

Spider-Man: Into the Spider-Verse Giveaway

Official Rules

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

1. Eligibility: Spider-Man: Into the Spider-Verse Giveaway, which consists of a sweepstakes (the “**Sweepstakes**”) with one (1) prize and an instant win game (the “**Instant Win Game**”) with seventy-one (71) prizes (collectively, the “**Promotion**”), is open only to permanent legal residents of the fifty (50) United States (and the District of Columbia) who are at least eighteen (18) years old, living therein, and who are Sony Rewards Members at the time of entry. Sony Rewards Program Membership is free but you must provide your first name, last name and email address. Employees of Sony Electronics Inc., Card Marketing and Services Company, HelloWorld, Inc., and their parent and affiliate companies, 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 herein, including consent to a confidential background check to confirm each potential prize winner’s eligibility and compliance with 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 November 9, 2018 at 12:00 a.m. Eastern Time (“**ET**”) and ends on January 10, 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 January 11, 2019.

4. How to Enter: During the Promotion Period, visit <https://sonyrewards.promo.eprize.com/spiderman/> (“**Website**”) and complete and submit the registration form including a valid email address associated with your Sony Rewards Program credentials and your first and last name. 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: http://www.sonyrewards.com/en/footer/terms_of_use/ and to acceptance of Sponsor’s Privacy Policy <http://www.sonyrewards.com/en/footer/privacy-legal>. You automatically will receive one (1) entry into the Sweepstakes for completing the registration into the Promotion, will 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. Potential winners of the Instant Win Game will be provided directions for validation. An entrant can obtain additional entries into the Sweepstakes by logging into the Website after logging into his/her Sony Rewards account each day from the Promotion landing page. All potential winners of the Sweepstakes and the Instant Win Game are subject to verification, as decided upon by Sponsor, before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each entrant may receive one (1) Sweepstakes and one (1) Instant Win Game play per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Each email address may only be used by one (1) entrant. 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. 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 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 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 three (3) ways to earn additional Sweepstakes entries, as outlined below:

- a. **Twitter Referral:** After you enter the Sweepstakes, click on the tweet button on the Earn More Chances to Win page to then tweet the prepopulated message on Twitter. The prepopulated tweet post will contain a unique link to the Sweepstakes. 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 it through the unique link you posted.
- b. **Facebook Referral:** After you enter the Sweepstakes, you will be invited to share the Promotion through the Earn More Chances to Win page on your Facebook wall. The wall post will contain a unique link to the Sweepstakes. 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:** 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.

5. Sweepstakes/Instant Win Game: 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. For the Sweepstakes, the Administrator will randomly select the potential Sweepstakes winner, from all eligible entries on or after January 11, 2019. For the Instant Win Game, seventy-one (71) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. For the Instant Win Game Grand Prize, there will be one (1) random, computer-generated win time from November 9, 2018 through November 15, 2018. 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 ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND 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) SWEEPSTAKES PRIZE: A Home Theater Package which includes Sony - 55" Class – X900F Series - 4K HDR TV; and Dolby – HT-Z9F Sound Bar. Approximate Retail Value ("ARV"): \$2199.98. Odds of winning the Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

Instant Win Game Prizes:

ONE (1) GRAND INSTANT WIN GAME PRIZE (only available from November 9, 2018 through November 15, 2018): A trip for two (2) to Los Angeles, CA. 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); a \$250 stipend for ground transportation, invitation to the Spider-Man: Into the Spider-Verse movie premiere ("**Premiere**") which is on or around December 1, 2018; and travel agent services. 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. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Instant Win Game, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, 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. Travel companion must be at least the age of majority in his/her place of residency and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. (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 prize location, 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 Premiere 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. ARV: \$2,550. 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. TEN (10) FIRST PRIZES: Spider-Man: Into the Spider-Verse signed movie poster. ARV: \$100. FIVE (5) SECOND PRIZES: XB21 EXTRA BASS™ Portable BLUETOOTH® Speaker. ARV: \$99.99. FIVE (5) THIRD PRIZES: Sony Pictures Studio Lot Tour. If you do not live within seventy-five (75) miles from Los Angeles, CA, you will receive a \$50 AMC Gift Card (terms and conditions apply) instead of a lot tour. ARV: \$50. TWENTY-FIVE (25) FOURTH PRIZES: Spider-Man Collection Disc Package which includes a three (3) DVD package of Spider-Man. ARV: \$90. TWENTY-FIVE (25) FIFTH PRIZES: A \$25 AMC Gift Card (terms and conditions apply). ARV: \$25.

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.

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 use. TOTAL ARV OF ALL PRIZES: \$9,374.93. Limit: One (1) Sweepstakes prize and one (1) Instant Win Game prize per person.

8. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winner will be notified by mail, email or phone, at Sponsor's discretion. The potential Grand Instant Win Game Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release, which must be received by Administrator, within three (3) days of the date notice or attempted notice is sent to the applicable potential winner, in order to claim the prize. The potential Sweepstakes Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity 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 Declaration of Compliance, Liability and Publicity 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 the 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, HelloWorld, Inc., 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. 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: Information collected from entrants is subject to the Sponsor's Privacy Policy <https://www.sony.com/privacy-policy.html> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

15. Winner List: For a winner list, visit <http://bit.ly/2N6lmXW>. The winner 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: **"Spider-Man: Into the Spider-Verse Giveaway" Sweepstakes "Rules" or "Winner's List"** (specify which), 25 Madison Avenue, New York, NY 10010 to be received no later than April 10, 2019.

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