

**STAR WARS FORCE FRIDAY II SWEEPSTAKES
OFFICIAL RULES**

To enter this Star Wars Force Friday II Sweepstakes (the “**Sweepstakes**”), you must agree to and abide by these Official Rules.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. YOU MUST HAVE INTERNET ACCESS, A VALID EMAIL ADDRESS, A COMPATIBLE MOBILE DEVICE, AND AN INSTAGRAM OR TWITTER ACCOUNT TO PARTICIPATE.

ENTRIES WILL NOT BE JUDGED. WINNERS WILL BE RANDOMLY SELECTED.

ELIGIBILITY: SWEEPSTAKES OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA, CANADA (EXCLUDING QUEBEC), AUSTRALIA, THE UNITED KINGDOM, THE REPUBLIC OF IRELAND, FRANCE, SOUTH KOREA, AND CHILE WHO ARE AT LEAST EIGHTEEN (18) YEARS OR THE AGE OF MAJORITY IN THEIR COUNTRY/PROVINCE/STATE OF RESIDENCE, WHICHEVER IS OLDER, AT THE TIME OF ENTRY. VOID ELSEWHERE AND WHERE PROHIBITED BY LAW.

This promotion is in no way sponsored, endorsed or administered by, or associated with Twitter, Inc. (“Twitter”) or Instagram, LLC (“Instagram”). By participating in the promotion, you are providing your information to Sponsor (defined below), not to Twitter or Instagram.

1. **Sponsor:** The Walt Disney Company (Australia) Pty. Limited, Level 5, 650 Chapel Street, South Yarra, Victoria 3141 Australia (“**Sponsor**”).
2. **Administrator:** LeadDog Marketing Group, 440 9th Avenue, 17th Floor, New York, NY 10001 USA (“**Administrator**”).
3. **Eligibility:** The Star Wars Force Friday II Sweepstakes is open only to legal residents of the 50 United States and the District of Columbia, Canada (excluding Quebec), Australia, the United Kingdom, the Republic of Ireland, France, South Korea, and Chile, who are at least eighteen (18) years of age or the age of majority in their country, province, or state of residence, whichever is older. 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 (including store locations and websites featuring the *Star Wars: The Last Jedi* augmented reality enabled graphics, as explained below) and/or producing, advertising, or promoting the film *Star Wars: The Last Jedi* (including Lucasfilm Ltd.) 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.

4. **Sweepstakes Entry:** The Sweepstakes begins on Thursday, August 31, 2017 at 7:00 a.m. Pacific Time (“**PT**”)/3:00 p.m. British Summer Time (“**BST**”) and ends on Monday, September 4, 2017 at 2:59 a.m. PT/10:59 a.m. BST (“**Promotion Period**”). Administrator’s computer is the official clock for this Sweepstakes.

How to enter:

You may enter the Sweepstakes via Instagram or Twitter as set forth below:

Step 1:

Download the free *Star Wars* app on a compatible mobile device and launch the “Find The Force” feature.

Step 2:

EITHER:

A. Visit a participating store location* during the Promotion Period and locate an augmented reality-enabled “Find the Force” graphic. Launch the *Star Wars* app on your mobile device, click the “Find The Force” icon in the *Star Wars* app to activate the Find the Force feature, scan the augmented reality-enabled graphic using the Find The Force feature in the *Star Wars* app, and take a photo or video of any single augmented reality character that is available inside the *Star Wars* app. **(For the avoidance of doubt, you are NOT required to make a purchase at participating store locations in order to enter the Sweepstakes and doing so will NOT increase your chances of winning a prize.)** *For a list of participating stores, please visit www.starwars.com/findtheforce .

OR:

B. Visit www.starwars.com/findtheforce or another participating website during the Promotion Period and locate an augmented reality-enabled “Find the Force” graphic. Launch the *Star Wars* app on your mobile device, click the “Find The Force” icon in the *Star Wars* app to activate the Find the Force feature, scan an augmented reality-enabled graphic using the Find The Force feature in the *Star Wars* app, and take a photo or video of any single augmented reality character. **(For the avoidance of doubt, you are NOT required to make a purchase at participating websites in order to enter the Sweepstakes and doing so will NOT increase your chances of winning a prize.)** *For a list of participating websites, please visit www.starwars.com/findtheforce.

Step 3:

Post the photo or video of the augmented reality character on your Instagram account AND/OR tweet the photo or video on your Twitter feed during the Promotion Period. **When posting or tweeting photo or video you must include both of the hashtags #FindTheForce and #Sweepstakes.** You may

include a comment with your photo or video, but this is not required. (The inclusion of a comment will not increase your odds of winning a prize.)

Only public accounts on Twitter or Instagram may be used for Sweepstakes entry. If your account is private or posted content is otherwise inaccessible to Sponsor/Administrator, your posting/tweeting of a photo or video will not result in a valid Sweepstakes entry.

BY POSTING/TWEETING A PHOTO OR VIDEO TOGETHER WITH THE HASHTAGS #FINDTHEFORCE AND #SWEEPSTAKES, YOU ARE INDICATING THAT YOU HAVE READ, UNDERSTOOD, AND FULLY AGREE TO THESE OFFICIAL RULES AS WELL AS SPONSOR'S TERMS OF USE (LOCATED AT WWW.DISNEYTERMSOFUSE.COM) ("**SPONSOR'S TERMS OF USE**"). DO NOT POST/TWEET A PHOTO OR VIDEO WITHOUT FIRST REVIEWING THESE OFFICIAL RULES AND SPONSOR'S TERMS OF USE.

Your posted photo, video, and optional comment (if applicable) to one of the supported social media platforms, together with both of the hashtags #FindTheForce and #Sweepstakes, will constitute your entry into this Sweepstakes (each, an "**Entry**"); you, as the individual who submitted a photo or video, are therefore the "**Entrant**."

Partial or incomplete/piecemeal Entries (e.g., posting/tweeting your photo or video and #FindTheForce without the hashtag #Sweepstakes, posting/tweeting your photo or video and the hashtag #Sweepstakes without #FindTheForce, etc.) will NOT BE ACCEPTED AS VALID ENTRIES.

Entry must be the original work of the Entrant (DO NOT COPY OTHERS' WORKS, IN WHOLE OR IN PART, INCLUDING BUT NOT LIMITED TO RE-POSTING OR RE-TWEETING ANOTHER PERSON'S PHOTO OR VIDEO). YOU MUST OTHERWISE COMPLY WITH THE CONTENT GUIDELINES BELOW AND OTHER TERMS HEREIN. **If other people appear in the photo or video submitted, Entrant must have each person's written consent to use and publish his/her image as contemplated in the Sweepstakes prior to posting/tweeting the photo or video (and, if such people are minors – i.e., under the age or majority in such minor's jurisdiction of residence, the written consent of their parent or legal guardian).** Do NOT include personal information (e.g., your name, e-mail address or phone number) in the Entry itself; if Entry contains personal information, it is your sole responsibility to remove all such personal information from the Entry before posting/tweeting it your Instagram or Twitter account for the Sweepstakes. Entries must comply with these Official Rules in all respects, including without limitation, the Content Guidelines below.

To be eligible for the Sweepstakes, Entries must be posted/tweeted in compliance with the format and other requirements set forth on Instagram or Twitter, as applicable.

Once posted/tweeted, Entries cannot be modified by Entrant, and will not be returned. By posting/tweeting an Entry, Entrant gives permission (and warrants and represents that he/she has obtained all rights necessary to give such permission and grant the license herein described, including from the photographer or videographer, if other than Entrant and other people appearing in the photo or video, as applicable) to Sponsor and its designees and hereby grants Sponsor and its designees a royalty-

free, irrevocable, perpetual (or, in the case of Entrants who are residents of France, for a duration of five (5) years), worldwide, sub-licensable, non-exclusive license (herein "**License**") to display, use, or duplicate Entrant's Entry, video, name, voice, likeness, photograph, video, prize information (if applicable), biographical data, city/state/province/country of residence, and any other information about the Entrant contained in the Entry or otherwise submitted to Sponsor or Administrator in connection with the Sweepstakes on any media and through any means now known or hereafter devised, including without limitation, the World Wide Web, and make derivative works therefrom, without compensation, for any and all purposes related to an activity authorized by Sponsor or its affiliates, including, but not limited to, advertising, promotional, and marketing activities, publicity of the Sweepstakes and/or *Star Wars: The Last Jedi*, Sponsor's products and services, or on winners' list (if applicable) and otherwise as solely determined by Sponsor, 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, to the extent permitted by compulsory local law in your country of residence. Such License will be confirmed by potential winner upon Sponsor's request and potential winner agrees to timely complete, sign, and deliver any and all necessary documents, including without limitation, documents setting forth any licenses, releases, and indemnities that Sponsor in its sole discretion may require, without condition or compensation of any kind, as well as to use his/her best efforts to facilitate Sponsor's procurement of similar confirming documents from the photographer or videographer if other than the Entrant as well as from persons other than the Entrant appearing in the photo or video. Sponsor's failure to receive all documentation from all individuals within the prescribed timeframe, in each instance as required by Sponsor in its sole discretion, will result in the disqualification of the Entry, and the selection of another Entry as the potential winning Entry as described below. Entrant consents to the doing of, or omitting to do, any act by the Sponsor that would otherwise infringe his/her moral rights.

Limit of fifteen (15) total Entries per person during the Promotion Period regardless of the Entry method (i.e., via Instagram or Twitter), subject to the following: (a) each Entry must consist of an original photo or video created by the Entrant; and (b) each Entry must be submitted separately and in accordance with these Official Rules. For the avoidance of doubt, an Entrant may separately submit the same original photo or video multiple times during the Promotion Period as separate Entries, as long as the original photo or video was created by the Entrant, subject to the entry limit stated above. Mass entry attempts will result in disqualification of all Entries by such person. Entries must be manually key-stroked by the Entrant; use of automated entry devices or programs are prohibited. Entries that do not conform to or that violate these Official Rules or are submitted in any manner other than as stated in these Official Rules will be disqualified. Sponsor and Administrator will not be responsible for late, incomplete, or misdirected Entries. Proof of submission of Entry does not constitute proof of receipt of same. All Entries must be posted on Instagram or tweeted on Twitter in their entirety prior to expiration of Promotion Period. 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.

You may only use one (1) Twitter account and/or one (1) Instagram account to participate in the Sweepstakes. All Tweets must comply with the Twitter Terms of

Service and Twitter Rules available at www.twitter.com. All Instagram photos and videos must comply with the applicable policies of Instagram available at www.instagram.com.

If you opt to access Twitter or Instagram via your wireless mobile device (only available via participating wireless carriers), data rates may apply for each message sent or received from your device according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Sweepstakes. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions.

5. **Content Guidelines**: In addition to complying with all other requirements of these Official Rules and those of the websites where you may post or tweet your Entry (that is, Twitter or Instagram, as applicable), each Entry must comply with the following guidelines (“**Content Guidelines**”). **Any Entry that Sponsor or Administrator, in its sole discretion, determines is in violation of any Content Guideline will be disqualified.** Each Entry must not:

- Contain content, images, or material that violates or infringes any third party rights of any kind, including without limitation, any third party privacy, publicity, trade secret, or intellectual property rights, including third party registered and common law copyrights and trademarks;
- Disparage Sponsor (including *Star Wars: The Last Jedi* film, the *Star Wars* films generally, or any *Star Wars* characters), its affiliates (including The Walt Disney Company and Lucasfilm Ltd.), Administrator, any other person or entity affiliated with the Sweepstakes or products, services, or entities that are competitive with any of the foregoing;
- Contain brand names, trademarks, or logos of any third party other than those owned by or licensed to Sponsor, subject to the Entry complying with all other requirements of these Official Rules (including these Content Guidelines) and those of the websites where persons may post/tweet Entries (that is, Twitter or Instagram, as applicable); Entrant has a limited, non-exclusive, revocable license to use Sponsor’s trademarks solely and only to incorporate them in his/her Entry submitted in this Sweepstakes*;
- Contain content, images, artwork, or other creative elements not created by and original to Entrant (other than the applicable *Star Wars: the Last Jedi* augmented reality characters and designated hashtags);
- Contain images or other material that is misleading, inappropriate, indecent, obscene, hateful, offensive, tortious, defamatory, slanderous, or libelous (including nudity);
- Contain content, images or other material that reflects, advocates, or promotes bigotry, racism, hatred, harm, exploitation of or against any class, group, or individual, or discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age, or actions or activities that are restricted, prohibited, illegal, or unlawful (including without limitation, the consumption of alcohol or any other controlled substances);

- Contain content, images or other material that is unlawful or in violation of or contrary to any applicable federal or state laws or regulations; or
- Have been previously submitted in a promotion of any kind, or published, posted, exhibited or displayed publicly for commercial use by any means and in any form or media.

In addition to the foregoing, the photo or video file must not:

- Contain executable programming of any kind, including without limitation, viruses, worms, Trojan horses, spyware, malware, time bombs, Easter eggs, cancel bots, or any kind of malicious or benign computer programming whatsoever; or
- Contain encrypted content of any kind, including without limitation, encoded messages.

If an Entry cannot be opened, viewed, and/or accessed by Sponsor or Administrator for any reason whatsoever, that Entry shall be disqualified without any fault or liability of the Released Parties, as defined below.

Sponsor grants to each qualified Entrant a limited, non-transferable, non-exclusive, non-sublicensable, revocable right to use its copyrighted materials and trademarks (including the *Star Wars: The Last Jedi* augmented reality characters) solely for purposes of and limited to including them in the Entries submitted in this Sweepstakes pursuant to Sponsor's Terms of Use; such right and license will automatically expire without further act of any party at the expiration of the Promotion Period, unless specifically extended on an individual basis by Sponsor in writing in its sole discretion. Any other use of Sponsor's and/or its licensors' copyrighted materials or trademarks will be a violation of Sponsor's or its applicable licensor's intellectual property rights. Sponsor's copyrighted materials and trademarks cannot be modified, adapted, or edited by Entrant other than modifications due to technological limitations or malfunctions.

Entrant understands and agrees that Sponsor has wide access to ideas, stories and other literary, artistic and creative materials submitted to it from outside sources or developed by its own employees and agents (together, "**Sponsor Creative**"); such Sponsor Creative may be similar to (or even identical to) the Sweepstakes photos or videos created and disseminated by Entrant; Sponsor shall have no liability to Entrant or any third party with respect to or in connection with the development, use, sale, and/or commercial exploitation of all or any portion of Sponsor Creative by Sponsor and/or its designees and licensees, all of which liability, if any, Entrant hereby expressly and irrevocably waives, releases, and discharges. Entrant further understands and agrees that Sponsor and Administrator shall not have any fiduciary duty or duty of confidentiality regarding his/her Entry.

ALL ENTRIES REPRESENT SOLELY THE VIEWS/OPINIONS OF THE INDIVIDUAL ENTRANT AND DO NOT REFLECT THE VIEWS/OPINIONS OF SPONSOR IN ANY MANNER.

6. **Random Drawing/Selection of Winners/Odds:** A total of fifty-one (51) prizes are available to be won. Potential prize winners will be selected in a random drawing

on or about September 6, 2017 from among all eligible Entries received during the Promotion Period. For the avoidance of doubt, the content of a person's Entry will not be taken into account in the winner selection process, except to ensure compliance with Entry requirements pursuant to Section 4 and these Official Rules, including the Content Guidelines. The drawing will be conducted at 7:00 p.m. PT on September 5, 2017/3:00 a.m. BST on September 6, 2017 at the offices of Thomson Geer, Level 25, 1 O'Connell Street, Sydney, New South Wales 2000 Australia by a representative of Sponsor or Administrator, whose decisions are final and binding on all matters related to the Sweepstakes.

Odds of winning a prize depend on total number of eligible Entries received during the Promotion Period.

7. Prizes and Retail Value:

Grand Prize (1 winner): Grand Prize winner will receive a 4-day/3-night trip ("**Trip**") for winner and three guests to Los Angeles, California USA to attend the global premiere of *Star Wars: The Last Jedi* ("**Screening**") and to San Francisco, California USA to attend a tour of the Lucasfilm offices ("**Lucasfilm Tour**") (winner and guests will spend two (2) days and two (2) nights in Los Angeles and two (2) days and one (1) night in San Francisco). Screening is currently scheduled to take place on December 12, 2017 in or around Los Angeles, California USA (date subject to change). Winner will receive confirmation of date of Screening no later than at the time of prize notification; the Screening date is at Sponsor's sole discretion and is subject to availability; see also Section 8 below.

Trip consists of: round-trip economy class air transportation for four (4) people to Los Angeles, CA from an airport near winner's home (selected by Sponsor in its sole discretion); round-trip coach air transportation for four (4) to San Francisco, CA from Los Angeles, CA (airports in both cities to be selected by Sponsor's in its sole discretion); three (3) nights of minimum 3-star hotel accommodations (one standard room, quadruple occupancy) in hotels selected by Sponsor in its sole discretion; round-trip ground transportation between Los Angeles airport and hotel; round-trip ground transportation between hotel and Screening; round-trip ground transportation between San Francisco airport and hotel; four (4) passes to the Screening; Lucasfilm Tour; and round-trip ground transportation between hotel and Lucasfilm Tour.

ARV of the Grand Prize is \$4,500 (USD)/€3,835/\$5754 (AUD). Actual final value of Grand Prize may be higher or lower based on point of departure and hotel availability and cost as determined by time of purchase and travel. If Grand Prize winner lives within approximately 150 miles of Los Angeles or San Francisco (as determined by Sponsor in its sole discretion), he/she will receive, in lieu of air transportation, round-trip ground transportation between winner's home and the applicable city's hotel and no additional compensation relating to transportation will be provided. If winner elects to participate in Grand Prize travel with *fewer* than three (3) guests, Grand Prize will be adjusted as appropriate for the actual number of travelers, but the winner will not receive any substitute prize or compensation due to the decreased number of guests.

Second Prize (50 Winners): a *Star Wars* Prize Pack (including toys, books, and/or stationary; exact items to be determined by Sponsor at its sole discretion). **ARV of each Second Prize is \$330 (USD)/€281/\$422 (AUD).** Second Prize pack will be

shipped to winner's home address within twenty-eight (28) days after the drawing and subject to verification of winning Entries and eligibility.

8. Additional Prize Restrictions:

Grand Prize winner must travel on specific dates to be designated by Sponsor to coincide with the Screening, which is currently scheduled for December 12, 2017 in Los Angeles, California, USA (date subject to change). If winner cannot travel on dates specified by Sponsor, the Grand Prize will be forfeited and the Grand Prize will be awarded to an alternate winner (time permitting) from among the remaining non-winning entries received in accordance with these Official Rules.

If the Grand Prize winner does travel on the dates specified by Sponsor, but the Screening and/or Lucasfilm Tour are postponed, delayed, or cannot take place for any reason, winner will receive the remainder of the Grand Prize, i.e., a trip to Los Angeles and San Francisco. In such event, all travel must be completed by June 30, 2018. Screening component of the Grand Prize is subject to, and Sponsor is not responsible for, changes to production schedule, production exigencies or delays, postponements, or cancellation. Without limiting any other term herein, winner acknowledges and agrees that the portions of the Grand Prize relating to attendance at Screening and the Lucasfilm Tour each have no retail value and should any such portion of the prize become unavailable for any reason, Sponsor and its agencies shall have no further obligations with respect to the Grand Prize other than to deliver a trip to San Francisco and/or Los Angeles, as applicable and detailed herein.

Winner is solely responsible for all other expenses related to Trip not specified herein, including but not limited to meals, beverages, tips, applicable taxes, travel insurance, and hotel incidentals. Winner and guests must arrange for their own transportation to and from their homes and the initial departure airport. Grand Prize winner and guests must travel together on specified itinerary, including same departure date, destination, and return date or Grand Prize may be forfeited in its entirety. Accommodation restrictions may apply. All travel dates and arrangements are subject to change, availability, and Sponsor's approval.

Grand Prize winner and his/her guests are solely responsible for any and all required travel documentation and requirements necessary to travel to the United States for the Grand Prize Trip. This includes, but is not limited to, any applicable and necessary passports, visas or similar documents, as well as determining and complying with any requirements and/or procedures and restrictions. In addition, Grand Prize winner (or guest) may be required to present a valid credit card at the hotel at the time of check-in.

In the event you are selected as a potential winner or you are the recipient of the Grand Prize, you agree that you will forfeit the Prize (and neither Sponsor nor Administrator shall have any liability to you) if you fail to provide the necessary information or obtain travel, visa, or similar documents (or comply with other applicable travel requirements). Air transportation tickets are non-refundable and non-transferable and are not valid for upgrades or frequent flyer miles. All air transportation tickets are subject to the vagaries of flight variation, work stoppages, and schedule or route changes without notice. Grand Prize winner will not receive cash or any other form of compensation if

actual travel costs are less than the Grand Prize ARV stated in these Official Rules. The Released Parties are not liable for any missed events or opportunities or expenses incurred as a consequence of flight cancellation or delay or ground transportation delay.

Grand Prize winner and winner's guests must follow all reasonable instructions of Sponsor relating to the Grand Prize trip. Should Grand Prize winner and/or guests fail to adhere to any such instructions or engage in unruly, obnoxious, illegal, offensive, threatening, or otherwise inappropriate behavior (as determined by Sponsor in its sole discretion), Sponsor reserves the right, without further notice or warning, to terminate the Trip early, in whole or in part, and send Grand Prize winner and/or winner's travel guests home and/or take other actions as Sponsor deems appropriate in its sole discretion without any liability or other obligation to winner or guests. Winner and guests must comply with the Sponsor's rules and requirements for the Screening and the Lucasfilm Tour at all times. Such rules and requirements may include requirements for proper attire at Screening and prohibition of electronic/video/audio recordation of Screening and the Lucasfilm Tour. Failure to do so may result in forfeiture of the Grand Prize and possible legal action.

FOR ALL PRIZES:

The Grand Prize winner will be drawn first followed by the Second Prize winners.

Any costs and incidentals not specified herein are the winner's sole responsibility. Prize is not redeemable for cash. By participating this Sweepstakes, Entrants agree that any prizes are awarded on an "as is" basis, and that neither Sponsor nor any Promotion Entities, make any representations or warranties of any nature with respect to the prizes. No substitution or transfer of prize except with Sponsor's permission. Sponsor in its sole discretion may award a substitute prize or prize component of equal or greater value if advertised prize/prize component is unavailable at time of awarding for any reason (except for Screening component of Prize, as discussed above). Any images of prizes/prize components in advertising are for illustrative purposes only and actual items awarded as prizes/prize components may differ from such images. Each prize must be accepted by the winner with all prize components (as described above). **All applicable federal, state, foreign, provincial, and local taxes are the sole responsibility of winner. Grand Prize winner will receive either (i) if a U.S. resident, a 1099 tax form reflecting actual value of prize as it is valued at over \$600 (US), or (ii) if not a U.S. resident, an IRS Form 1042-S, W-8Ben, or any applicable tax forms. A non-U.S. resident winner may be responsible for U.S. foreign withholding tax on Grand Prize in addition to any taxes that may be levied by his/her country of residence on value of prize won. All taxes are the sole responsibility of the winners.**

Limit of one prize per person and per household or address, except where local legislation provides otherwise.

Value of all prizes: \$21,000 (USD)/€17,894/\$26,851 (AUD). Euros are based on an exchange rate of €0.85 = US\$1 as reported by XE.com on August 15, 2017. AUD are based on an exchange rate of AU\$1.28 = US\$1 as reported by XE.com on August 15, 2017.

9. **Winner Notification:** If potential winner's Entry is on Instagram, potential winner will be contacted by a comment from the *Star Wars* Instagram account (@starwars) to the potential winner's Instagram Entry within two (2) days of the drawing date. The comment will request that the potential winner email the Sponsor (or Administrator) at the specified email address with specific personal information (e.g., full name, address, phone number, email address, date of birth, Instagram username, etc.) It is recommended that you confirm your Instagram notification settings are turned on. If potential winner's Entry is on Twitter, he/she will be notified by direct message to the potential winner's Twitter account within two (2) days of the drawing date from the *Star Wars* Twitter account (@starwars) and must allow for *Star Wars* to contact him/her via direct message. Failure to respond to the initial verification comment or message within twenty (20) business days after notification for any reason in respect of the Grand Prize will result in the Grand Prize being forfeited and an unclaimed prize draw will be held. Failure to respond to the initial verification comment or message within three (3) months after notification for any reason in respect of the Second Prize will result in the Second Prize being forfeited and an unclaimed prize draw will be held. All of the winner's details will be published within seven (7) days of the draw in *The Australian* newspaper and also posted on www.starwars.com/findtheforce. Prizes or any portion of prizes that are deliverable (such as tickets) will be delivered to winner's confirmed address within twenty-eight (28) days of the drawing. The same notification, publication and prize delivery method as that specified in this Section 9 will apply in the event of any unclaimed prize drawing.

Potential winner will be required to sign and return within ten (10) business days of their response, an Affidavit/Declaration of Eligibility, Release, and Indemnification, and a Publicity Release where allowed by law ("**Winner Documents**"). Guests of winner will be required to sign and return a Liability Release and Publicity Release ("**Guest Documents**") where allowed by law, prior to issuance of travel documents. If the Winner Documents or Guest Documents are not returned to Sponsor within the specified time period, potential winner may be disqualified or guest(s) not permitted to travel. If potential winner is disqualified, prize will be awarded to an alternate winner selected from all remaining non-winning eligible Entries received during the Promotion 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 holder of the transmitting e-mail account associated with the Instagram user ID or Twitter account used to participate in the Promotion. "**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.

For Canadian and Chilean residents only, potential winner will be required to correctly answer a mathematical skill-testing question without mechanical or other assistance of any kind, within a predetermined time limit, as a pre-condition to becoming a potential winner.

10. **Conditions and Limitations of Liability:** Subject to liability in relation to any "Non-Excludable Guarantees," as defined below. By participating in this Sweepstakes, Entrants 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

Instagram and Twitter (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 and/or acceptance, receipt, possession, use, or misuse of any prize. All federal, state, provincial, and local laws and regulations apply.

Nothing in these Official Rules excludes or modifies or purports to limit, exclude or modify any statutory consumer guarantees or any implied condition or warranty the exclusion of which from these Official Rules would contravene any statute or cause any part of these Official Rules to be void (“**Non-Excludable Guarantees**”). Subject to the limitations in the preceding sentence, the Sponsor excludes from these Official Rules all conditions, warranties and terms implied by statute, general law or custom. Except for liability in relation to a Non-Excludable Guarantee, the Released Parties exclude all liability whether arising in tort (including without limitation negligence), contract or otherwise, for any personal injury or any other loss or damage (including without limitation loss of opportunity or loss of profits), whether direct, indirect, special or consequential, arising in any way out of the Sweepstakes, including 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 (this includes but is not limited to filtering by or other operation of the technology of Instagram and/or Twitter, as applicable). The foregoing also includes any malfunction, error, or failure deemed by Sponsor or Administrator in the discretion of either party to impact the availability or accessibility of Entries submitted by Entrants or the transmission or receipt of winner notifications. 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, the availability of the *Star Wars: The Last Jedi* augmented reality characters via the *Star Wars* app, the availability of augmented reality enabled graphics for photographing or shooting a video at one or more participating store locations or participating websites, the availability of URL for scanning images of augmented reality enabled graphics (where required by law) or otherwise), Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the Entry process and/or 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 a 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, or suspension of Sweepstakes will be posted on www.starwars.com/findtheforce. 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 Entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to any person’s computer or wireless mobile device 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.

You agree not to damage or cause interruption of the Sweepstakes and/or prevent others from participating in the Sweepstakes. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEBSITE (INCLUDING MOBILE WEBSITES) OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY PERSON MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.

In addition, Sponsor reserves the right to disqualify any person (and to seek damages from such person to the fullest extent of the law) if such person acts in an inappropriate, belligerent, aggressive or anti-social manner toward participating store locations' personnel or other people while taking a photo or video of the *Star Wars: The Last Jedi* augmented reality characters (such as, by way of example only, taking an inordinate amount of time to take a photo or video of an augmented reality character, preventing other persons from doing so or harassing store personnel).

In respect of Entrants from the United Kingdom, notwithstanding anything to the contrary, nothing in these Official Rules shall exclude or limit a party's liability for death or personal injury resulting from that party's negligence, for fraud or fraudulent misrepresentation or for any other matter where liability may not as a matter of law be limited.

11. Disputes:

For Entrants who are legal residents of the United Kingdom or the Republic of Ireland: These Official Rules shall be governed by English law, and the parties submit to the non-exclusive jurisdiction of the courts of England and Wales.

For Entrants who are legal residents of France: These Official Rules shall be governed by French law, and the parties submit to the non-exclusive jurisdiction of the French courts.

Except where prohibited, Entrant agrees that: (a) any and all disputes, claims, or causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and, to the extent permitted by compulsory local law in the relevant State or Territory of the Entrant's country of residence, expressly waiving any right of *forum non conveniens*, change of venue or the like; (b) any and all claims, judgments, or awards, to the extent permitted by compulsory local law in Entrant's country of residence, shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Sweepstakes, but in no event attorneys' fees; and (c) 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, except where compulsory local law in Entrant's country of residence provides otherwise.

12. Severability: If any part of these Official Rules shall be declared invalid or unenforceable by a court of competent jurisdiction, it shall not affect the validity of the balance of these Official Rules. In such circumstance, the provision declared invalid

or unenforceable shall be re-drafted as closely to the original provision as allowed by law, so as to give effect to Sponsor's intent.

- 13. Language Discrepancies/Severability:** Should there be any discrepancy between the English language version of these Official Rules and the version of the Official Rules as translated into another language, the English language version shall prevail, govern, and control in all respects.
- 14. Data Protection; Privacy Policy:** Your personal information may be collected for the purposes of conducting this Sweepstakes. Use of personal information shall be subject to the privacy policy located at <https://disneyprivacycenter.com> ("**Privacy Policy**"). The Privacy Policy contains information about how an Entrant can access or correct personal information held about them or to make a privacy complaint. Please note that your personal information may be transferred to overseas recipients, including in countries such as the United States. The methods used to protect and safeguard your personal information in the event of such transfers are set out in the Privacy Policy.

The following paragraph applies to Entrants from the UK, France, or the Republic of Ireland: Any personal information collected from Entrants will be used by Sponsor/Administrator at the direction of The Walt Disney Company Limited (Company Number 530051) 3 Queen Caroline Street, Hammersmith, London W6 9PE, United Kingdom. Personal information collected from Entrants will be used by Sponsor/Administrator solely in connection with the Sweepstakes and will not be disclosed to any third party or used for any other purpose except for the purpose of operating the Sweepstakes, fulfilling prizes where applicable, and any other use mentioned within this clause. The declared prize winners' name and a reference to its winning entry will be made available on request in accordance with Section 15 (Winners' List) below. The personal information may be transferred outside the European Union to overseas recipients, including in countries such as the United States. The duration of the retention of the information is until December 31, 2018. Entrants have a right to access, correct and have their personal data deleted from Promoter's database and to set the consequences of his/her death on his/her personal data. Entrants can exercise these rights by sending a written request to The Walt Disney Company Limited at the address above.

Personal information includes name, address, telephone number, e-mail address, and likeness and will be used as set out in these Official Rules including: (a) to conduct the Sweepstakes as described in these Official Rules; and (b) to contact potential winners.

- 15. Winners' List:** For the list of winners (first name and first initial of last name, as well as county and country) send an e-mail that includes the subject line: The Star Wars Force Friday II Sweepstakes Winners, to winnerslist@leaddogmarketing.com, for receipt no later than October 31, 2017 at 8:59 p.m. PT/November 1, 2017 at 4:59 a.m. BST.
- 16.** Authorized under NSW Permit No. LTPS/17/17058, ACT Permit No. ACT TP 17/01653 and SA Permit No. T17/1556.

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