALL ONLY BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW. DO NOT ENTER THIS CONTEST UNLESS YOU ARE ELIGIBLE AND A LEGAL RESIDENT OF THE 48 CONTIGUOUS UNITED STATES OR THE DISTRICT OF COLUMBIA AT THE TIME OF ENTRY.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED. BY ENTERING, ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE JUDGES, WHICH SHALL BE FINAL IN ALL RESPECTS.

1. CONTEST TERM AND DEADLINES: The "SKYLANDERS™ ACADEMY HALLOWEEN COSTUME CONTEST" (the "Contest") begins October 4, 2017 at 10:00 a.m. Pacific Daylight Time ("PDT") and ends November 1, 2017 at 11:59 p.m. PDT ("Contest Period"). All entries received after November 1, 2017 at 11:59 p.m. PDT will be ineligible to win a prize. Sponsor reserves the right to extend the Contest Period without notice to entrants in its sole discretion.

2. ELIGIBILITY: The Contest is open and offered only to legal residents of the 48 contiguous United States and the District of Columbia (excluding Alaska, Hawaii, Puerto Rico, Guam, American Samoa, U.S. Virgin Islands and other U.S. territories and possessions), eighteen (18) years of age or older at the time of entry. Contest is void in Alaska, Hawaii, Puerto Rico and other U.S. territories and possessions and where prohibited or restricted by law. Employees, officers and directors of Activision Blizzard Studios, LLC, ("Sponsor"), Angela Sellari and Caryn Bailey and each of their respective parents, affiliated companies and subsidiary companies, and their advertising, promotion, or production agencies, prize providers, Web masters and Web suppliers, and each of their respective officers, directors, employees, representatives and agents (collectively, with Sponsor, the "Contest Entities"), and their IRS dependents, immediate families (spouse and parent, child, sibling and their respective spouses, regardless of where they reside) and/or members of their households, whether or not related, are ineligible to participate in this Contest. By participating, entrants agree to these Official Rules and the decisions of the Sponsor, which are final and binding in all matters related to this Contest.

3. HOW TO ENTER: To enter this Contest, entrants must submit a photo of *any homemade* Halloween costume during the Contest Period by the below methods. Entrants must upload a photo of their original homemade Halloween costume, which may or may not be *Skylanders Academy* themed, via either Twitter or Instagram and such Twitter tweet or Instagram post must include the hashtag: **#SkylandersAcademyCostumeContest**; and then entrants must post a link in the Comments section of either the blog www.aboutamom.com, or the blog www.rockinmama.net to the Entrant's Twitter tweet or Instagram post of the entry photo ("Entry"). For entries via Twitter, participants must use their own personal Twitter account, the privacy of their Twitter account must be publicly available and not protected, and must have "United States" selected from the dropdown menu in the Settings and Privacy area of their Twitter account. For entries via Instagram, participants must use their own personal Instagram account and not a business profile account, and their account must be public and not marked

as a private account in the Account area of their Instagram account. Limit of one (1) Entry per person/email address/social media account/household regardless of method of Entry. Proof of submission is not proof of receipt. Sponsor is not responsible for any charges wireless service provider may charge entrant. Any attempt at any other method of Entry is void. Any attempt by any person to obtain more than the stated number of Entries by using multiple/different email accounts, or any other methods including, without limitation, script, macro or any automated or other means which subverts the Entry process, will void all of that person's entries and that person will be disqualified. Entries must comply with the terms of use for aboutamom.com, rockinmama.net, WordPress, Twitter, Instagram or any other social media site, as applicable, and shall not contain content that is unlawful or inconsistent with Sponsor, the *Skylanders Academy* animated series, the *Skylanders*® game or its brand image. Entries cannot (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially-dangerous activity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses; (e) contain copyrighted materials owned by others (including music, photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media) without permission; (f) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission; and (g) depict, and cannot itself, be in violation of any law. By submitting an Entry you warrant and represent that the costume: (a) is your original work; (b) has not received previous awards; (c) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (d) that you have obtained permission from any third party whose name or likeness or other proprietary right is used in the Entry, if any; and (e) that publication of the Entry photo via various media including blog posting on the internet, will not infringe on the rights of any third party. Sponsor may disqualify any such Entry at its sole discretion. By entering, you acknowledge that your Entry may be posted on the blog www.aboutamom.com, or the blog www.rockinmama.net or the Sponsor's websites, with no compensation to entrant in the sole discretion of Sponsor. Sponsor does not have any obligation to use or post any entry you submit. Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the entries in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the world in any manner whatsoever and for any purpose. You hereby grant to Sponsor a fully paid up, worldwide, perpetual license in any and all media for such use. Sponsor reserves the right to amend and/or modify these rules in its sole discretion without notice to entrant.

4. CONTEST JUDGING: Entries will be judged by Sponsor, whose decisions are final and binding in all matters relating to the judging of this Contest. Entries will be judged on the following criteria:

- 50% originality

- 50% creativity

The three (3) eligible entries receiving the highest cumulative score for all criteria awarded by the judges will be deemed winners. In case of a tie, tied Entries will be broken by points awarded for the most creative entry. The eligible entry receiving the highest cumulative score will be the grand prize winner.

5. WINNER NOTIFICATION: Within one (1) week of the conclusion of the Contest Period, Sponsor shall endeavor to notify each potential winner ("Winner") via a blog post on either www.aboutamom.com or www.rockinmama.net and the winner will be asked to email the Sponsor to obtain contact details. Potential Winners will be subject to compliance with these Official Rules and may be subject to verification of the Entrant's eligibility in addition to signing a liability/publicity release. A Winner notification not acknowledged by a Winner within seven (7) days after outreach from Sponsor may be forfeited at Sponsor's discretion and awarded to an alternate winner selected by Sponsor. Any prizes not claimed by alternates within twenty-four (24) hours after outreach from Sponsor shall be considered forfeited.

6. PRIZES: Three (3) Winners will be chosen from all eligible entries received during the Contest Period comprised of one (1) grand prize winner and two (2) runners-up. One (1) grand prize winner will receive one (1) PlayStation 4 console (approximate retail value ("ARV") = \$399.00) and a *Skylanders Imaginators* starter pack for PS4 (ARV \$59.99). Two (2) runners-ups will each receive one (1) IHOP® gift card (ARV \$50.00). Total ARV of all prizes = \$558.99. Sponsor reserves the right, in its sole discretion to substitute the prize (or a portion thereof) with another prize of comparable or greater value. All prize details of the prize are at Sponsor's sole discretion. Allow eight (8) to ten (10) weeks after winner notification (or longer, in the case of the grand prize) for delivery of prize.

7. CONDITIONS OF PARTICIPATION: Entrants agree (a) that the Contest Entities, www.aboutamom.com, www.rockinmama.net, WordPress, Twitter, Instagram and any other website or social media site will have no liability whatsoever for, and shall be held harmless against any liability for any injuries, losses or damages of any kind to persons, including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the Prize, or participation in this Contest or any Contest related activity, or for any printing, production, typographical, human or other error in the printing, offering or announcement of any Prize; and (b) except where legally prohibited, each Winner grants (and agrees to confirm such grant in writing) permission for Sponsor and those acting under its authority to use winner's name, city and state of residence, photograph, voice and/or likeness, for advertising, trade and/or publicity purposes without additional compensation in any and all media now known or hereafter discovered, worldwide and on the World Wide Web, in perpetuity, in any manner, without notice, review or approval. The Activision Online Privacy Policy will apply to all personal information collected as a result of this Contest.

8. LIMITATIONS ON LIABILITY: Contest Entities are not responsible for illegible, lost, late, damaged, destroyed, inaccurate, delayed, incomplete, postage due, unintelligible, non-delivered, misdirected, garbled, or stolen Entries, code requests, codes or mail; or for incomplete, inaccurate, lost, interrupted

or unavailable network, satellite, telephone networks or lines, cellular towers or equipment (including handsets), computer on-line systems, computer equipment, software, viruses or bugs, servers or providers, or other connections, availability or accessibility; or for unauthorized access to, or alteration of entries or codes; or miscommunications, failed computer, telephone, cellular, satellite, or cable transmissions, lines or other technical failure; or for jumbled, scrambled, delayed, or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties; or for any other errors or problems of any kind, whether typographical, printing, human, technical, mechanical, electronic, network or otherwise, including, without limitation, any errors or problems which may occur in connection with the administration of the Contest, the processing of codes, code requests or Entries, the announcement of the Prizes or in any Contest-related materials; or for the incorrect or inaccurate capture of Entry or other information, or the failure to capture any such information. Persons who tamper with or abuse any aspect of the Contest or web site, as solely determined by the Sponsor, will be disqualified (and all associated codes/Entries will be void), and Sponsor reserves the right to terminate such entrant's eligibility to participate in this or any other promotion offered by Sponsor. Entries generated by robotic, programmed, script, macro or other automated means or by any means which subvert the entry process will be disqualified. Entrant agrees that Contest Entities are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from the web site. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries or codes, Sponsor reserves the right at its sole discretion to suspend or terminate the Contest, and if terminated, randomly select winners from all non-suspect, eligible Entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. 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 Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses. Code is void if not obtained from authorized and legitimate channels, or if the code is, in whole or in part, illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error or obtained via fraud or theft. Contest Entities are not liable for printer errors or issuance of any void, misprinted, or irregular code resulting from production or packaging problems or errors. Liability for an irregular code is limited to providing another code, while supplies last, subject to verification of original code irregularity

9. IN NO EVENT WILL THE CONTEST ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF ANY WEB SITE OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITE ASSOCIATED WITH THIS CONTEST. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE CONTEST SITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR

CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

10. CHOICE OF LAW: Any and all legal actions or claims arising in connection with this Contest must be brought in a court of competent jurisdiction in Los Angeles, CA. Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, and in no event will entrant be permitted to obtain attorneys' fees or other legal costs; and (3) no punitive, incidental, special, consequential or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"), and (4) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased. California law, without reference to California choice of law rules, governs the Contest and all aspects related thereto.

11. WINNERS' LIST: To obtain a Winners' List, send a self-addressed stamped envelope in a separate, first class stamped envelope to: *Skylanders Academy* Halloween Costume Contest, c/o MPRM Communications, 5055 Wilshire Blvd., Suite 840, Los Angeles, CA 90036, Attn: Ellen Kuni. Requests must be received no later than sixty (60) days following the conclusion of the Contest.

12. SPONSOR: Activision Blizzard Studios, LLC c/o 3100 Ocean Park Blvd., Santa Monica, CA 90405. Sony Interactive Entertainment is not a sponsor of, or affiliated with this Contest. IHOP is not a sponsor of, or affiliated with this Contest. Neither Twitter or Instagram are sponsors of, or affiliated with this Contest.