

# Sony Bullet Train Sweepstakes

OFFICIAL RULES

VOID WHERE PROHIBITED.

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

**1. Eligibility:** The Sony Bullet Train Sweepstakes, which consists of a sweepstakes (the “**Sweepstakes**”) with one (1) prize and an instant win game (the “**Instant Win Game**”) with four hundred ninety-five (495) prizes (collectively, the “**Promotion**”), as further indicated in Section 7, is open only to permanent legal residents of the fifty (50) United States (and the District of Columbia) who are at the time of entry (i) at least eighteen (18) years old, (ii) physically located and residing therein, and (iii) Sony Rewards Program Members (“**Entrant**”). This Promotion excludes Guam, Puerto Rico and all other U.S. and foreign territories and possessions. In order to win any prize valued at \$600 or greater, you must have a valid social security number or a valid U.S. personal tax identification. Employees of Sony Electronics Inc., Merkle Inc., and their parent and affiliate companies, and suppliers as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible to participate in the Promotion. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. **Participation in the Promotion constitutes Entrant’s full and unconditional agreement to these Official Rules and Sponsor’s and Administrator’s decisions, which are final and binding in all matters related to the Promotion.** Winning a prize is contingent upon fulfilling all requirements set forth in these Official Rules.

**2. Sponsor:** Sony Electronics Inc., Card Marketing & Services Company, 115 W. Century Rd., Suite 250, Paramus, NJ 07652. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Promotion begins on July 15, 2022 at 12:00 a.m. Pacific Time (“**PT**”) and ends on September 15, 2022 at 11:59 p.m. PT (the “**Promotion Period**”). Administrator’s computer is the official time-keeping device for this Promotion. The drawing for the Sweepstakes will occur on or after September 16, 2022. The winners for the Instant Win Game, will be chosen as indicated in Section 5 below.

**4. How to Enter:** During the Promotion Period, visit <https://sonyrewards.promo.eprize.com/bullettrain> (“**Website**”) and complete and submit the registration form by providing your first and last name, and the email address associated with your -Sony Rewards account, which must be a valid email address. Membership in Sony Rewards is free. If you are not a Sony Rewards Program Member, you will become a Member by completing the registration form with the information indicated above and accepting Sponsor’s Terms and Conditions (<https://www.rewards.sony.com/terms.html>) and Sponsor’s Privacy Policy (<https://www.rewards.sony.com/privacy.html>). Any potential registration that does not comply with Sponsor’s Terms and Conditions or Privacy Policy as described above may be subject to disqualification from the Sony Rewards Program and/or the Promotion. Entrant will receive one (1) entry into the Sweepstakes for completing the registration form for the Promotion. Entrant will then be able to link to the Instant Win Game page and receive one (1) Instant Win Game play for the day the Entrant completes the registration form. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. If the Instant Win Game results indicate Entrant has won, Entrant will be a potential winner of the Instant Win Game and will be provided directions for validation of such Entrant’s entry. (Potential winners of the Sweepstakes will be sent an email with directions for validation as indicated in Section 8 below.) Entrant can obtain additional entries into the Sweepstakes by logging into the Website after logging into his/her Sony Rewards account each day during the Promotion Period from the Promotion’s Website. All potential winners of the Sweepstakes and the Instant Win Game are subject to verification, as decided upon by Administrator and/or Sponsor in its/their sole discretion, before any prize will be awarded. Administrator is responsible for the functionality of the

Instant Win Game. In all cases, if an Entrant is a resident of a jurisdiction that deems him/her to be a minor, he/she must obtain parental/legal guardian consent prior to entering or submitting any personally identifiable information to Sponsor or Administrator. If Entrants use a web-enabled mobile device to participate, data rates may apply (Entrants should contact their service provider for data rates/plans).

Limit: Each Entrant may receive one (1) Sweepstakes entry and one (1) Instant Win Game play per day during the Promotion Period for either registering or logging in, unless such Entrant participates in the activities indicated in "Bonus Sweepstakes Entries" below. Each Entrant may only play the Instant Win Game once per day. Additional "Bonus Sweepstakes" entries can only be earned by participating in the various actions listed below. Each email address may only be used by one (1) Entrant. Multiple Entrants may not share the same email address. Any attempt by any Entrant to use multiple/different email addresses, identities, registrations and logins, or any other methods in an attempt to defraud the entry process or gain additional entries will void that Entrant's plays/entries and that Entrant may be disqualified from the entire Promotion. Use of any automated system or devices to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected registrations, which will all be disqualified. In the event of a dispute as to any registration into the Sweepstakes or play of the Instant Win Game, the authorized account holder of the email address used to register for the Promotion will be deemed to be the Entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners will, at Sponsor's option, be required to show proof of being the authorized account holder. In the event of disqualification, any prize that Entrant might have been otherwise entitled to will not be awarded.

**Bonus Sweepstakes Entries:** There are eight (8) ways to earn additional Sweepstakes entries, one (1) of which has an alternate method of entry, as outlined below:

- a. **Twitter Referral:** After Entrant enters the Sweepstakes, they can click on the tweet button on the Win/Lose notification page and then tweet the prepopulated message on Twitter. The prepopulated tweet post will contain a unique link to the Sweepstakes. Entrant may only tweet one (1) time per day during the Promotion Period. Entrant will receive one (1) additional entry into the Sweepstakes for each friend that is or becomes a Sony Rewards member and then registers for the Sweepstakes through the unique link Entrant posts during the Promotion Period.

Limit: Each Entrant may receive up to ten (10) additional bonus entries in total during the Promotion Period via this method.

- b. **Facebook Referral:** After Entrant enters the Sweepstakes, Entrant will also be invited to share the Promotion through the Win/Lose notification page and then post the prepopulated message on Entrant's Facebook wall. The wall post will contain a unique link to the Sweepstakes. Entrant may only post about the Promotion one (1) time per day during the Promotion Period. Entrant will receive one (1) additional entry into the Sweepstakes for each friend that is or becomes a Sony Rewards member and then registers for the Sweepstakes through the unique link Entrant posts during the Promotion Period.

Limit: Each entrant may receive up to ten (10) additional bonus entries in total during the Promotion Period via this method.

- c. **Email Referral:** After Entrant enters the Sweepstakes, Entrant will be invited to submit the names and email addresses of up to three (3) friends per day from the Website each of whom must be eligible, in accordance with these Official Rules, to enter the Sweepstakes. Each friend that Entrant refers will receive an email to the submitted email address notifying him or her about the Sweepstakes and the Instant Win Game. Entrant may only refer

friends with whom Entrant has an existing relationship. For each eligible friend Entrant referred who subsequently registers for the Sweepstakes via the link in the referral email during the Promotion Period, Entrant will receive 1 additional entry into the Sweepstakes.

Limit: Each Entrant may receive up to ten (10) additional bonus entries in total during the Promotion Period via this method.

- d. Click to Learn How to Link Accounts:** Entrant must visit <https://www.rewards.sony.com/earn/digital-movies-and-discs> to learn about linking Entrant's Sony Rewards account to Entrant's Movies Anywhere account. By clicking on the link to learn more about Movies Anywhere, Entrant will receive ten (10) additional entries into the Sweepstakes.

Limit: Each Entrant may complete this action one (1) time during the Promotion Period.

- e. Watch a Trailer:** After Entrant enters the Sweepstakes, follow the links and instructions to watch the featured trailer. After watching the featured trailer during the Promotion Period, Entrant will receive ten (10) additional entries into the Sweepstakes.

Limit: Each Entrant may complete this action one (1) time during the Promotion Period.

- f. Click to Learn How to Pre-order a Movie Ticket:** From July 15, 2022 at 12:00 a.m. PT through August 4, 2022 at 11:59 p.m. PT ("Pre-Order Period"), after Entrant enters the Sweepstakes, click on the "Learn How to Pre-Order a Ticket" button. By clicking on the button during the Pre-Order Period, Entrant will receive thirty (30) additional entries into the Sweepstakes.

Limit: Each Entrant may complete this action one (1) time during the Pre-Order Period.

- g. Upload Bullet Train movie ticket in the Sony Rewards App:**

i. Purchase a Bullet Train movie ticket at a participating movie theater or participating retailer, and then from August 5, 2022 at 12:00 a.m. PT through September 15, 2022 at 11:59 p.m. PT ("Upload Period"), after you enter the Sweepstakes, follow the instructions to upload an image of your movie ticket to the Sony Rewards mobile app.

ii. During the Upload Period, if you would like to receive bonus entries into the Sweepstakes without making a purchase, visit [https://sonyrewards.promo.eprize.com/bulletrain/?affiliate\\_id=amoe](https://sonyrewards.promo.eprize.com/bulletrain/?affiliate_id=amoe).

By uploading a ticket or visiting the link outlined above in 4.g.ii during the Upload Period, Entrant will receive thirty (30) additional entries into the Sweepstakes.

Limit: Each Entrant may complete this action one (1) time during the Upload Period.

- h. Click to learn about Cinemark Movie Club:** Entrant must visit <https://www.rewards.sony.com/campaignpage?landingpage=cinemark-movie-club&%7Ecampaign=244501306>. By visiting this link to learn more about Cinemark Movie Club during the Promotion Period, Entrant will receive ten (10) additional entries into the Sweepstakes.

Limit: Each Entrant may complete this action one (1) time during the Promotion Period.

This Promotion is in no way sponsored, endorsed, or administered by, or associated with, Twitter, Inc. and/or Meta Platforms, Inc.

**5. Sweepstakes/Instant Win Game Winners:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners for both the Sweepstakes and the Instant Win Game are final and binding in all matters related to the Promotion. Sweepstakes: For the Sweepstakes, the Administrator will randomly select the potential Sweepstakes winner, from all eligible entries, on or after September 16, 2022. Instant Win Game: For the Instant Win Game, four hundred ninety-five (495) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. If Entrant is the first player to play the Instant Win Game after one of the random computer-generated times, Entrant will be a potential instant winner of the prize indicated.

**6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES AND THE INSTANT WIN GAME. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR THE SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL SUCH ENTRANT'S ELIGIBILITY, AND THE APPLICABLE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAS BEEN VERIFIED AND SUCH ENTRANT HAS BEEN NOTIFIED FROM SPONSOR OR ADMINISTRATOR THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.**

**7. Prizes:**

**Sweepstakes Prize:**

ONE (1) GRAND PRIZE: Supersonic Prize Pack which includes one (1) PlayStation®5 console; one (1) Sony 65" class (64.5" diag.) BRAVIA XR X90K 4K LED TV; one (1) HT-A5000 | 5.1.2ch Dolby Atmos Soundbar; one (1) UBP-X800M2 | 4K Ultra HD Blu-ray Player; one (1) Signed Bullet Train movie poster by various cast & filmmakers; and (1) \$50 PlayStation™ Store Code. Approximate Retail Value ("**ARV**") of Sweepstakes Grand Prize: \$4,000. All federal, state or other tax liabilities (including, but not limited to, income taxes) arising from winning the Grand Prize in the Sweepstakes will be the sole responsibility of the applicable prize winner. The Grand Prize winner will be issued an IRS Form 1099-MISC (or other tax documents, if applicable) from Sponsor for the total ARV of the prize won (as stated herein) in the calendar year won. Odds of winning the Grand Prize depend on the number of eligible entries received during the Promotion Period.

**Instant Win Game Prizes:**

<b>Prize Description</b>	<b>ARV</b>	<b>Quantity</b>
A Signed Bullet Train movie poster by various cast & filmmakers	\$500.00	4
Unsigned Bullet Train Movie Poster	\$10.00	20
Sony Pictures Movie Bundle - 3 various Blu-ray discs	\$50.00	20
WH-1000XM4 Wireless Noise Cancelling Headphones	\$349.00	5
XB13 EXTRA BASS™ Portable Wireless Speaker	\$50.00	5
\$25 Fandango Gift Card	\$25.00	25
\$25 Cinemark Gift Card	\$25.00	25
\$10 AMC Gift Card	\$10.00	25
\$10 Regal Gift Card	\$10.00	25
250 Sony Rewards Points	\$2.50	200
500 Sony Rewards Points	\$5.00	100
50,000 Sony Rewards Points	\$500.00	1
Playstation Store Code - \$10	\$10.00	20

Playstation Store Code - \$20	\$20.00	20
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Odds of winning depend on the date/time of entry, the number of prizes remaining available at the time of entry and number of eligible Instant Win Game plays received. The number of prizes available to be won will diminish as Instant Win Game prizes are awarded. Instant Win Game prizes are computer generated.

For All Prizes (Sweepstakes and Instant Win Game): Terms and conditions of gift cards apply. The actual value of a prize that is an electronic product is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. No cash equivalent will be awarded for any prize, and all prizes are non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. For each prize, Sponsor reserves the right to substitute such prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are solely responsible for all taxes and fees associated with receipt of a prize and/or its use. **TOTAL ARV OF ALL PRIZES: \$13,045.**

**Limit:** One (1) Sweepstakes prize and one (1) Instant Win Game prize per person. **In all cases, if a prize winner is a resident of a jurisdiction that deems him/her to be a minor, such Prize winner's prize will be awarded in the name of his/her parent/legal guardian.**

**8. Verification of Potential Winners:** Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes Grand Prize winner and the potential Instant Win Game prize winners will be notified by mail, email or phone. Each potential winner (parent/legal guardian if winner is a minor in his/her state of residence) of a prize valued at or greater than \$600.00 will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("**Release**"), which must be received by Administrator within five (5) days of the date notice or attempted notice is sent to the applicable potential winner, in order to claim the prize. If a potential winner of any prize cannot be contacted or fails to sign and return the Release or provide any other requested information within the required time period (if applicable), or in the event that a prize is returned as undeliverable, the applicable potential winner forfeits the prize. In the event that the potential Sweepstakes Grand Prize winner is disqualified for any reason, Sponsor will award the Sweepstakes Grand Prize to an alternate winner by random drawing from among all remaining eligible entries. In the event that a potential winner of an Instant Win Game prize valued over \$25 is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible game plays. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed prizes valued at \$25 or less will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the entire Promotion to the mailing address provided to Administrator at the time of winner verification.

**9. Release:** For each winner, by receipt of a prize, such winner agrees to release and hold harmless Sponsor, Columbia TriStar Marketing Group, Inc. ("**CTMG**"), Administrator, Meta Platforms, Inc., Twitter, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "**Released Parties**") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

**10. Publicity:** Except where prohibited by law, and notwithstanding anything in Sponsor's Privacy Policy, participation in the Promotion constitutes each winner's consent to Sponsor's, each of the Released Party's, its affiliates, and its agents' use of each winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. If you are selected as a winner, your information may also be included in a publicly-available winner's list.

**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, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the prize(s) as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual and/or Entrant (and void all associated entries) or entitlement to a prize if Sponsor determines or suspects that the individual and/or Entrant has attempted to undermine the legitimate operation of the Promotion by tampering, cheating, hacking, deception, or other fraudulent, deceptive or unfair playing practices (including any entries generated by script, macro, robotic, programmed, or any other automated means or any other means which subvert the entry process). Sponsor reserves the right, in its sole discretion, to disqualify any individual and/or Entrant that Sponsor finds to be tampering with the entry process or the operation of the Promotion, including the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this 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 or the Instant Win Game 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 or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible in Sponsor's sole discretion. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**13. Disputes:** Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for New York or an appropriate New York State Court; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will any Entrant be permitted to obtain awards for, and each Entrant hereby waives all rights to claim, indirect, 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, and its right to seek injunctive relief. 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. No Injunctive Relief:** EACH CREATOR UNDERSTANDS AND AGREES THAT HE/SHE

SHALL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, DISTRIBUTION OR EXPLOITATION OF THE CREATIVE BRIEF OR THE PICTURE, OR ANY OTHER MOVIE, PRODUCTION OR PROJECT OF CTMG OR ANY OF ITS AFFILIATES.

**15. Entrant's Personal Information:** Except as otherwise indicated herein, including in Section 10, or as agreed upon in a Release, information collected from Entrants is subject to the Sponsor's Privacy Policy located at <https://www.rewards.sony.com/privacy.html>.

**16. Winners' List:** For a winners' list, please [click here](#). The winners' list will be posted after winner confirmation is complete. An additional copy of these Official Rules by which all Entrants are bound, or the winners' list, may be obtained by sending a self-addressed, stamped envelope to: "**Sony Bullet Train Sweepstakes**" "Rules" or "Winners' List" (specify which), Attn: Sony Rewards Customer Service, 115 W. Century Rd., Suite 250, Paramus, NJ 07652 to be received no later than October 17, 2022.