

Sony Rewards Launch Party

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 Rewards Launch Party, which consists of a sweepstakes (the "**Sweepstakes**") with four (4) prizes and an instant win game (the "**Instant Win Game**") with two thousand one hundred eighty-six (2,186) 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 Members. Winners of prizes valued at or greater than \$600 must have a valid social security number or a valid U.S. personal tax identification or they will be ineligible to win the applicable prize. This Promotion excludes Guam, Puerto Rico and all other U.S. and foreign territories and possessions. Sony Rewards program membership is free but you must provide your first name, last name and email address to register. Employees of Sony Electronics Inc., Card Marketing and Services Company, HelloWorld, 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. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. **Participation 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 and Services Company, 115 W. Century Rd., Suite 250. Paramus, NJ 07652. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on May 17th, 2019 at 12:00 a.m. Eastern Time ("**ET**") and ends on June 24th, 2019 at 11:59 p.m. ET (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 June 26th, 2019. 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/launchparty> ("**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. If you are not a Sony Rewards member, you will become a member by completing the registration form with the information indicated above. Membership is free but subject to the following Terms and Conditions: <https://www.rewards.sony.com/terms.html> and to acceptance of Sponsor's Privacy Policy <https://www.rewards.sony.com/privacy.html>. You will receive one (1) entry into the Sweepstakes for completing the registration form for the Promotion. You will then be able to link to the Instant Win Game page and receive one (1) Instant Win Game play for that day. 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 you have won, you will be a potential winner of the Instant Win Game and will be provided directions for validation. Potential winners of the Sweepstakes will be sent an email with directions for validation as indicated in Section 8 below. An 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 Website. All potential winners of the Sweepstakes and the Instant Win Game are subject to verification, as decided upon by Sponsor in its sole discretion, before any prize will be awarded. Administrator is responsible for the

functionality of the Instant Win Game. If you link to the Instant Win Game page but do not become a potential winner of the Instant Win Game prize, you will receive one (1) bonus Sweepstakes entry. 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; unless (i) such entrant is not a potential winner of the Instant Win Game that day, in which case, such entrant will also receive one (1) bonus Sweepstakes entry because he/she did not win the Instant Win Game prize, (ii) and/or 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 Sweepstakes entries can 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 obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified from the entire promotion. Use of any automated system to participate is prohibited and will result in disqualification of an entrant. 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 or player. 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.

Bonus Sweepstakes Entries: There are four (4) ways to earn additional Sweepstakes entries, as outlined below:

- a. **Twitter Referral:** After you enter the Sweepstakes, click on the tweet button on the Thanks page to then tweet the prepopulated message on Twitter. The prepopulated tweet post will contain a unique link to the Sweepstakes. You may only tweet one (1) time per day during the Promotion Period. You 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 you posted.
- b. **Facebook Referral:** After you enter the Sweepstakes, you will also be invited to share the Promotion through the Thanks page on your Facebook wall. The wall post will contain a unique link to the Sweepstakes. You may only post about the Promotion one (1) time per day during the Promotion Period. You 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 you posted.
- c. **Email Referral:** Once per day, after you enter the Sweepstakes, you will be invited to submit the names and email addresses of up to three (3) friends per day from the Website who must be eligible, in accordance with these Official Rules, to enter the Sweepstakes. Each person that you refer will receive an email notifying him or her about the Sweepstakes and the Instant Win Games. You may only refer persons with whom you have an existing relationship. For each friend you referred who subsequently registers for the Sweepstakes via the link in the referral email, you will receive one (1) additional entry into the Sweepstakes.

d. Download or Indicate that You Already have the Sony Rewards mobile App:

- i. After you enter the Sweepstakes, follow the instructions to download the Sony Rewards mobile app.
- ii. If you already have the app downloaded on your mobile device or would like to receive bonus entries into the Sweepstakes without downloading the app, on the Win/Lose notification page follow the link below the app download buttons that says “click here” to earn your entries without downloading the app.

By downloading the app or clicking on the button indicated above, you will receive ten (10) additional entries into the Sweepstakes. Limit: Each entrant may complete this action one (1) time during the entire Promotion Period.

This Promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter, Inc. or Facebook, 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 winners, from all eligible entries on or after June 26th, 2019. Instant Win Game: For the Instant Win Game, two thousand one hundred eighty-six (2,186) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you 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 HAVE 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 Prizes: ONE (1) GRAND PRIZE: A trip for two (2) to Los Angeles, CA on dates determined by Sponsor. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home within the United States (determined by Sponsor in its sole discretion) to Los Angeles, CA; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); ground transportation to and from the Los Angeles airport and hotel; a \$250 stipend for ground transportation while in Los Angeles, CA, invitation to the Sony Pictures Animation Studio Tour (which is sometime in July 2019) including meeting the filmmakers behind the Academy Award® winner, Animated Feature Film, *Spider-Man: Into the Spider-Verse*; and travel agent services at the direction of Sponsor. Winner must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. Sponsor will not provide any refund or compensation in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those

set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract of the airline. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation above \$250 in Los Angeles and all ground transportation in the winner's home town, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. The winner's travel companion must be at least the age of majority in his/her place of residency and must travel on the same itinerary and at the same time as the winner. As indicated below, if a winner is a minor in his/her state of residence, prize will be awarded in the name of his/her parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents in Sponsor's sole discretion. (See Section 8 below for winner release requirements.) Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to Los Angeles, CA, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if the tour is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value ("**ARV**") of Grand Prize: \$5,000. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. ONE (1) FIRST PRIZE: A Savvy Tech Bundle bundle which includes a Sony XBR65X900F Series 65" 4k Ultra HD Smart TV (ARV: \$1,799.99), a Sony UBP-X800 Series Blu-Ray Player (ARV: \$299.99), and a Sony HT-Z9F 3.1ch Dolby Atmos®/DTS:X™ Soundbar with Wi-Fi/BLUETOOTH® (ARV: \$899.99.) TOTAL ARV: \$3,000. ONE (1) SECOND PRIZE: The Ultimate Gamer bundle which includes a Sony XBR55X900F LED|4K Ultra HD|Smart TV (Android TV) (ARV: \$1,199.99), Resident Evil 2, Kingdom Hearts 3, Far Cry: New Dawn (ARV: \$59.99 each) a Playstation® VR headset, a 1TB Playstation™ 4 Pro system \$250 in Playstation Store Codes, TOTAL ARV: \$2,000. ONE (1) THIRD PRIZE: A Music Lovers bundle which includes a Sony NW-ZX300/S Walkman® ZX Series (ARV: \$699.99), a Sony MDR-XB950B1 EXTRA BASS™ Wireless Headphones (ARV: \$179.99) a Sony SRS-XB31 EXTRA BASS Portable BLUETOOTH Speaker (ARV: \$149.99) a Sony GTK-XB90 High-Power Portable Audio System with BLUETOOTH® (ARV: \$449.99) TOTAL ARV: \$1,479.96. All federal, state or other tax liabilities (including, but not limited to, income taxes) arising from winning a prize in the Sweepstakes will be the sole responsibility of the applicable prize winner. Each 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 a Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

Instant Win Game Prizes:

Prize Description	Quantity	ARV
Playstation Store Codes awarded via email	2,000	\$5.00
Sony Baseball Cap	100	\$10.00
White Boy Rick Blu-ray	10	\$15
The Equalizer 2 Blu-ray	10	\$15
Venom on Blu-ray	10	\$15
Spider-Man: Into the Spider Verse Movie Poster	10	\$10
Men in Black International Movie Poster	10	\$10
MDRXB950B1/L - EXTRA BASS™ Wireless Headphones	3	\$179.99
Alpha Camera - ILCE6500/B	3	\$1,199.99
PS4 Controller	5	\$59.99
1TB Playstation™ 4 Pro system - model # 3003346	3	\$399.00
Resident Evil 2 physical game	5	\$59.99
Far Cry: New Dawn physical game	5	\$59.99
Kingdom Hearts physical game	5	\$59.99

Xperia XZ3 mobile phone and Xperia Ear Duo	1	\$1,179.99
XB31 EXTRA BASS Portable BLUETOOTH Speaker	5	\$149.99
Spider-Man: Into the Spider Verse Portable Bluetooth Speaker & charger	1	\$25.00

Odds of winning each of the Instant Win Game prizes depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Instant Win Game prizes are computer generated.

For All Prizes: 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 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: \$31,621.64. 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. Each potential Sweepstakes or Instant Win prize winner will be notified by mail, email or phone, at Sponsor's discretion. Each potential winner (parent/legal guardian if winner is a minor in his/her state of residence) of a prize valued at \$600 or greater will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("**Release**"), which must be received by Administrator, within two (2) days of the date notice and the Release or attempted notice is sent to the applicable potential winner, in order to claim the applicable 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 a potential winner of a Sweepstakes or 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 entries. 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.

9. Release: For each winner, by receipt of a prize, such winner agrees to release and hold harmless Sponsor, Administrator, Facebook, 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, participation in the Promotion constitutes each winner's consent to Sponsor's, its affiliates, and its agents' use of such winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

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, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the applicable

prizes at random from among the eligible entries or plays received up to the time of the impairment. 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 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 its 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 the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (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 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. 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 Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

14. Entrant's Personal Information: Except as otherwise indicated herein, information collected from entrants is subject to the Sponsor's Privacy Policy <https://www.rewards.sony.com/privacy.html> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

15. Winners' List: For a winners' list, visit <http://bit.ly/2SJw26Z>. 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 Rewards Launch Party" Sweepstakes "Rules" or "Winners' List" (specify which), 25 Madison Avenue, New York, NY 10010 to be received no later than September 4th, 2019.

© 2019 HelloWorld, Inc. All Rights Reserved