

12 Days of Disney Princess – Ultimate Holiday Wish List 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. (“Administrator”), 440 9th Avenue, 17th Floor, New York, NY 10001, USA.
3. **ELIGIBILITY:** The “12 Days of Disney Princess – Ultimate Holiday Wish List Sweepstakes” (“Sweepstakes”) is open only to legal residents of the 50 United States and the District of Columbia who are at least thirteen (13) years of age at time of entry. 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. Void where prohibited or restricted by law.
4. **SWEEPSTAKES ENTRY:** The Sweepstakes begins at 12:00 PM Pacific Standard Time (“PST”), December 1, 2018 and ends at 11:59 PM PST, December 12, 2018 (“Promotion 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. There will be eleven (11) separate and distinct Daily Entry Periods and one (1) Grand Prize Period during the Promotion Period as set forth in the chart below.

Sweepstakes Entry Periods

Sweepstakes Entry Period(s)	Entry Begin Date & Time	Entry End Date & Time
Daily Entry Period #1	12:00 PM PST on 12/1/18	11:59 PM PST on 12/1/18
Daily Entry Period #2	12:00 AM PST on 12/2/18	11:59 PM PST on 12/2/18
Daily Entry Period #3	12:00 AM PST on 12/3/18	11:59 PM PST on 12/3/18
Daily Entry Period #4	12:00 AM PST on 12/4/18	11:59 PM PST on 12/4/18
Daily Entry Period #5	12:00 AM PST on 12/5/18	11:59 PM PST on 12/5/18
Daily Entry Period #6	12:00 AM PST on 12/6/18	11:59 PM PST on 12/6/18
Daily Entry Period #7	12:00 AM PST on 12/7/18	11:59 PM PST on 12/7/18
Daily Entry Period #8	12:00 AM PST on 12/8/18	11:59 PM PST on 12/8/18
Daily Entry Period #9	12:00 AM PST on 12/9/18	11:59 PM PST on 12/9/18
Daily Entry Period #10	12:00 AM PST on 12/10/18	11:59 PM PST on 12/10/18
Daily Entry Period #11	12:00 AM PST on 12/11/18	11:59 PM PST on 12/11/18
Grand Prize Period	12:00 PM PST on 12/1/18	11:59 PM PST on 12/12/18

(For avoidance of doubt people who enter between 12:00 AM PST on 12/12/18 and 11:59 PM PST on 12/12/18 will only receive an entry into the Grand Prize drawing as detailed below.)

You must be a registered Disney.com member (“Member”) to enter. Visit Princess.disney.com/12-days-sweepstakes. (“Website”) and select the “Enter” button. You will need to log in with your user name or e-

mail address and password; or, if you are not a registered Member, you will need to create an account. If you are not a Member, you may become a Member for free by visiting the Website, clicking on the "Not registered?" link and providing the requested information on the registration form through the "Create Your Disney Account" section on the Website.

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 Terms of Use (<http://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 the end of each Sweepstakes Entry Period listed above.** 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 for a maximum of twelve (12) entries in total per Member.

A "day" is defined as starting at 12:00 AM PST and ending at 11:59 PM PST except for the first day (12/1/18) which will begin at 12:00 PM PST. 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 DRAWINGS/SELECTION OF WINNERS/ODDS: Potential prize winners (each a "Daily Prize Winner") and grand prize winner ("Grand Prize Winner", and together with Daily Prize Winner, collectively referred to herein as "Prize Winners") will be selected from among all eligible entries received via random drawing. There will be twelve (12) separate random drawings, with one (1) drawing per Daily Entry Period as well as one (1) additional Grand Prize drawing. All drawings will take place on or about December 13, 2018. Each Daily Entry Period drawing will consist of all eligible entries received for the Promotion during the corresponding Daily Entry Period. The Grand Prize drawing will consist of all eligible entries received during the Promotion Period (regardless Daily Entry Period drawing entered); if an entry is eligible for a Daily Entry Period drawing, it will be automatically included in the Grand Prize drawing as well. The drawings 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 for applicable drawing during the Promotion.

6. PRIZES/APPROXIMATE RETAIL VALUES ("ARV"):

ONE (1) DAILY PRIZE #1 (12/1/18): Daily Prize Winner #1 will receive a one (1) Year – Deluxe Princess Subscription Box. **ARV of Daily Prize #1 is \$420.00 USD.**

ONE (1) DAILY PRIZE #2 (12/2/18): Daily Prize Winner #2 will receive one (1) 12 piece Disney Princess Style Collection Gourmet Kitchen **ARV of Daily Prize #2 is \$129.00 USD.**

ONE (1) DAILY PRIZE #3 (12/3/18): Daily Prize Winner #3 will receive one (1) LEGO Disney Princess Disney Princess Ariel's Royal Celebration Boat 41153 building kit and one (1) LEGO Disney Princess Cinderella's Dream Castle 41154 Building Kit. **ARV of Daily Prize #3 is \$96.00 USD.**

ONE (1) DAILY PRIZE #4 (12/4/18): Daily Prize Winner #4 will receive one (1) Disney Princess Pop-Up Palace and one (1) Disney Princess Shimmering Dreams Collection Doll. **ARV of Daily Prize #4 is \$150.00 USD.**

ONE (1) DAILY PRIZE #5 (12/5/18): Daily Prize Winner #5 will receive one (1) Garmin vivofit jr. 2 Adjustable Disney Princess Activity Tracker. **ARV of Daily Prize #5 is \$80.00 USD.**

ONE (1) DAILY PRIZE #6 (12/6/18): Daily Prize Winner #6 will receive one (1) Disney Princess Maximus Figure and one (1) Disney Princess 32" Playdate Rapunzel Doll. **ARV of Daily Prize #6 is \$160.00 USD.**

ONE (1) DAILY PRIZE #7 (12/7/18): Daily Prize Winner #7 will receive one (1) Disney Princess Comic Collection (exact items to be determined by Sponsor at its sole discretion). **ARV of Daily Prize #7 is \$100.00 USD.**

ONE (1) DAILY PRIZE #8 (12/8/18): Daily Prize Winner #8 will receive one (1) Pottery Barn Kids Princess Collection (exact items to be determined by Sponsor at its sole discretion). **ARV of Daily Prize #8 is \$600.00 USD.**

ONE (1) DAILY PRIZE #9 (12/9/18): Daily Prize Winner #9 will receive one (1) Disney Princess Royal Horse and Carriage Girls 6V Ride-On Toy by Huffy. **ARV of Daily Prize #9 is \$199.00 USD.**

ONE (1) DAILY PRIZE #10 (12/10/18): Daily Prize Winner #10 will receive one (1) Child's Disney Twinkle Princess Diamond Accent Beaded Tiara Stud Earrings in 14K Gold. **ARV of Daily Prize #10 is \$150.00 USD.**

ONE (1) DAILY PRIZE #11 (12/11/18): Daily Prize Winner #11 will receive one (1) Disney Princess 16" Girls' EZ Build Pink Bike, by Huffy. **ARV of Daily Prize #11 is \$70.00 USD.**

ONE (1) GRAND PRIZE: Grand Prize Winner will receive one (1) Ultimate Wish List prize pack consisting of (i) a six (6) month Deluxe Princess Subscription Box; (ii) one (1) 12 piece Disney Princess Style Collection Gourmet Kitchen; (iii) one (1) LEGO Disney Princess Disney Princess Ariel's Royal Celebration Boat 41153 building kit; (iv) one (1) LEGO Disney Princess Cinderella's Dream Castle 41154 Building Kit; (v) one (1) Disney Princess Pop-Up Palace; (vi) one (1) Disney Princess Shimmering Dreams Collection Doll; (vii) one (1) Garmin vivofit jr. 2 Adjustable Disney Princess Activity Tracker; (viii) one (1) Disney Princess Maximus Figure; (ix) one (1) Disney Princess 32" Playdate Rapunzel Doll; (x) one (1) Disney Princess Comic Collection (exact items to be determined by Sponsor at its sole discretion); (xi) one (1) Pottery Barn Kids Princess Collection (exact items to be determined by Sponsor at its sole discretion); (xii) one (1) Disney Princess Royal Horse and Carriage Girls 6V Ride-On Toy by Huffy; (xiii) one (1) Child's Disney Twinkle Princess Diamond Accent Beaded Tiara Stud Earrings in 14K Gold; and (xiv) one (1) Disney Princess 16" Girls' EZ Build Pink Bike, by Huffy. **ARV of Grand Prize: \$1,794.00 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.

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 will be notified by e-mail on or about December 13, 2018 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 for the applicable Daily Entry Period drawing.

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(s) from among all eligible entries received for the applicable affected drawing(s) 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 Winner send a self-addressed, stamped envelope to: 12 Days of Disney Princess – Ultimate Holiday Wish List Sweepstakes, Winners, c/o LeadDog Marketing Group, 440 9th Avenue, 17th Floor, New York, NY 10001 USA. All requests must be received by December 31, 2018.

This Promotion is in no way sponsored, endorsed or administered by Facebook, Inc. or Twitter Inc.