

Lightning McQueen Day Sweepstakes OFFICIAL RULES

To enter this Sweepstakes, you (if a minor your parent/legal guardian) must agree to and abide by these official rules ("Official Rules").

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT IMPROVE ONE'S CHANCES OF WINNING.

- 1. SPONSOR:** Disney Online ("Sponsor"), 1200 Grand Central Avenue, Glendale, CA 91201, USA.
- 2. ADMINISTRATOR:** LeadDog Marketing Group, Inc. d/b/a CSM ("Administrator"), 440 9th Avenue, 17th Floor, New York, NY 10001, USA.
- 3. ELIGIBILITY:** The "Lightning McQueen Day Sweepstakes" ("Sweepstakes") is open only to legal residents of the 50 United States and the District of Columbia who are registered members of Disney.com or related websites on the Disney.com registration system (individually a "Member"). Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six (6) months, performed services for Sponsor, Administrator, any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Sweepstakes and/or their respective parent, subsidiary, affiliated and successor companies (collectively, the "Promotion Entities"), and immediate family and household members of such individuals, are not eligible to enter. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. "Household members" shall mean people who share the same residence at least three (3) months a year, whether related or not.

All ages are welcome to enter, but if you are a minor as defined by your state of residence (generally, under 18 years of age) (a "Minor"), you must get your parent's or legal guardian's ("Parent") permission to enter. Please refer to Section 4 of the Rules if you are under thirteen (13) years of age for additional procedures for registration and entry.

Void where prohibited by law. Subject to all applicable federal, state, local and municipal laws and regulations.

- 4. SWEEPSTAKES ENTRY:** The Sweepstakes begins at 8:00 AM Pacific Standard Time ("PST"), September 5, 2019 and ends at 11:59 PM PST, September 19, 2019 ("Sweepstakes Period"). For purposes of these Official Rules, all times and days are Pacific Standard Time. Sponsor's computer is the official time-keeping device for the Sweepstakes.

Existing Member: Visit <https://cars.disney.com/lightning-mcqueen-day-sweepstakes> ("Website") and select the "Enter" button. You will need to log in with your user name or e-mail address and password.

Non-Member: If you are not a Member, you may become a Member free of charge by visiting the Website and registering by providing the requested information on the registration form through the "Create Your Disney Account" section on the Website. In order to become a Member, you will be required to click where indicated to signify that you accept and agree to be bound by the Terms of Use ("TOU") located at <http://disneytermsofuse.com>. Upon becoming a Member and meeting eligibility requirements, you may enter the Sweepstakes by following the instructions below. If you are a parent of a child under the age of 13, and your child has not previously registered, you will be sent an email notifying you of your child's registration. No response by you to the email is required for your child to register on the Website, however, if you do not want your child to register, you must follow the instructions in the email and complete the steps required to cancel your child's registration and delete the child's information. It is your sole responsibility to

notify Sponsor if you, as a member, change your Address. To do so, go to <https://disneyprivacycenter.com/communication-choices/>, log into your Disney.com account (from your computer only) with your User Name/Address and password, click on "Modify" and follow the instructions on how to change the Address.

Once you are logged in, you will be automatically sent back to the entry page on the Website, where you must check a box agreeing to these Official Rules and the Sponsor's TOU (<https://disneytermsofuse.com/>) and Privacy Policy (<http://disneyprivacycenter.com>). **IF THIS BOX IS NOT CHECKED, YOU WILL NOT BE ABLE TO COMPLETE THE ENTRY PROCEDURE OR ENTER THE SWEEPSTAKES.** Then, click the designated button to submit your entry. **All entries must be received by September 19, 2019 at 11:59 PM PDT.** Normal internet access and usage charges imposed by your on-line service will apply. It is your sole responsibility to notify the Sponsor of a change in your e-mail address.

Limit of one (1) Entry per Member per day. A "day" is defined as starting at 12:00 AM PDT and ending at 11:59 PM PDT except for the first day (9/5/19) which will begin at 8:00 AM PDT. Multiple entries and/or mass entry attempts will result in disqualification of all entries by such person/Member. Entries must be manually key-stroked by the entrant; use of automated entry devices or programs, or entries by third parties are prohibited. Entries that do not conform to or that violate these Official Rules or are submitted in any manner other than stated in these Official Rules will be disqualified. Proof of submission of entry does not constitute proof of receipt of same. By entering this Sweepstakes, entrants agree to these Official Rules and the decisions of the Administrator and Sponsor, which are binding and final in all matters relating to this Sweepstakes.

5. RANDOM DRAWING/SELECTION OF WINNERS/ODDS: Potential prize winners (each a "Prize Winner") and grand prize winner ("Grand Prize Winner", and together with Prize Winner, collectively referred to herein as "Prize Winners") will be selected from among all eligible entries received via random drawing. The random drawing will take place on or about September 23, 2019. The drawing will be conducted by Administrator, an independent judging organization/administrator whose decisions are final and binding on all matters related to the Sweepstakes. Sweepstakes is available to over 100 million Internet users. Odds of winning depend on the total number of eligible entries received during the Sweepstakes Period.

6. PRIZES/SUGGESTED RETAIL PRICE ("SRP"):

ONE (1) GRAND PRIZE: Grand Prize Winner will receive (i) one (1) Disney/Pixar Race Around Radiator Springs Playset; (ii) one (1) Disney/Pixar Cars Die-cast Singles Assortment; (iii) one (1) Disney/Pixar Cars XRS Drag Racing Playset with Lightning McQueen; (iv) one (1) Pottery Barn Kids Disney/Pixar Cars inspired bedding (exact items to be determined by Sponsor at its sole discretion); (v) one (1) Disney/Pixar Cars XRS Drag Racing 3-Pack; (vi) one (1) Disney/Pixar Cars Ultimate Edition 4K Ultra HD Blu-ray®; (vii) one (1) 16" Disney/Pixar Cars 3 Bike by Huffy and (viii) one (1) Disney/Pixar's Cars ToddlerBike Helmet - Blue/Red. **SRP of Grand Prize: \$598.84 USD.**

ONE (1) FIRST PRIZE: First Prize Winner will receive (i) one (1) Disney/Pixar Cars XRS Drag Racing Playset with Lightning McQueen; (ii) one (1) Jay Franco Disney Cars 3 Piece Twin Sheet Set, Classic; (iii) one (1) Disney/Pixar Cars Die-cast Singles Assortment; (iv) one (1) Disney/Pixar Cars XRS Drag Racing 3-Pack; (v) one (1) Disney/Pixar Cars American Tourister Kids Hardside 18" Upright; (vi) one (1) Disney/Pixar Cars Ultimate Edition 4K Ultra HD Blu-ray®; (vii) one (1) Disney/Pixar Cars Huffy Scooter with Lit Deck - 6"; (viii) one (1) one (1) Disney/Pixar's Cars Toddler Bike Helmet - Blue/Red; (ix) one (1) Mackenzie Gray Red Disney/Pixar Cars Backpack; and (x) one (1) Mackenzie Gray Red Disney/Pixar Cars Lunch Box. **SRP of Grand Prize: \$352.92 USD.**

ONE (1) SECOND PRIZE: Second Prize Winner will receive (i) one (1) Disney/Pixar Cars XRS Drag Racing Playset with Lightning McQueen; (ii) one (1) Disney/Pixar Cars Mini Racers Mack Transporter Vehicle; (iii) one (1) Disney/Pixar Cars Die-cast Singles Assortment; (iv) one (1) Disney/Pixar Cars XRS Drag Racing 3-Pack; (v) one (1) Disney Mini Backpack Cars 2 Lightning McQueen 10" New School Bag; and (vi) one (1) Disney/Pixar Cars Ultimate Edition 4K Ultra HD Blu-ray®. **SRP of Grand Prize: \$151.84 USD.**

ONE (1) THIRD PRIZE: Third Prize Winner will receive (i) one (1) Disney/Pixar Cars Die-cast Singles Assortment; (ii) one (1) Disney/Pixar Cars XRS Drag Racing 3-Pack; (iii) one (1) Mattel Bundle of 1: Disney/Pixar Cars 3 Die-Cast Mini Racers Blind Bag; and (iv) one (1) Disney/Pixar Cars Ultimate Edition 4K Ultra HD Blu-ray®. **SRP of Grand Prize: \$97.86 USD.**

All taxes (including, without limitation, U.S. federal, provincial, state and local taxes (including, but not limited to income and withholding taxes), sales taxes, as applicable on or connected with any Prize, the shipment of any Prize element, as applicable, and the reporting consequences thereof, and any other expenses not specifically included in the Prize description are the sole responsibility of the Winner. The Prize Winners may receive an IRS Form 1099-MISC reflecting the total fair market value of his/her Prize. Non-residents of California are subject to the California withholding tax of 7% of the Prize value, when applicable. Prize Winner may be required to provide to Sponsor an amount to cover the balance of all applicable withholding taxes at the normal rates required by law (notwithstanding any tax treaties that may provide for lower rates of tax withholding, including exemption from withholding with the satisfaction of qualification requirements) prior to being awarded the the Prize, and failure to do so will result in disqualification.

If any winner is a minor, the applicable Prize will be awarded for the benefit of the minor to his/her parent, who will be solely responsible on behalf of the minor for all applicable documentation and taxes. Prizes are not redeemable for cash or transferable. No substitutions allowed, except as set forth in these Official Rules and at Sponsor's sole discretion, a Prize of comparable or equal value will be provided. Prize elements may not be separated and tickets, vouchers and gift cards will not be replaced if lost or stolen, and Sponsor and Administrator disclaim any and all liability in conjunction therewith. Tickets and gift cards are subject to terms and conditions thereon. All Prizes will be awarded provided a sufficient number of eligible entries are received. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes promotional materials and the terms and conditions of these Official Rules, these Official Rules shall prevail and govern.

7. WINNERS NOTIFICATION: Potential Prize Winners or potential Prize Winner's parent (if and as applicable) will be notified by e-mail on or about September 23, 2019 and may be required to complete, sign and return within three (3) business days of date on notification an Affidavit of Eligibility, Liability Release and Indemnification, a Publicity Release where allowed by law, as well as other documents that Sponsor may require (collectively the "Prize Claim Documents"). Failure to respond to the initial notification within three (3) business days after notification, return of e-mail notification as undeliverable after two (2) attempts, or failure to return the completed and signed Prize Claim Documents within the indicated time period will result in disqualification, prize forfeiture and selection of an alternate potential Winner from among all remaining eligible entries received during the Sweepstakes Period.

In the event of any dispute concerning the identity of any entrant, the entry will be deemed submitted by the natural person who is the authorized account holder of the e-mail address reflected in the Disney.com Member's registration. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

8. CONDITIONS AND LIMITATIONS OF LIABILITY: By participating in this Sweepstakes, entrants (if a minor his/her parent or legal guardian) agree to release and hold harmless the Promotion Entities, as well as each of their respective officers, directors, employees, agents and representatives and each of their respective successors, representatives and assigns, as well as Facebook, Inc. and Twitter, Inc. (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes or any Sweepstakes-related activity or travel, and/or acceptance, receipt, possession or use/misuse of any Prize. By entering, entrants (if a minor his/her parent or legal guardian) also authorize the Sponsor and its designees to use their name, voice, likeness, photograph, Prize information (if applicable), biographical data and city and state/province of residence in programming, advertising and/or promotional material or on a Winner's list (if applicable) without compensation to the extent permitted by law. Sponsor is not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without obligation or compensation. All federal, state and local laws and regulations apply. All entries become the property of the Sponsor.

Sponsor and its agencies are not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind affecting the Sweepstakes in any manner, including but not limited to electronic malfunction or damage of any network, hardware or software. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud or technical failures beyond Sponsor's control that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes (including entries or otherwise), Sponsor reserves the right, in its sole discretion, to disqualify any individual, whether or not the individual is a participant in the Sweepstakes, who tampers with the entry process, and to terminate, modify or suspend the Sweepstakes. In such event, Sponsor reserves the right to conduct the Sweepstakes and award the Prizes by means of random drawing from among all eligible entries received prior to and/or after (as appropriate) the action taken by Sponsor or otherwise in a manner which is fair, appropriate and consistent with these Official Rules, as determined by Sponsor in its sole discretion. Notice of termination/modification/suspension of Sweepstakes will be posted on Website. No responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or loss, destruction or unauthorized access to, or alteration of, entries; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or electronic entry or participation to be received on account of technical problems or traffic congestion on the Internet or at any website/platform, or any combination thereof, including any injury or damage to any person's computer related to or resulting from participation in or downloading any materials from this Sweepstakes. Failure of Sponsor or Administrator to enforce any provision of these Official Rules shall not constitute the waiver of such provision.

Persons entering the Sweepstakes further agree not to knowingly damage or cause interruption of the Sweepstakes and/or prevent others from participating in the Sweepstakes. **CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE, WEBSITE OR PLATFORM OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY PERSON, WHETHER OR NOT THE INDIVIDUAL IS A PARTICIPANT IN THE SWEEPSTAKES, MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.**

SPONSOR MAKES NO WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE USE OF THE PRIZE, INCLUDING, WITHOUT LIMITATION, ITS QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

9. DISPUTES. To the fullest extent permitted by law, entrant (if a minor his/her parent or legal guardian) agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or the awarding of the Prizes shall be resolved individually, without resort to any form of

class action, and exclusively by the United States District Court for the Central District of California/Western Division or California State court situated in Los Angeles County, California; (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 (if a minor his/her parent or legal guardian) be permitted to obtain awards for, and entrant (if a minor his/her parent or legal guardian) 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 (if a minor his/her parent or legal guardian) and Sponsor in connection with the Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

10. PRIVACY POLICY. Personal information provided in conjunction with Sweepstakes entry is subject to Sponsor's privacy policy, available at <http://disneyprivacycenter.com>.

11. WINNERS' LIST: For the name of the Winners send a self-addressed, stamped envelope to: Lightning McQueen Day Sweepstakes, Winners, c/o LeadDog Marketing Group, 440 9th Avenue, 17th Floor, New York, NY 10001 USA. All requests must be received by October 4, 2019.

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