

## 2018 HEARTHSTONE® QUEST FOR PACKS CONTEST RULES

- 1. Eligibility.** BLIZZARD ENTERTAINMENT, INC., A DELAWARE CORPORATION, (“BLIZZARD”) IS THE SPONSOR OF THE 2018 HEARTHSTONE QUEST FOR PACKS CONTEST (“CONTEST”). ELIGIBILITY FOR THIS CONTEST IS LIMITED TO RESIDENTS OF THE UNITED STATES, AUSTRIA, BELARUS, BELGIUM, BULGARIA, CANADA, CHILE, CROATIA, CZECH REPUBLIC, DENMARK, EGYPT, ESTONIA, FINLAND, FRANCE, GERMANY, GREECE, HUNGARY, ICELAND, IRELAND, ISRAEL, ITALY, KAZAKHSTAN, LATVIA, LITHUANIA, LUXEMBOURG, MALTA, THE NETHERLANDS, NORWAY, PEOPLE’S REPUBLIC OF CHINA, POLAND, PORTUGAL, QATAR, ROMANIA, RUSSIA, SERBIA, SINGAPORE, SLOVAKIA, SLOVENIA, SOUTH AFRICA, SOUTH KOREA, SPAIN, SWEDEN, SWITZERLAND, TAIWAN, TUNISIA, TURKEY, UKRAINE, AND THE UNITED KINGDOM WHO ARE: (I) OVER THE AGE OF MAJORITY IN THEIR COUNTRY/REGION OF RESIDENCE, OR IF THEY ARE UNDER THE LEGAL AGE OF MAJORITY IN THEIR COUNTRY/REGION OF RESIDENCE ON FEBRUARY 1, 2018, ARE ABLE TO SUBMIT A SIGNED, WRITTEN STATEMENT THAT A PARENT OR GUARDIAN HAS READ, UNDERSTOOD AND AGREES TO THESE CONTEST RULES WITH THEIR ENTRY, AND THAT SUCH AGREEMENT CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES ON BEHALF OF THE PARENT OR GUARDIAN AND THEMSELVES, AND THEY ARE (a) OVER 13 YEARS OF AGE AND A RESIDENT OF THE UNITED STATES OF AMERICA, OR A MEMBER COUNTRY OF THE EUROPEAN UNION (OTHER THAN THE UNITED KINGDOM); (b) OVER 14 YEARS OF AGE AND A RESIDENT OF THE UNITED KINGDOM, (c) OVER 15 YEARS OF AGE AND A RESIDENT OF THE REPUBLIC OF KOREA, OR (d) OVER 12 YEARS OF AGE AND A RESIDENT OF TAIWAN, AND (II) WHO ARE NOT RESIDENTS OF THE STATES OF NORTH DAKOTA, VERMONT, CONNECTICUT, OR MARYLAND IN THE UNITED STATES, OR THE PROVINCE OF QUEBEC, CANADA (“ENTRANTS”). IF YOU ARE NOT A RESIDENT OF THESE AREAS AND/OR OTHERWISE DO NOT MEET THE ABOVE ELIGIBILITY REQUIREMENTS, YOU ARE NOT ELIGIBLE TO WIN A PRIZE. NOTWITHSTANDING THE FOREGOING, VOID WHERE PROHIBITED. 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 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 9:00 a.m., Pacific Standard Time (PST) on February 1, 2018 (the “Start Date”), and shall continue in duration until 9:00 p.m. PST February 14, 2018 (the "Deadline"). All entries must be received by the Deadline to be eligible to win a prize.
- 4. How to Enter.** For Entrants who are players of Blizzard Entertainment’s interactive software program, *Hearthstone*® (the “Game”), a daily quest will be available for completion each day during the Contest in the Game. When the Entrant completes the quest, the Entrant will receive one (1) entry into the Contest. Entrants are limited to one (1) entry per day during the Contest Period.
- 5. Alternate Method of Entry.** Qualified participants may also enter the Contest by mailing a 3” by 5” postcard that includes the participant’s name, mailing address, e-mail address, and age to: *Hearthstone Quest for Packs Contest*, c/o Blizzard Entertainment, Inc., P.O. Box 18979, Irvine, CA 92612. By mailing in the postcard, eligible participants

will receive one (1) entry into the Contest, and are limited to a maximum of one (1) entry per day of the Contest Period.

6. **Contest Rules.** Sponsor shall choose the winners from all entrants who have submitted an entry prior to the Deadline. The decision of Sponsor is final. Prizewinners will be notified by e-mail within seven (7) days thereafter. To claim a prize, winners should follow the instructions contained in their notification.

7. **Prizes.**

a. **Grand Prize Winners.** Sponsor shall award one (1) Grand Prize. Each winner of the Grand Prize will receive: (i) one hundred (100) Year of the Mammoth Bundles (as defined below); (ii) one (1) Lich King Helm; (iii) a Hearthstone t-shirt, hat, and collectible pin; and (iv) One Thousand Two Hundred Dollars (\$1,200.00 USD), or in countries where a cash prize is prohibited, One Thousand Two Hundred Dollars (\$1,200.00 USD) worth of Blizzard's consumer products. Approximate Retail Value is \$7,764.00 USD.

b. **Year of the Mammoth Bundle Winners.** Sponsor shall award one thousand (1,000) Mammoth Bundles. Each winner of the Mammoth Bundle will receive ten (10) random card packs from the Game's *Un'Goro* expansion, ten (10) random card packs from the Game's *Knights of the Frozen Throne* expansion, and ten (10) random packs from the Game's *Kobolds and Catacombs* expansion. Approximate retail value of each Mammoth Bundle is \$40.00 USD.

c. **Mini Mammoth Bundle Winners.** Sponsor shall award fifty thousand (50,000) Mini-Mammoth Bundles. Each winner of the Mini-Mammoth Bundle shall receive one (1) random card pack from the Game's *Un'Goro* expansion, one (1) random card pack from the Game's *Knights of the Frozen Throne* expansion, and one (1) random card pack from the Game's *Kobolds and Catacombs* expansion. Approximate retail value of each Mini Mammoth Bundle is \$4.49 USD.

Odds of winning a prize depend on the total number of eligible entrants who meet the eligibility requirements for the applicable drawing. ALL FEDERAL, STATE, LOCAL TAXES AND CUSTOMS DUTIES 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(s). 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).

8. **Collection of Information.** By entering the Contest, you consent to Sponsor's use of your name, e-mail, battle tag, and address to inform you of open positions with Blizzard, and to associate your name with your submission in promotional materials for the Contest in the event that you are chosen to be a winner. 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 "2018 Hearthstone Quest for Packs 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 entrant in the Contest if you withdraw your personal data prior to the determination and fulfillment of the prizes.

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. **Affidavit & Release.** As a condition of being awarded any prize, winners will be required to execute and deliver to Sponsor a signed Affidavit of Eligibility, which includes an acceptance of these Official Rules and a release of liability.
11. **Winners List; Rules Request.** For a copy of the winners list, send a stamped, self-addressed, business-size envelope after February 14, 2018 and before August 14, 2018 to Sponsor at the following address: "2018 Hearthstone Quest for Packs Contest - Winners List," c/o Blizzard Entertainment, P.O. Box 18979, Irvine, CA 92612. To obtain a copy of these rules, send a stamped, self-addressed business-size envelope to Sponsor at the following address: "2018 Hearthstone Quest for Packs Contest" -Rules Request, c/o Blizzard Entertainment, P.O. Box 18979, Irvine, CA 92612. Residents of WA and VT may omit return postage.
12. **Copyright Notice.** The Contest and all accompanying materials are copyright © 2018 Blizzard Entertainment, Inc. All rights reserved.
13. **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 [QUESTFORPACKS@Blizzard.com](mailto:QUESTFORPACKS@Blizzard.com), or send written questions to "2018 Hearthstone Quest for Packs Contest", c/o Blizzard Entertainment, P.O. Box 18979, Irvine, CA 92612.
14. **Contest Sponsor.** The Sponsor of the Contest is Blizzard Entertainment, Inc.