

DreamHack Stockholm 2014 Cheerfuls Contest

Official Rules

1. **Eligibility.** BLIZZARD ENTERTAINMENT SAS, A FRENCH COMPANY (referred to herein as "SPONSOR") IS THE SPONSOR OF THIS CONTEST. This Contest is open to anyone aged 15 or more residing in France, in Belgium, in the United Kingdom or in Luxemburg, or anyone of the full legal age residing in Germany, Austria, Sweden, Norway, Spain, Italy, Switzerland, Poland, Hungary, Croatia, Bulgaria, Czech Republic, Russia, Ukraine, Belarus, or in Ireland. ("ENTRANTS"). **If you are between the age of thirteen (13) years of age and the legal age of majority in your country of residence (a "Minor"), 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 win any prizes. All applicable federal, state and local laws and regulations apply. Void where prohibited or restricted. 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. Contest Period. The Contest shall commence on September 24, 2014 at 15:00 CEST and end on September 28, 2014 at 20:00 CEST ("Deadline").

3. How to Enter the Contest, Determination of Winners, and Prizing. To enter the Contest, a qualified entrant must: (i) Meet the eligibility requirements set forth in Section 1 above; (ii) be a registered user of Twitter, Facebook or VKontakte ; and (iii) follow one of the official Blizzard social media pages (full list here: <http://eu.blizzard.com/en-gb/company/about/contact.html>). Qualified entrants can enter the Contest by sending a tweet using the hashtag #RoadtoBlizzcon to one of the official Blizzard Twitter pages or by leaving a comment on one of the official Blizzard social media pages beneath the dedicated update showing us Cheerfuls in which their favorite StarCraft® II, Hearthstone™: Heroes of Warcraft™ or World of Warcraft® Arena player or team at the DreamHack Stockholm 2014 event in Stockholm is hyped. Sponsor shall then pick winners among qualified entrants based on the criteria of creativity and originality.

Blizzard shall pick seven (7) regional winners (one per each language – English, German, French, Spanish, Russian, Italian, and Polish); in addition, at the end of the contest, Blizzard shall pick one grand prize winner among the seven winners. The prize packages for regional winners (estimated retail value €25) and the grand prize winner (estimated retail value €40,) shall be sent to the winners before October 5, 2014.

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 thirty (30) days after notification 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. 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).

4. Odds of Winning. Odds of winning a prize depend on the total number of eligible entrants for the applicable drawing. 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 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. 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). All prize details are at Sponsor's sole discretion.

5. Original Work of Authorship. You hereby warrant and represent that the information that you submit to enter the contest is your information that have the right to use for this Contest, and that such information does not violate, misappropriate or infringe any copyright, trademark or other proprietary right of any other person or entity.

6. Collection of Information. The information submitted to Sponsor during the registration for the Contest will be used to contact you in the event that you are chosen to receive a prize and as otherwise specified in Sponsor's Privacy Policy, available at <http://us.blizzard.com/en-us/company/about/privacy.html>. Note that the data collector for this Contest is Blizzard Entertainment, Inc., and the data collected will be transferred to the United States of America. The details of each entrant (e-mail address) will be transmitted by the Sponsor's server, which will process the data. The data will be collected during the Contest of each user on the according to the «Informatique et Libertés» law, of January 6, 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 January 6, 1978. Each entrant benefits from the right to access and modify his personal data. You may also withdraw your personal data upon request, however you will be disqualified as a entrant in the Contest if you withdraw your personal data prior to the determination and fulfillment of the prizes listed in Section 3 herein.

7. 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.

8. Copyright Notice. The Contest and all accompanying materials are copyright © 2014 Blizzard Entertainment, Inc. All rights reserved.

9. 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 and judges, 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 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. If terminated, Sponsor may, at its discretion, select the potential winner(s) for the Contest and/or drawing at issue from all eligible, non-suspect entries received for that Contest and/or drawing prior to action taken or as otherwise deemed fair and appropriate by 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 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.