

**STAR WARS: THE RISE OF SKYWALKER PREMIERE SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR ODDS OF WINNING. SWEEPSTAKES OPEN ONLY TO ENTRANTS WHO MEET THE ELIGIBILITY REQUIREMENTS SET FORTH IN SECTION 1. VOID WHEREVER RESTRICTED OR PROHIBITED.

This Sweepstakes is in no way sponsored, endorsed, administered by or associated with Twitter.

Sweepstakes Period: Sweepstakes begins at 12:00:01am ET on October 2, 2019 and ends at 11:59:59pm ET on October 8, 2019 (“Sweepstakes Period”).

1. ELIGIBILITY. The Star Wars: The Rise of Skywalker Premiere Sweepstakes (the “Sweepstakes”) is open to (a) legal residents of the 50 United States and the District of Columbia, which persons are not on the (i) U.S. Bureau of Industry and Security’s Denied Persons or Entity Lists, (ii) the U.S. Treasury Department’s list of Specially Designated Nationals, (iii) the US Department of Commerce’s Table of Denial Orders, or (iv) any other similar sanctions program maintained by the U.S. government, (b) twenty-one (21) years of age or older, (c) who are authorized holders of a public (i.e., “not protected”) Twitter account. If you do not have a Twitter account, visit www.twitter.com and register in accordance with the enrollment instructions for a free Twitter account. None of the following are eligible to enter or participate in the Sweepstakes: employees, immediate family members (parent, child, sibling, or spouse) of employees, or those living in the same household (whether related or not) of employees of: Walt Disney Studios Motion Pictures (“Sponsor”), DANONE US, LLC, PORSCHE CARS NORTH AMERICA, INC., McDonald’s USA, LLC, GE Appliances, A Haier Company, Samsung Electronics Co.,LTD., Bose Corporation, Brandmovers, Inc., and each of their respective parent companies, affiliates, subsidiaries, advertising agencies, promotion agencies, or any other entities involved in the development, administration, or fulfillment of the Sweepstakes (collectively, the “Sweepstakes Entities”).

2. REQUIREMENTS FOR SUBMISSION. To be eligible for the Sweepstakes, the entrant (“Entrant”) must submit a submission (“Submission”) that complies with the following: (a) send a “tweet” message originating from Entrant’s account; (b) the “tweet” message must include “#TheRiseOfSkywalkerSweepstakes” and “@StarWars” tags; (c) the tweet message must not include any other hashtags, tags, messages, or content, except as specifically described in this Section 2; and (d) Submission must comply with the Content Restrictions described in these official rules (“Official Rules”), and Twitter’s Terms of Service accessible at: <https://twitter.com/tos> and Privacy Policy accessible at: <https://twitter.com/privacy>. Failure to satisfy any of these requirements, as determined by Sponsor in its sole and absolute discretion, may render a Submission ineligible.

3. HOW TO ENTER. Entrant must have Internet access to enter the Sweepstakes. Entrant can enter the Sweepstakes once per day during the Sweepstakes Period by “tweeting” the

Submission from his/her Twitter account. In the event of a dispute regarding the identity of an Entrant, the registered owner of the applicable Twitter account will be deemed to be the Entrant. Incomplete Submissions are not permitted and are void. Using any device to automate the entry process is prohibited, and any such Submissions generated by a script, macro or other mechanical or automated means will be disqualified. The use of multiple Twitter accounts by any person will result in the disqualification of all Submissions and the Entrant.

4. HOW TO WIN. There will be exactly one (1) Sweepstakes winner (“Winner”). Subject to compliance with these Official Rules, including without limitation the eligibility requirements, the Winner will be selected by random drawing from all eligible Submissions received during the Sweepstakes Period on or about October 9, 2019. Odds of winning depend on the number of eligible Submissions received. Confirmation of Winner will be subject to verification by Sponsor and its designated agents. If a potential Winner is disqualified or ineligible for any reason, then an alternate Winner will be selected by Sponsor by random drawing from among the remaining eligible Submissions. The decisions of Sponsor are final and the prize legitimately claimed will be awarded.

5. PREMIERE PRIZE AND CELEBRATION PRIZE. The prize will consist of (i) two (2) tickets to attend the *Star Wars: The Rise of Skywalker* (the “Picture”) movie premiere in Los Angeles, California (the “Premiere”), (ii) roundtrip coach airfare for two (2) people to attend the Premiere, (iii) two (2) tickets to attend the 2020 Star Wars celebration in Anaheim, California (the “Event”), and (iv) roundtrip coach airfare for two (2) people to attend the Event. The approximate retail value (“ARV”) of the prize is \$4,925. If requested, the Winner shall provide Sponsor with valid identification and a valid taxpayer identification number, social security number or equivalent as a condition of any prize being awarded. Travel companion of Winner must sign and return a Publicity/Liability Release prior to travel. The Winner’s travel companion must be the age of majority in his/her jurisdiction of residence, unless such minor travel companion is the child or legal ward of the Winner. Prize is not transferable, redeemable for cash or exchangeable for any other prize, except with Sponsor’s consent. The ARV may differ based on time of prize award and the location of Winner’s residence and the dates of travel. **Travel must be taken by December 17, 2019 for the Premiere and August 31, 2020 for the Event or prize will be forfeited and Sponsor will have no further obligation to said Winner.** Winner and his/her travel companion must travel together on the same itinerary. Any difference between stated value and actual value will not be awarded. Certain restrictions, as determined by Sponsor, may apply. Winner must travel from major airport closest to Winner’s residence, as determined by Sponsor, in its sole discretion. In the event Winner lives within 100 miles from Los Angeles, California, ground transportation only (not air transportation) may be provided to and from Los Angeles, California. Travel arrangements must be made through Sponsor’s agent, on a carrier of Sponsor’s choice. Winner and travel companion must have all necessary identification and/or travel documents (e.g., a valid U.S. driver’s license) required for travel. If Winner cannot travel on the dates specified by Sponsor, the prize will be forfeited in its entirety and the prize may be awarded to an alternate Winner selected in a random drawing from among all remaining eligible Submissions. Flight details are subject to availability and airline carrier’s regulations and conditions apply. The flight/s may not be combined with any other offer and travel may not qualify for frequent flyer miles. Sponsor is not responsible for lost or mutilated tickets and none

will be replaced. Airline tickets are non-refundable, non-transferable, and are not valid for upgrades. Any and all prize-related expenses (e.g., meals, gratuities, accommodations, transportation costs and fees, luggage fees, incidental charges, and other travel-related expenses), together with any and all federal, state, and/or local taxes, will be the sole responsibility of Winner. Sponsor is not responsible if Winner does not use any portion of the prize. None of Sponsor or any of its employees, contractors, directors and officers, or any other parties associated with the development, promotion, fulfillment and execution of this Sweepstakes, will be responsible if the prize, or any part thereof, cannot be awarded for any reason, including, without limitation, cancellations, delays or interruptions due to any acts of God, action(s), regulations(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 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 Sponsor's sole control, or responsible for any cancellations, delays, diversions, or substitutions or any act or omissions whatsoever by any third parties associated with the fulfillment or administration of any portion of the prize. Sponsor may substitute for any specific prize item, activity, or award, or any portion thereof, cash or another item of approximately comparable or greater value if a prize, or any portion thereof, becomes unavailable or unattainable for any reason. IRS Form 1099 will be issued in the name of Winner for the actual value of the prize received. Acceptance of any prize constitutes permission for Sponsor to use Winner's name, likeness, and Submission for purposes of advertising and trade without further compensation, unless prohibited by law. Sponsor bears no responsibility if any event, element or detail of the prize, including without limitation the Premiere or the Event, are canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the prize become unavailable, Sponsor shall have no obligation to the Winner aside from providing the travel portion of the prize, minus any unavailable event, element or detail. The Winner and his/her guest shall be subject to all terms and conditions printed on any ticket issued in conjunction with the prize. In the event the Winner and/or guest is denied entry into any ticketed location or is removed or barred from any ticketed location for any other reason, Sponsor is not responsible and no further compensation or award will be provided. The attendance by any specific cast members, filmmakers, or such other talent from the Picture during the Premiere and/or the Event is not guaranteed and shall be subject to such talent's availability and Sponsor's sole discretion. Sponsor does not guarantee any type of meeting or photo opportunity with any specific cast member or talent from the Picture during the Premiere or the Event. In the event the Winner and/or guest engage in behavior that, as determined by Sponsor or producers of the Picture, in their sole discretion, is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the prize experience early, in whole or in part, and send the Winner and/or his or her guest home, with no further compensation. Winner and guest must obey all rules and complete any paperwork required for the prize, including but not limited to any additional releases, contracts, non-disclosure agreements, waivers required by the Sponsor and failure to sign such paperwork and/or to furnish all required information on dates selected by Sponsor in their sole discretion will result in forfeiture of the prize.

6. HOW TO CLAIM PRIZE. After the selection and verification of the Sweepstakes Winner, Sponsor will attempt to notify the potential Sweepstakes Winner by direct messaging through the Twitter platform on or before October 10, 2019. Sponsor will request that potential Sweepstakes Winner email all eligibility information, Sweepstakes Winner's email address, telephone number and mailing address ("Notification") to tavery@brandmovers.com within forty-eight (48) hours of receiving the Notification. Sponsor will reply to Entrant at the e-mail address provided with an Affidavit of Eligibility and, where lawful, Liability/Publicity Release (collectively, "Affidavits and Releases"), to be signed by Entrant and returned as directed. In the event that the Affidavits and Releases or Notification are returned as undeliverable, or the potential Sweepstakes Winner fails to complete and return the Affidavits and Releases within seven (7) business days after they are sent to Entrant, or is otherwise unreachable for any reason, such Entrant shall forfeit the prize, and a substitute Sweepstakes Winner will be selected in accordance with Section 5 above.

7. PUBLICATION, LICENSE AND RELEASE: By entering any Sweepstakes and submitting a Submission, each Entrant (a) agrees that his/her Submission is an original work of authorship and that he/she owns all right, title and interest in the Submission as of the date of submission or has all necessary rights and authorizations to submit it and the express permission of all individuals, content and materials embodied in the Submission to submit it for possible use as provided herein; (b) agrees that his/her Submission does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (c) grants to Sponsor and each of its designees the perpetual and unlimited right and license to use, license, edit, modify, duplicate and/or create derivative works from his/her Submission throughout the world and in perpetuity, including, but not limited to, the right for Sponsor to publish, display, broadcast, distribute, reproduce, perform, create derivative works from and otherwise use and exploit the Submission via the Internet or any other interactive media, on television, in print and/or any other media currently existing and hereafter developed and without limitation and without payment of any compensation to the entrant or his/her heirs and successors, (i) on its own or as part of any audiovisual or other production; (ii) to advertise any products, programming or services of Sponsor or for any other advertising, marketing, publicizing and promotional purposes and in any materials related thereto; and/or (iii) for any other purpose whatsoever; and (d) release in perpetuity the Sweepstakes Entities from any claims, demands, losses and liabilities of any nature arising out of or in any way connected with the Submission, and the use thereof as permitted hereunder, including, but not limited to, claims of copyright or trademark infringement, false endorsement, libel, slander, defamation or infringement of rights of publicity or privacy. Nothing herein will obligate Sponsor to make any use of any of the rights set forth herein.

8. CONTENT RESTRICTIONS: Entrant must not include any of the following content (the "Content Restrictions") in any Submission: (a) pornography, adult-oriented content or any other sexually-explicit material; (b) materials relating to lotteries or gambling; (c) explicit language or content, images of violence, or promotion of illegal activities; (d) content in violation of intellectual property rights or laws; (e) libelous, defamatory, disparaging, tortious or slanderous materials; (f) content that denigrates, disparages or reflects negatively on Sponsor, or its employees, or any of Sponsor's products or services; (g) tobacco, e-cigarettes, alcohol or drugs;

(h) dangerous stunts; (i) real weapons of any kind including, but not limited to, guns, knives or projectiles; (j) material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or any other basis protected by federal, state or local law, ordinance, or regulation; (k) individuals under legal age of majority without providing a signed release from parent or legal guardian; (l) audio and/or visual content owned by any third party (e.g., recorded music; pre-produced video, etc.); and (m) material that is unlawful, or otherwise in violation of or contrary to the laws or regulations in any state where the Submission is created. Any Submission that does not comply with the foregoing, in the sole discretion of Sponsor, will be disqualified.

9. PRIVACY. Entrants and all participants agree to and understand that Submissions will be made available to the public, including but not limited to posting on the internet. Whether or not Submissions are published on the internet, Sponsor does not guarantee any confidentiality with respect to any Submission. Sponsor will collect personal data from Entrants, and this information will be used for the purposes of administering the Sweepstakes, publicizing the Sweepstakes, and other promotional purposes that benefit Sponsor. In the event of any discrepancy between Sponsor's privacy policy and these Official Rules, the privacy policy will govern and control. For a copy of Sponsor's full on-line privacy policy please visit <https://privacy.thewaltdisneycompany.com/en/current-privacy-policy/>. By entering this Sweepstakes, each Entrant gives their express permission to be contacted by Sponsor or its designees by direct messaging through the Twitter platform, telephone, email or postal mail for Sweepstakes purposes only.

10. GENERAL CONDITIONS. By participating in this Sweepstakes, each Entrant agrees to be bound by these Official Rules and the decisions or interpretations of Sponsor regarding the Official Rules, which are final and legally binding in all respects. Non-compliance with these Official Rules may result in disqualification. An Entrant or other person is not a Winner until he/she has fully complied with these Official Rules. Each Submission is subject to verification by Sponsor. Entrants and other participants hereby waive any right to claim ambiguity in these Official Rules. All federal, state, and local laws and regulations apply.

11. GENERAL RELEASE AND WAIVER OF CLAIMS. By entering the Sweepstakes, participating in the Sweepstakes or any Sweepstakes-related activity, and/or accepting any prize, each Entrant (for himself/herself and his/her heirs and assigns) hereby releases Sponsor, the Sweepstakes Entities, and all of their respective parents, subsidiaries, affiliates, advertising and promotion agencies, and all of their respective directors, officers, employees, shareholders, and agents (collectively, the "Releasees"), and Twitter, Inc. from any and all liability, loss, harm, damage, cost, expense, or claims including, but not limited to, third party claims based on: (A) publicity and/or privacy rights, defamation, and intellectual property associated with Entrant's or another's participation in the Sweepstakes, redemption of any prize in connection with the Sweepstakes, and/or use or misuse of the prize or any portion of the prize, including, but not limited to, all reasonable counsel fees and court costs incurred, property damage, personal injury, and/or death; (B) anything related to the production, promotion, or administration of the Sweepstakes (or participation therein), including preemption, cancellation, or rescheduling; and

(C) anything that may occur in connection with acceptance and/or use of the prize, or while participating in the Sweepstakes, except for any claims of gross negligence or willful misconduct of the Releasees.

12. LIMITATIONS OF LIABILITY. Neither Sponsor nor any other Releasees shall be responsible for stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered or garbled Submissions, transmissions, email or mail; or for lost, interrupted or unavailable network, cable, satellite, server, Internet Service Provider (ISP), wireless network, website, or other connections including those through and/or by any website, availability or accessibility or miscommunications or failed computer, satellite, telephone, cable or wireless transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; wireless service congestion; failures or malfunctions of phones, phone lines or telephone systems, wireless towers or cellular tower equipment; any error, omission, interruption, defect or delay in wireless or other transmission, processing, or communication; non-delivery; misdirected, blocked, or delayed email notifications; printing, typographical or other errors appearing within these Official Rules, in any Sweepstakes-related advertisements or other materials; or any other errors, problems or difficulties of any kind whether human, mechanical, electronic, network, computer, telephone, wireless service, mail, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of Submissions, the announcement of the prize(s) or in any Sweepstakes-related materials, or the cancellation or postponement of the Premiere or Event or any other prize-related event. Releasees are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Releasees are not responsible for injury or damage to Entrants' or to any other person's computer and/or wireless device related to or resulting from participating in this Sweepstakes or downloading materials from or use of any website. Persons who tamper with or abuse any aspect of the Sweepstakes or attempt to undermine the legitimate operation of the Sweepstakes by cheating, deception or other unfair practices, or intend to annoy, abuse, threaten or harass any other Entrant or any representative of Sponsor or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Submissions will be void. Any attempt to deliberately damage the content or operation of the Sweepstakes is unlawful and subject to legal action by Sponsor and/or its agents. Sponsor shall have the sole right to disqualify any Entrant for violation of these Official Rules or any applicable laws relating to the Sweepstakes, and to resolve all disputes in its sole discretion.

If the Sweepstakes is not capable of running as planned for any reason, including but not limited to, the actions or omission by the Twitter platform, business or market circumstances, force majeure, television or cable broadcast transmission problems, delays, blackouts, or outages, tampering, unauthorized intervention, actions by Entrants or others, fraud, or any other causes which Sponsor, in its sole and absolute discretion, deems could corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserves the right, in its sole and absolute discretion, to cancel, terminate, modify, or suspend

the Sweepstakes. If any malfunction, error, disruption, damage, or other circumstance or event impairs the administration, security, fairness, integrity, or proper play of the Sweepstakes, Sponsor may, in its sole and absolute discretion, suspend or terminate the Sweepstakes or any portion thereof by sending a notice via Twitter. IN NO EVENT WILL SPONSOR OR ANY RELEASEES BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, CLAIMS, ACTIONS, DAMAGES, LOSSES, OR LIABILITY OF ANY KIND, INCLUDING INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, RESULTING FROM OR ARISING FROM PARTICIPATION IN, OR THE PRODUCTION, PROMOTION, OR ADMINISTRATION OF, THE SWEEPSTAKES, OR ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF A PRIZE THAT MAY BE AWARDED. WITHOUT LIMITING THE FOREGOING, THE PRIZE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY VIOLATE CRIMINAL AND CIVIL LAWS, AND SHOULD ANY SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

13. CHOICE OF LAW. Each Entrant agrees that all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of Entrants, Sponsor, and/or others in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California. As a condition of entering the Sweepstakes, each Entrant agrees that (a) any and all disputes, claims, controversies or causes of action arising out of or relating to the Sweepstakes, or the prize awarded (each, a "Claim") shall be resolved by applying the laws of the State of California, without regard to conflicts of law provisions therein, and shall be solely and exclusively brought in the state or federal courts within that state; (b) all Claims shall be resolved individually, without resort to any form of class action; and (c) under no circumstance will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for actual out-of-pocket expenses.

14. WINNER'S LIST. For the name of the Sweepstakes Winner, send request and a self-addressed, stamped envelope for receipt by January 15, 2020 to: 590 Means Street NW, Suite 250, Atlanta, GA 30318. (residents of Vermont may omit postage). Only the first name and first initial of the last names of Sweepstakes Winner will be provided.

Sponsor: Walt Disney Studios: 500 S. Buena Vista St. Burbank, CA 91521

Administrator: Brandmovers Inc., 590 Means Street, Suite 250, Atlanta, GA 30318

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