

## **2015 Blogger Bash Skylanders SuperChargers Giveaway {Full Contest Rules}**

NO PURCHASE NECESSARY OR PAYMENT. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility for Blogger Bash's Skylanders SuperChargers Giveaway (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are 18 years or older at the time of entry. Void in Guam, Puerto Rico, the U.S. Virgin Islands, and other U.S. territories and possessions and where prohibited by law. Employees of Adventure Publishing or any of its respective affiliates, subsidiaries, advertising agencies, or any other company or individual involved with the design, production execution or distribution of the Promotion and their immediate family (spouse, parents and step-parents, siblings and step-siblings, and children and step-children) and household members (people who share the same residence at least three (3) months out of the year) of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these Official Rules (the "Rules") and Sponsor's decisions, which are final and binding in all matters related to the Promotion (that of a parent/legal guardian, if, entrant is a minor ). Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a Sweepstakes (the "Sweepstakes").

2. Sponsor: The Big Toy Book New York, NY, 307 7th Avenue, Suite 1601, New York, NY, 10001. The Big Toy Book is the prize sponsor of Promotion. Individual toy names

and logos are used for purposes of promotion and/or prize only. Activision Publishing, Inc. is not a sponsor of this Promotion. Activision's name and logo, and/or the "Skylanders" name, logo, and/or materials are used for purposes of promotion and/or prize description only and such use is not intended to suggest or imply Activision's participation, sponsorship, endorsement, or approval of this Promotion. This Contest is in no way sponsored, sponsored or administered by, or associated with, Facebook, Twitter, Pinterest, or Instagram.

3. Timing: The Promotion begins on Tuesday, June 23, 2015 at 12:00 p.m. Eastern Standard Time ("EST") and ends on Thursday, July 16, 2015 at 8:59 a.m. EST (the "Promotion Period"). Timestamp on the social media post will be the official time keeping device for this Promotion.

4. How to Enter: To qualify to enter the Skylanders SuperChargers Giveaway during the Promotion Period, entrants must post an original photo featuring a Skylanders Figure or provided cutout to Twitter, Instagram, Facebook, or Pinterest using "#SkylandersToGoPromo". On Facebook, photos must be posted to the wall of the official Blogger Bash Facebook page: <http://www.facebook.com/bloggerbash>. Any form of entry other than those described herein is void. Limit: There is no limit as to how many times a person may enter during the Promotion Period. Multiple participants are not permitted to share the same email address or username. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations or entries, which will be disqualified. Sponsor is not responsible for lost Internet connections resulting in invalid entries. In the event of a dispute as to any registration or entry, the authorized social media account holder of the

username used to register or enter the Sweepstakes will be deemed to be the registrant or entrant. Potential winners may be required to show proof of being the authorized account holder. All entries become the sole and exclusive property of Sponsor and will not be returned.

5. Winner Selection: On the dates set forth below, Sponsor or an independent judging agency will select four (4) entries for the prize described below in Section 8 and one (1) entry for the grand prize described below in Section 8 based on all valid entries received and chosen based on level of creativity. The winning entrants will be announced at Sweet Suite 15 at 3 p.m. EST on July 16 (subject to verification of eligibility and compliance with the terms of these Rules). Sponsor's decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Winners will be announced at Sweet Suite 15 at 3 p.m. EST and then via direct message on social media.

6. POTENTIAL GIVEAWAY WINNER IS SUBJECT TO VERIFICATION BY SPONSOR WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION.

7. Verification of Potential Winner: Potential winner must continue to comply with all terms and conditions of these Rules, and winning is contingent upon fulfilling all requirements. The winners will be announced at Sweet Suite 15 at 3 p.m. EST and then notified via direct message on Twitter after the date of winner announcement. The potential winner may be required to sign and return to Sponsor, within three (3) days of the date notice is sent, an affidavit of eligibility and liability/publicity release (except where prohibited by law) in order to claim his/her prize(s). If a

potential winner of any prize cannot be contacted, fails to reply to contact efforts or prize notification is returned as undeliverable within 48 hours, the potential winner forfeits the prize. In the event that a potential winner of a sweepstakes prize is disqualified for any reason, Sponsor may award the applicable prize to an alternate winner based on the Sponsor's sole discretion.

8. Prize: Four (4) winners will receive a Prize for one (1) Skylanders SuperChargers Starter Pack for his/her system of choice (Playstation 4, Playstation 3, Xbox One, Xbox 360, WiiU, ...) valued at \$74.99 MSRP. One (1) Grand Prize winner will receive one (1) WiiU gaming system, One (1) Skylanders SuperChargers WiiU Starter Pack, and additional Skylanders Swag. For all Prizes: No cash equivalent for the prize, prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute any listed prize for one of equal or greater value for any reason. Within 3 days after of receiving the winner's affidavit of eligibility and liability/publicity release, Sponsor will mail the winner's prize via FedEx to the address provided therein. Sponsor is not responsible for any delay in prize delivery. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period.

9. Entry Conditions and Release: By entering, each participant agrees to: (a) comply with and be bound by these Rules and the decisions of the Sponsor, which are binding and final in all matters relating to this Sweepstakes; (b) release and hold harmless the Sponsor, its parent, subsidiary and affiliated companies, prize suppliers and any other organizations responsible for sponsoring, fulfilling,

administering, advertising or promoting the Sweepstakes and Promotion, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the “Released Parties”) from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant’s entry, creation of an entry or submission of an entry, participation in the Promotion, acceptance or use or misuse of prize and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Sponsor from and against any and all claims, expenses, and liabilities (including reasonable attorneys fees) arising out of or relating to an entrant’s participation in the Sweepstakes and Promotion and/or entrant’s acceptance, use or misuse of prize.

10. Publicity: Except where prohibited by law, participation in the Promotion constitutes each winner’s consent to Sponsor’s and its agents’ use of winner’s name, Social Media handle, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. All uses of a winner’s information are in accordance with our Privacy Policy and in compliance with the Children’s Online Privacy Protection Act (“COPPA ”).

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor’s

reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes play, provided that if it is not possible to award another entry due to discontinuance of the to hold a random drawing from among all eligible entries received up to the

date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes among all legitimate, unawarded, eligible prize claims.

13. Disputes: Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Giveaway, or any prizes awarded, other than those concerning the administration of the Giveaway or the determination of winners, shall be resolved individually, without resort to any form of class action; (ii) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate New York State Court located in New York County, New York and that by participating in the Sweepstakes, you agree to the jurisdiction and venue of such courts; (iii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (iv) under no circumstances rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the

entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

14. Entrant's Personal Information: Information collected from entrants will be kept private by the Sponsor. Only entrants who opt-in to receive news and information from the Sponsors official newsletter will receive future emails from Sponsor ONLY.

15. Promotion Results: For Promotion results, send a hand-printed, self-addressed, stamped envelope to Winners List – The Big Toy Book, New York, NY, 307 7th Avenue, Suite 1601, New York, NY, 10001. Requests for the winner list must be received by August 1, 2015.