

# NATIONAL PRINCESS CELEBRATION SWEEPSTAKES

## OFFICIAL RULES

**NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE WILL NOT ENHANCE YOUR CHANCES OF WINNING. MANY WILL ENTER AND PLAY, FEW WILL WIN.**

- Eligibility:** National Princess Celebration Sweepstakes ("Sweepstakes") is only open to entrants who, at the time of entry, are: (a) natural persons who are legal residents of, and currently living in, one of the 50 United States or the District of Columbia, Puerto Rico, or Canada (excluding Quebec); and (b) 13 years of age or older; and (c) are members of Disney Movie Rewards ("DMR") at the time of entry. Entrants must not be an employee or director, or IRS dependent, immediate family member or individual residing in the same household of, an employee or director, of Buena Vista Home Entertainment, Inc. ("BVHE"), its parent, and any subsidiaries, related and affiliated companies of each, ePrize, LLC, or their respective parent, subsidiary and affiliated companies, advertising, promotion, or production agencies, web masters and web suppliers. Void where prohibited by law and subject to all applicable federal, state, provincial, municipal, territorial, and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these official rules ("Official Rules") and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning is contingent upon fulfilling all requirements set forth herein.
- Sponsor:** Buena Vista Home Entertainment, Inc., 500 South Buena Vista Street, Burbank, CA 91521, USA.
- Administrator:** ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069, U.S.A.
- Timing:** Sweepstakes begins at 12:00:01 a.m. Pacific Time ("PT") on April 15, 2012 and ends 11:59:59 p.m. PT, May 31, 2012 ("Sweepstakes Period"). Sponsor's computer will be the official clock for this Sweepstakes.
- How to Enter:** You must be a member of DMR at the time of entry to enter the Sweepstakes. If you are not a member of DMR you may become a member by visiting [www.disneymovierewards.com](http://www.disneymovierewards.com) (the "DMR Website"). Membership is free. During the Sweepstakes Period, visit <http://disneymovierewards.com/promotions/sweepstakes/princesssweeps> ("Sweepstakes Website") and follow the online instructions to enter the Sweepstakes. Normal Internet access and usage charges imposed by your online service provider will apply. Once you are a DMR member, you may enter the Sweepstakes by clicking on the "Promotions" link, navigating to the "Sweepstakes" tab, and following the links and instructions to enter. Once you click where indicated, you will automatically be entered one (1) time into the Sweepstakes drawing. You must enter the Sweepstakes initially through the DMR Website.
- Additional Sweepstakes Entries:** After entering the Sweepstakes as described above, you may redeem Disney Movie Rewards Points for up to nineteen (19) additional Sweepstakes entries during the Sweepstakes Period, with each such additional Sweepstakes entry qualifying you for one (1) additional entry into the Sweepstakes drawing. For each additional entry you choose to redeem, five (5) Disney Movie Rewards points will be deducted from your account. To redeem Disney Movie Rewards Points for Sweepstakes entries, follow the links and instructions to select the number of entries you wish to redeem with Disney Movie Rewards Points.

**Free Alternate Method of Entry for Additional Sweepstakes Entries:** To receive up to nineteen (19) additional Sweepstakes entries into the drawing without redeeming Disney Movie Rewards Points, hand-print your name, address, day and evening phone numbers, the email address associated with your Disney Movie Rewards account, and your age on a 3" x 5" card and mail it with proper postage to "National Princess Celebration Sweepstakes," P.O. Box 1029, Neenah, WI 54956-1029. Entries must be postmarked by June 1, 2012. You will be entered into the Sweepstakes one (1) time for each 3" x 5" card received by June 8, 2012. Limit: One (1) entry per 3" x 5" card, for up to nineteen (19) mail-in entries. All mail-in entries must be

handwritten. Proof of sending or mailing of entries will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

7. **General Conditions on Entry:** Once submitted, all entries become the exclusive property of Sponsor and will not be acknowledged or returned. Limit: Each entrant may enter up to twenty (20) times total during the Sweepstakes Period through a combination of the methods described above. Limit one (1) prize per entrant. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods, will void entrant's entries and that entrant will be disqualified. Any use of any micro, robotic, automatic, programmed, or like entry methods will void all such entries affected by such methods and entrants using such methods will be disqualified. ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE THE WEBSITE(S) OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND IF SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION.
8. **Winner Selection:** The odds of winning a prize depend upon the number of eligible entries received during the Sweepstakes Period. Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries during the Sweepstakes Period, on or around June 15, 2012.

The potential winners will be notified by mail, email and/or phone. If a potential winner cannot be contacted, fails to execute and return all documentation within the required time (if applicable), fails to pass a skill test (Canadian residents only – see Section 11 for more details), is found to be ineligible or is non-compliant with the Official Rules for any reason, then the potential winner forfeits such prize and Sponsor may select another potential prize winner, as time permits. In the event that a potential Grand through Third Prize winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. In such cases where a Grand through Third Prize is not accepted or is forfeited, there will, as necessary, be three (3) alternate drawings, after which the prize, if not accepted by an eligible winner, will not be awarded. Unclaimed Fourth Prizes will not be awarded. For a U.S. resident, the Prize will be fulfilled 8-10 weeks following winner verification. For a Canadian resident, the Prize will be fulfilled the later of either 2-3 weeks after the receipt of their skills test or 8-10 weeks following winner verification.

9. **Prize and Approximate Retail Value (ARV):**

ONE (1) GRAND PRIZE: A \$1,000 Target gift card and a copy of *The Very Fairy Princess: Here Comes the Flower Girl* personalized with the winner's name and autographed by Julie Andrews and Emma Walton Hamilton. Approximate Retail Value ("ARV"): \$1,116.99 USD.

TWENTY (20) FIRST PRIZES: A copy of *The Very Fairy Princess: Here Comes the Flower Girl* personalized with the winner's name and autographed by Julie Andrews and Emma Walton Hamilton. ARV: \$116.99 USD.

TWENTY (20) SECOND PRIZES: A Disney Princess Magical Light Up Storyteller Alarm Clock. ARV: \$39.99 USD.

TWENTY-FIVE (25) THIRD PRIZES: An annual subscription to *Disney Princess* magazine. ARV: \$29.92 USD.

TWENTY (20) FOURTH PRIZES: A *Disney Princess: Fairy Tale Songs* CD. ARV: \$11.98 USD.

**Additional Terms and Conditions:** The odds of winning a prize depend on the number of eligible entries received during the Sweepstakes Period. Prizes may not be declined once awarded to and accepted by winners. Prizes may not be bartered, transferred, sold, or redeemed for cash value in whole or in part. Sponsor, in its sole discretion, reserves the right to substitute a listed prize for one of equal or greater value if the designated prize should become unavailable for any reason or unreasonably difficult to fulfill. Winners must pay all applicable taxes and fees for prize accepted. **Limit:** One (1) prize per person. Total ARV of all Prizes: \$5,244.19 USD.

10. **Limitations on Liability:** Entrants agree that Sponsor, Administrator, and their respective parents, subsidiaries and affiliated companies, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents (collectively "Released Parties") will have no liability whatsoever, and shall be held harmless by entrants, for any injuries, claims, 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 any prize or participation in this Sweepstakes, or entrant's failure to comply with the Official Rules. The Released Parties shall not be liable to any winner or any other person for failure to supply any prize(s) or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond the Released Parties' control. The Released Parties are not responsible for illegible, lost, late, damaged, incomplete, misdirected, or stolen entries; or for typographical or other errors in the offer or administration of this Sweepstakes, including but not limited to: errors in advertising, Rules, selection and announcement of winners and distribution of the prizes; or for lost, interrupted or unavailable network, server, satellite, Internet Service Provider (ISP), website or other connections, availability or accessibility; or for miscommunications, failed computer, telephone or cable transmissions, lines, or technical failure; or jumbled, corrupted, scrambled, delayed, or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties; or for any other errors of any kind whether human, mechanical, electronic, technical or network; or for the incorrect or inaccurate capture of entry or other information or the failure to capture any such information; or for any misdirection or delay of any email to be received on account of technical problems or traffic congestion on the Internet or DMR Website and/or Sweepstakes Website, or any combination thereof, including any injury or damage to entrant's or any other person's computer related to or resulting from participation in or downloading or uploading any materials in connection with the Sweepstakes; or for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes; or for any personal injury, death, or damage to or loss of property, arising out of receipt or use or misuse of any prize produced and/or manufactured by a prize provider or other third party.
11. **General Conditions:** Persons who tamper with or abuse any aspect of the Sweepstakes, as solely determined by the Sponsor, will be disqualified, and Sponsor reserves the right to terminate such entrant's eligibility. Sponsor may also disqualify any person who acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or for any other good cause reason solely determined by Sponsor. Should any portion of the Sweepstakes 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, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes, and select winner from entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. In the event of a dispute regarding prize claims or entries received from multiple users having the same address, the authorized subscriber of the address at the time of entry used to enter, and not the name on the entry form, will be deemed to be the entrant and must comply with these rules. Authorized account subscriber is the

natural person who is assigned the address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning email addresses.

Except where legally prohibited, each winner grants (and agrees to confirm in writing) permission for the Released Parties to use his/her name, photograph, voice, likeness, and/or statements made by, or attributed to winner in all media now known or hereafter discovered, worldwide, including, without limitation, on the World Wide Web, without notice, review or approval or compensation. To claim the Grand Prize, the winner (or if a minor, minor's parent or legal guardian) will be required to sign an Affidavit of Eligibility, Liability Release, and a Publicity Release (if winner is a Canadian resident, a Declaration of Compliance), which must be received by Administrator within ten (10) days of the date the notice is sent. If any potential winner is from Canada, he/she will be required to correctly answer a time-limited skill testing question without any assistance in order to be eligible to receive the prize or such prize will be forfeited.

If a prize notification or prize is returned as non-deliverable, such prize will be forfeited and an alternate winner may be selected as further described in Section 8 above. Noncompliance with any of the foregoing or any portion of these Official Rules may result in disqualification and awarding of the prize to an alternate winner. **Federal, state, territorial, and local taxes and all other expenses not specified herein are winner's sole responsibility.** The Sponsor may assign all rights granted by entrants and winners hereunder to any party at Sponsor's sole discretion.

12. **Disputes/Choice of Law:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes (excluding any and all disputes, claims and cause of action arising out of or connected with the use of any of the prizes awarded in the Sweepstakes) 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 Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and 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 Sweepstakes, 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.
13. **Privacy:** Information collected from entrants is subject to the Sponsor's and Administrator's Privacy Policies. We encourage you to read these policies which can be found at [http://disney.go.com/corporate/privacy/pp\\_wdig.html](http://disney.go.com/corporate/privacy/pp_wdig.html) and <http://www.eprize.com/privacy/privacypolicy.html>. In accordance with the terms of Sponsor's Privacy Policy, we also use this information to provide you with a more personalized experience, including future recommendations and promotions that may be of special interest to you.
14. **Winner List:** For a winner list, visit <http://disneymovierewards.go.com/promotions/sweepstakes/princesssweeps>. The winner list will be posted after winner confirmation is complete.