

Official Rules

World of Warcraft® gamescom 2017 Giveaway Contest

1. Eligibility. BLIZZARD ENTERTAINMENT SAS, A FRENCH COMPANY (referred to herein as “Sponsor”) IS THE SPONSOR OF THIS CONTEST (the “Contest”). THIS CONTEST IS OPEN ONLY TO RESIDENTS OF AUSTRIA, BELARUS, BELGIUM, BULGARIA, CROATIA, CZECH REPUBLIC, DENMARK, EGYPT, ESTONIA, FINLAND, FRANCE, GERMANY, GREECE, HUNGARY, ICELAND, IRELAND, ISRAEL, ITALY, KAZAKHSTAN, LATVIA, LITHUANIA, LUXEMBOURG, MALTA, NETHERLANDS, NORWAY, POLAND, PORTUGAL, ROMANIA, RUSSIAN FEDERATION, SERBIA, SLOVAKIA, SLOVENIA, SOUTH AFRICA, SPAIN, STATE OF QATAR, SWEDEN, SWITZERLAND, THE UNITED KINGDOM, TUNISIA, TURKEY, UKRAINE, WHICH ARE OVER THE AGE OF MAJORITY IN THEIR COUNTRY OF RESIDENCE ON THE DATE REFERENCED BELOW AS THE START DATE FOR THE CONTEST (the “Entrants”). **If you are between the age of thirteen (13) years of age and the legal age of majority in your country of residence, one of your parents or legal guardians must submit a signed, written statement that they have read, understood and agree to these Contest rules with your entry, and that such agreement constitutes acceptance of these Contest rules on behalf of you and themselves.** To be eligible to win a prize, entries must be completed and received by Sponsor in the format designated below. Directors, officers and employees of Sponsor, its parent, and any of their respective affiliate companies, subsidiaries, agents, professional advisors, advertising and promotional agencies, and immediate families of each are not eligible to participate in the Contest and/or to win any prizes. All applicable federal, state and local laws and regulations apply. Void where prohibited or restricted.

2. Disclaimer. Sponsor, all participating sponsors and any of their respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees and agencies will not be responsible for: (a) any late, lost, misrouted, garbled or distorted or damaged transmissions or entries; (b) telephone, electronic, hardware, software, network, Internet, or other computer- or communications-related malfunctions or failures; (c) any Contest disruptions, injuries, losses or damages caused by events beyond the control of Sponsor; or (d) any printing or typographical errors in any materials associated with the Contest.

3. Contest Period. The Contest shall commence on 10:00 CEST August 22, 2017 (the “Start Date”), and shall continue in duration until 23:59 CEST August 26, 2017 (the “Deadline”). All entries must be received by the Deadline and in accordance with these official rules to be eligible to win a prize.

4. How to Enter.

A. To enter, a qualified Entrant shall register for the Contest on the Sponsor’s Gleam.io Contest page (the “Contest Tool”) using one of the following URLs selecting a preferable language:

- English: <https://blizz.ly/GCWoWContestEN>
- German: <https://blizz.ly/GCWoWContestDE>
- French: <https://blizz.ly/GCWoWContestFR>

- Spanish: <https://blizz.ly/GCWoWContestES>
- Russian: <https://blizz.ly/GCWoWContestRU>
- Italian: <https://blizz.ly/GCWoWContestIT>

Except the authorised additional entries defined further, one Entrant may submit only one entry by using the Contest Tool. Multiple entries submitted using the same e-mail address are not allowed.

B. Thereafter, qualified Entrants can obtain up to four (4) additional entries to the Contest by completing the following actions:

- I. Qualified Entrants who have registered for the Contest can obtain one (1) additional entry by “following” one of the World of Warcraft Twitter language page located at:
 - English: <https://twitter.com/Warcraft>
 - German: https://twitter.com/Warcraft_DE
 - French: https://twitter.com/Warcraft_FR
 - Spanish: https://twitter.com/Warcraft_ES
 - Russian: https://twitter.com/Warcraft_RU
- II. Qualified Entrants who have registered for the Contest can obtain one (1) additional entry by “following” Warcraft Twitch page located at <https://twitch.com/Warcraft>;
- III. Qualified Entrants who have registered for the Contest can obtain one (1) additional entry by accessing Blizzard Entertainment gamescom 2017 hub located at <http://gamescom.blizzard.com/>;
- IV. Qualified Entrants who have registered for the Contest can obtain one (1) additional entry by “tweeting” a predetermined text from their own Twitter account. The text will be automatically filled in form the Contest Tool.

5. Determination of winners. On or before August 31, 2017 Sponsor shall randomly select one hundred (100) winners (the “Winners”) among qualified Entrants who meet the requirements defined in Section 4 of these Official Rules. The Winners will be eligible to obtain a prize defined in Section 6 of these Official Rules. The Winners will be contacted by e-mail before September 7, 2017 to confirm the Winners’ Blizzard accounts (which shall be confirmed by the Winners to Sponsor on or before September 14, 2017) for prize distribution. Following confirmation, Sponsor shall activate prizes on the Blizzard accounts so provided before September 30, 2017.

6. Prizes. All Contest Winner will each be eligible to receive one (1) Luminous Starseeker Mount and Twilight Pet bundle for World of Warcraft (approximate retail price €30,00), to be activated by Sponsor on the Blizzard account provided in the Contest Tool and confirmed via e-mail. The following limitations apply:

- i. If Luminous Starseeker Mount has already been claimed on the Blizzard account provided, Sponsor will activate only the remaining part of the bundle (Twilight Pet).
- ii. If Twilight Pet has already been claimed on the Battle.net account provided, Sponsor will activate only the remaining part of the bundle (Luminous Starseeker Mount).
- iii. If both Luminous Starseeker Mount and Twilight Pet are already active on the Blizzard account provided, the Winner will be allowed to specify a different Blizzard account for the prize activation.

7. Odds of Winning. Odds of winning a prize depend on the total number of eligible Entrants who meet the eligibility requirements for the applicable drawing and the quantity of additional submission in accordance with Section 4.B. **ALL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZE AS WELL AS ANY COSTS AND EXPENSES ASSOCIATED WITH ACCEPTANCE AND USE OF A PRIZE ARE THE SOLE RESPONSIBILITY OF THE WINNERS.** Prizes not claimed (including the absence of Winners' answer to Sponsor's e-mail) within the time period specified by Sponsor will be forfeited and, at Sponsor's discretion, awarded to an alternate winner for the drawing at issue. Prizes are not transferable. No substitutions or exchanges (including for cash) of any prizes will be permitted, except that Sponsor reserves the right to substitute a prize (or portion thereof) of comparable or greater value for any prize. All prizes are awarded "AS IS" and **WITHOUT WARRANTY OF ANY KIND**, express or implied, (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). All prize details are at Sponsor's sole discretion.

8. Collection of Information. The information submitted to Sponsor during the registration for the Contest via web-site "gleam.io" operated by "Crowd9 PTY Ltd" (the "Operator") will be used to contact you in the event that you are chosen to receive the prize and as otherwise specified in Sponsor's Privacy Policy, available at <http://eu.blizzard.com/en-gb/company/about/privacy.html>. Note that the data collector for this Contest are Blizzard Entertainment SAS, and Crowd9 PTY Ltd, and the data collected will be transferred to the United States of America and Australia. The details of each Entrant (name, e-mail address) will be transmitted by the Sponsor's and Operator's server, which will process the data. The data will be collected during the Contest of each Entrant according to the «Informatique et Libertés» law, of the 6th of January 1978 and its later amendments, and according to the European directive number 95/46/CE. Each Entrant grants Sponsor permission to use the information he is providing within the framework set by the «Informatique et Libertés» law of the 6th of January 1978. Each Entrant may withdraw his/her personal data upon request. To exercise such right, you may write to World of Warcraft gamescom 2017 Contest Giveaway - Personal Data," c/o Blizzard Entertainment SAS, TSA 60 001, 78008 Versailles Cedex – France; however, you will be disqualified as an Entrant of the Contest if you withdraw your personal data prior to the determination and fulfilment of the prizes listed in Section 6 herein.

9. General Release. By entering the Contest, you release Sponsor, participating sponsors and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agencies (collectively, the "Released Parties") from any liability whatsoever, and waive any

and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Contest or delivery, misdelivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

10. Copyright Notice. The Contest and all accompanying materials are copyright © 2017 Blizzard Entertainment, Inc. All rights reserved. All other trademarks referenced herein are the properties of their respective owners.

11. Miscellaneous. The Contest and these Official Rules will be governed, construed and interpreted under the laws of France. Entrants agree to be bound by these Official Rules and by the decisions of Sponsor, which are final and binding in all respects. Sponsor reserves the right to change these Official Rules at any time, in its sole discretion, and to suspend or cancel the Contest or any Entrant's participation in the Contest should viruses, bugs, unauthorized human intervention or other causes beyond Sponsor's control affect the administration, security or proper play of the Contest or Sponsor otherwise becomes (as determined in its sole discretion) incapable of running the Contest as planned. Entrants who violate these Official Rules, tamper with the operation of the Contest or engage in any conduct that is detrimental or unfair to Sponsor, the Contest or any other Entrant (in each case as determined in Sponsor's sole discretion) are subject to disqualification from entry into the Contest. Sponsor reserves the right to lock out persons whose eligibility is in question or who have been disqualified or are otherwise ineligible to enter the Contest.

12. Contest Sponsor. The sponsor of the Contest is Blizzard Entertainment SAS, with its principal business address at 145, rue Yves le Coz, 78000 Versailles, France.