

## **StarCraft II Contest**

### **Official Rules**

**1. Eligibility.** BLIZZARD ENTERTAINMENT SAS, a French company (referred to herein as the “Sponsor”), is the sponsor of this contest. This contest (“Contest”) is only open to anyone aged 15 or over and residing in AUSTRIA, BELARUS, BELGIUM, BULGARIA, CROATIA, CZECH REPUBLIC, ESTONIA, FINLAND, FRANCE, GERMANY, GREECE, HUNGARY, IRELAND, ITALY, LATVIA, LITHUANIA, LUXEMBURG, NORWAY, POLAND, PORTUGAL, ROMANIA, RUSSIAN FEDERATION, SERBIA, SLOVAKIA, SLOVENIA, SOUTH AFRICA, SPAIN, SWEDEN, SWITZERLAND, THE UNITED KINGDOM, TURKEY, UKRAINE, BOLIVIA, CHILE, COLOMBIA, COSTA RICA, ECUADOR, EL SALVADOR, GUATEMALA, HONDURAS, MÉXICO, NICARAGUA, PARAGUAY, PERÚ, PUERTO RICO, URUGUAY, VENEZUELA. (the “Entrant” or “Entrants”). To be eligible to win a prize, entries must be completed and received by the Sponsor in the format designated below. Directors, officers, and employees of the Sponsor, its parent company, and any respective affiliate companies, subsidiaries, agents, professional advisors, advertising and promotional agencies, and immediate families of these are not eligible to win any prizes. All applicable laws and regulations apply.

**2. Contest Period.** The Contest shall commence on July 26, 2016 at 13:00 CEST and end on August 2<sup>nd</sup>, 2016 at 19:00 CEST.

**3. How to Enter the Contest.** To enter the Contest, the Entrant must meet the eligibility requirements set forth in Section 1 above. The qualified Entrant shall post one of the following content (“Content”):

- Create a post on Twitter with a birthday poem or a birthday card for StarCraft II, with the hashtag “#SC2Birthday”
- Respond to Sponsor’s Facebook post with a birthday poem or a birthday card for StarCraft II, with the hashtag “#SC2Birthday”
- Respond to Sponsor’s post on VK with a birthday poem or a birthday card for StarCraft II, with the hashtag “#SC2Birthday”

Each submission shall be submitted subject to the following requirements:

(i) The Content shall be the qualified Entrant’s original work, and shall not feature any trademarks, logos, pictures, paintings, writings, or any other intellectual property belonging to any third party other than as set forth in these rules;

(ii) Multiple submissions by the same Entrant are allowed.

**4. Determination of Winners.** The Sponsor will randomly choose forty (40) winners (the “Winners”).

**5. Prizes.** The prizes will be distributed as follows: for the Winners ranked 1 to 5, a Zergling Plush (estimated value of 31.60€) , plus a LotV Collector Edition (estimated value of 49.80€), plus one Nova DLC key (estimated value of 7.49€) and also one Abathur DLC key (estimated value of 4.99€) ; for the Winners ranked 6 to 10, a LotV Collector Edition (estimated value of 49.80€), plus one Nova DLC key (estimated value of 7.49€) and also one Abathur DLC key (estimated value of 4.99€); for Winners ranked 11 to 20, on Nova DLC key (estimated value of 7.49€) and one Abathur DLC key (estimated value of 4.99€); and for Winners ranked 21 to 40 a Nova DLC key (estimated value of 7.49€) or an Abathur Commander key (estimated value of 4.99€)

The prize packages for the Winners shall be sent to the Winners before September 1<sup>st</sup> 2016. 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 returned as undeliverable or unclaimed ten (10) days after notification will be forfeited and at the 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 the Sponsor reserves the right to substitute a prize (or portion thereof) of comparable or greater value for any prize. The limit is 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). All prize details are at Sponsor's sole discretion.

**6. Sponsor Use of Entries.** Entrant hereby agrees that upon entering the Contest, Entrant hereby grants Blizzard Entertainment, Inc. and its subsidiary Blizzard Entertainment SAS a perpetual, non-exclusive, worldwide license and right to utilize the Content that Entrant posts on social media (collectively, the "Entry Materials"). The Entry Materials will not be returned to any Entrant. Without limiting the generality of the foregoing, Entrant acknowledges that the Sponsor shall have the right to use, modify, reproduce, publish, perform, display on all forms of media, 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 Entrant or any other person or entity. Entrant agrees to take, at the Sponsor's expense, any further action (including, without limitation, execution of affidavits and other documents) reasonably requested by the Sponsor to effect, perfect, or confirm the Sponsor's rights as set forth above in this Section 6.

**7. Original Work of Authorship.** Entrant hereby warrants and represents that (a) he owns all rights to all Entry Materials submitted by him; and (b) all such Entry Materials are original works of authorship on his part and have not been copied, in whole or in part, from any other work and do not violate, misappropriate, or infringe any copyright, trademark, or other proprietary right of any other person or entity (except to the extent that they contain materials, trademarks, or logos owned by Blizzard Entertainment, Inc.).

**8. General Release.** By entering the Contest, Entrant releases the 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.

**9. Copyright Notice.** The Contest and all accompanying materials are copyright ©2016 Blizzard Entertainment, Inc. All rights reserved.

**10. Miscellaneous.** The Contest and these Official Rules will be governed, construed, and interpreted under the laws of France. The Entrants agree to be bound by these Official Rules and by the decisions of the Sponsor and judges, which are final and binding in all respects. The Sponsor reserves the right to change these Official Rules at any time, in its sole discretion. If terminated, the Sponsor may, at its discretion, select the potential winner(s) for the Contest at issue from all eligible, non-suspect entries received for that Contest prior to action taken or as otherwise deemed fair and appropriate by the Sponsor. Entrants who violate these Official Rules, tamper with the operation of the Contest, or engage in any conduct that is detrimental or unfair to the Sponsor, the Contest, or any other Entrant (in each case as determined by the Sponsor's sole discretion) are subject to disqualification from entry into the Contest.