

BLIZZARD'S "GNOMES VS. GOBLINS™" LAUNCH CELEBRATION CONTEST

- 1. Eligibility.** BLIZZARD ENTERTAINMENT, INC., A DELAWARE CORPORATION (REFERRED TO HEREIN AS "SPONSOR") IS THE SPONSOR OF THIS CONTEST. THIS CONTEST IS OPEN ONLY TO RESIDENTS OF THE UNITED STATES, CANADA, MEXICO, ARGENTINA, CHILE, COLOMBIA, COSTA RICA, AUSTRALIA, NEW ZEALAND, SINGAPORE, AUSTRIA, BELGIUM, FRANCE, DENMARK, FINLAND, GERMANY, IRELAND, ITALY, LUXEMBOURG, THE NETHERLANDS, NORWAY, SPAIN, SWEDEN, SWITZERLAND, THE UNITED KINGDOM, BELARUS, BULGARIA, THE CZECH REPUBLIC, CROATIA, HUNGARY, POLAND, RUSSIA, THE UKRAINE, HONG KONG, MACAU, MALAYSIA, SOUTH KOREA, TAIWAN, THAILAND, AND THE PEOPLE'S REPUBLIC OF CHINA, WHICH ARE: (I) OVER THE AGE OF MAJORITY IN THEIR COUNTRY OF RESIDENCE ON THE DATE REFERENCED BELOW AS THE START DATE FOR THE CONTEST; AND (II) WHO ARE NOT RESIDENTS OF THE STATES OF NORTH DAKOTA, VERMONT, CONNECTICUT, OR MARYLAND IN THE UNITED STATES; THE PROVINCE OF QUEBEC, CANADA; OR RESIDENTS OF THE AUSTRALIAN STATES OF VICTORIA, QUEENSLAND OR THE AUSTRALIAN CAPITAL TERRITORY ("ENTRANTS"). **If you are under the legal age of majority in your country of residence, but are (i) over the age of 13 years of age and a resident of the United States of America, or a member country of the European Union other than Spain, or the United Kingdom; or (ii) are at least 14 years of age and a resident of Spain, the United Kingdom, or Russia; or (iii) are at least 15 years of age and a resident of the Republic of Korea; 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.** If you reside in the States of North Dakota, Vermont, Connecticut or Maryland in the United States, the Province of Quebec in Canada, or Queensland, Victoria or the Australian Capital Territory in Australia, you are not eligible to participate in this Contest. 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 win any prizes. All applicable federal, state and local laws and regulations apply. There is no cost to enter or win. Offer void where prohibited. In the event of any dispute, entries will be deemed to have been submitted by the owner of the e-mail address from which the e-mail was sent.
- 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, 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 December 3, 2014 at 12:00 A.M. P.S.T., and shall continue in duration until December 22, 2014 at 11:59: P.M. P.S.T. (the "Deadline"). All entries must be received by the Deadline to be eligible to win a prize.
- 4. Prizes.** Four (4) qualified entrants shall be chosen by Sponsor as "Winners," of this Contest in accordance with the judging criteria set forth in Section 5 below. Each such Winner shall receive a prize package consisting of two (2) Hearthstone Throw Pillows, each with an approximate retail price of \$24.00 USD; (ii) one (1) Hearthstone Swirl Mug, with an approximate retail price of \$14.00 USD;

and (1) set of Hearthstone Coasters with an approximate retail price of \$19.99 USD. ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNER. All prizes will be awarded. Prize winners must execute an affidavit of eligibility before they can receive their prize. Prizes returned as undeliverable or otherwise not claimed within fifteen (15) days after delivery of notification will be forfeited and awarded to an alternate winner. 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 of equal or greater value for any prize. Limit one prize per household or address. 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).

5. **How to Enter.** To participate in this Contest, a qualified entrant will need to: (i) Organize a 'Hearthstone® Fireside Gathering' celebrating the Gnomes vs. Goblins™ expansion to Hearthstone (the "Event"), (ii) list the Event on the Fireside Gathering Webpage located [here](#), and (iii) submit one or more digital photographs of the Event to FiresideGatherings@blizzard.com.
6. **Contest Rules.** Sponsor shall choose the winners from all entrants who have submitted a complete entry prior to the end of the Deadline. Winners shall be chosen by Sponsor at its sole discretion based upon which entrants display the most original, interesting, or images of a qualified entrant's Event. The decision of Sponsor is final. Prize winners will be notified by e-mail within twenty one (21) days thereafter. To claim a prize, winners should follow the instructions contained in their notification.
7. **Collection of Information.** The information necessary to operate the Contest was collected by Sponsor at the time that each Eligible Participant registered a Battle.net account used to participate in the Contest, and without limiting Sponsor's rights under its privacy policies with regards to its use of the information, will be used to contact you specifically for operation of the Contest. The Contest is not open to anyone under the age of majority in your country of citizenship, and in the event that Sponsor becomes aware that you are under the age of majority in your country of citizenship and your parent or guardian has not provided specific permission to Sponsor for you to participate in this Contest, Sponsor will delete, erase or destroy any and all personally identifiable information related to the Contest. In the event that you are a citizen of France and/or any of the other countries whose citizens are eligible for this Contest, and pursuant to French law pertaining to data collection and processing, you are informed that the data collector is Blizzard Entertainment, Inc., and the data collected will be transferred to the United States of America. Upon request, you will be provided with access to your personal data. You also have a right of opposition to the data collection, under certain circumstances. To exercise such right, you may write to "Blizzard's Gnomes vs. Goblins Launch Celebration Contest - Personal Data," c/o Blizzard Entertainment, P.O. Box 18979, Irvine, CA 92612. You may also withdraw your personal data upon request, however you will be disqualified as an Eligible Participant in the Contest if you withdraw your personal data prior to the determination and fulfillment of the prizes listed in Section 5 herein. Information collected in connection with the Contest will otherwise be collected in accordance with Sponsor's privacy policy, available at <http://www.blizzard.com/us/privacy.html>. By agreeing to these Official Rules, you are also agreeing to the terms of Sponsor's privacy policy.
8. **Release/Sponsor Ownership of Entries.** All entries and materials submitted to Sponsor in connection with the Contest (collectively, "Entry Materials"), along with all copyright, trademark and other proprietary rights associated therewith, become the property of Sponsor upon submission, and Entry Materials will not be returned to any entrant. Without limiting the generality of the foregoing, you acknowledge that Sponsor will own all rights to use, modify, reproduce, publish, perform, display, distribute, make derivative works of and otherwise commercially and non-commercially

exploit the Entry Materials in perpetuity and throughout the universe, in any manner or medium now existing or hereafter developed, without separate compensation to you or any other person or entity. You agree to take, at Sponsor's expense, any further action (including, without limitation, execution of affidavits and other documents) reasonably requested by Sponsor to effect, perfect or confirm Sponsor's ownership rights as set forth above in this paragraph.

- 9. Winners List; Rules Request.** For a copy of the winners list for the Contest, visit www.blizzard.com after December 28, 2014.
- 10. Miscellaneous.** The Contest and these Official Rules will be governed, construed and interpreted under the laws of the United States. 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. If you have any questions about these Official Rules or the Contest, please e-mail them to FiresideGatherings@blizzard.com or send written questions to Blizzard Entertainment, "Blizzard Pumpkin Carving Contest", c/o Blizzard Entertainment, P.O. Box 18979, Irvine, CA 92612.
- 11. Contest Sponsor.** The sponsor of the Contest is Blizzard Entertainment, Inc. ©2014 Blizzard Entertainment, Inc. All rights reserved. All trademarks referenced herein are the properties of their respective owners.