

OFFICIAL RULES

R/HEARTHSTONE® 1 MILLION SUBS GIVEAWAY

Please read the rules below (the “Official Rules”) before participating in the r/Hearthstone 1 Million Subs Giveaway promotion (the “Promotion”). By participating in the Promotion, you agree to be bound by these Official Rules and represent that you satisfy all of the eligibility requirements contained in Section 1 below.

1. Eligibility. NO PURCHASE NECESSARY TO ENTER OR WIN. BLIZZARD ENTERTAINMENT, INC. (“BLIZZARD”) IS THE SPONSOR OF THIS PROMOTION. THIS PROMOTION IS OPEN ONLY TO INDIVIDUALS WHO, ARE: (A) LEGAL RESIDENTS OF THE UNITED STATES, ARGENTINA, AUSTRIA, BELARUS, BELGIUM, BULGARIA, CANADA, CHILE, CROATIA, CZECH REPUBLIC, DENMARK, EGYPT, ESTONIA, FINLAND, FRANCE, GERMANY, GREECE, HONG KONG, HUNGARY, ICELAND, IRELAND, ISRAEL, ITALY, JAPAN, KAZAKHSTAN, LATVIA, LITHUANIA, LUXEMBOURG, MACAU, MALTA, THE NETHERLANDS, NORWAY, PEOPLE’S REPUBLIC OF CHINA, PHILIPPINES, POLAND, PORTUGAL, QATAR, ROMANIA, RUSSIA, SAUDI ARABIA, SERBIA, SINGAPORE, SLOVAKIA, SLOVENIA, SOUTH AFRICA, SOUTH KOREA, SPAIN, SWEDEN, SWITZERLAND, TAIWAN, THAILAND, TUNISIA, TURKEY, UKRAINE, THE UNITED KINGDOM, AND VIETNAM; (B) AT LEAST THIRTEEN YEARS OF AGE OR OLDER AS OF THE DATE OF ENTRY; (C) NOT RESIDENTS OF THE STATES OF ARIZONA, NORTH DAKOTA, VERMONT, CONNECTICUT, OR MARYLAND IN THE UNITED STATES, OR THE PROVINCE OF QUEBEC IN CANADA; AND (D) HAVE AUTHORIZED ACCESS TO A REDDIT ACCOUNT CREATED PRIOR TO 12:00 PM PDT ON APRIL 29, 2019 THAT IS IN GOOD STANDING AND WHICH REMAINS IN GOOD STANDING DURING THE ENTIRETY OF THE PROMOTION (“ENTRANTS”). If you are between the age of thirteen (13) years of age and the legal age of majority in your jurisdiction 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 Official Rules with your entry, and agree that such agreement constitutes acceptance of these Official Rules on behalf of you and themselves. To be eligible to win a Prize (as defined below), entries must be completed and received by Blizzard in the format designated below. Directors, officers and employees of Blizzard, its parent, and any of their respective affiliate companies, subsidiaries, agents, professional advisors, advertising and promotional agencies, and immediate families (parents, children, siblings, spouse) and household members (whether related or not) of each are not eligible to win any Prize. All applicable federal, state, provincial, and local laws and regulations apply. This Promotion is void where prohibited or restricted by law.

2. Disclaimer. Blizzard, 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 disruptions, injuries, losses or damages caused by events beyond the control of Blizzard; or (d) any printing or typographical errors in any materials associated with the Promotion.

3. Promotion Period. The Promotion shall commence on 12:00 PM PDT on April 29, 2019 and shall continue until 12:00 PM PDT on May 1, 2019 (the “Promotion Period”).

4. How to Enter. Entrants may enter the promotion by doing the following during the Promotional Period: (a) log in to your free Reddit account by visiting <https://www.reddit.com/>; and (b) post a reply to Blizzard’s contest discussion thread labeled “r/Hearthstone 1M Subs Giveaway” on <https://www.reddit.com/r/hearthstone/> with a “top level” comment. Replies to previous comments will not be accepted as a valid entry. Limit one entry per Entrant.

5. Odds of Winning. Blizzard will randomly choose twenty-five (25) winners of the Promotion (each, a “Winner”) from all qualified Entrants who have submitted an entry prior to the conclusion of the Promotional Period. The odds of winning a Prize depend on the total number of Entrants who submit entries for the Promotion. Winners will be notified via Reddit “private message” by May 3, 2019. To claim a Prize, Winners must provide a valid shipping address and follow the instructions contained in their notification.

6. Prizes. Each Winner will receive one (1) of the following prizes as randomly chosen by Blizzard (each, a “Prize”):

- a. One (1) of six (6) “Art of Hearthstone” books, each with an approximate retail value of Forty-Five Dollars (\$45.00 USD);
- b. One (1) of two (2) Hearthstone women’s wallets, each with an approximate retail value of Twenty-Five Dollars (\$25.00 USD);
- c. One (1) Hearthstone men’s wallet, with an approximate retail value of Twenty-Five Dollars (\$25.00 USD);
- d. One (1) Hearthstone scarf, with an approximate retail value of Twenty Dollars (\$20.00 USD);
- e. One (1) of seven (7) Hearthstone t-shirts, each with an approximate retail value of Twenty Dollars (\$20.00 USD); or
- f. One (1) of eight (8) Hearthstone hooded sweatshirts, each with an approximate retail value of Forty-Five Dollars (\$45.00 USD).

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 otherwise not claimed within the time period specified by Blizzard will be forfeited and, at Blizzard's discretion, awarded to an alternate winner, as applicable and time permitting. Prizes are not transferable. No substitutions or exchanges (including for cash) of any Prizes will be permitted, except that Blizzard reserves the right to substitute a Prize (or portion thereof) of comparable or greater value for any Prize. All Prizes will be awarded. Winners of a Prize in this Promotion may be required to execute an affidavit of eligibility and other tax documentation within the time period specified by Blizzard before they can receive their Prize. All Prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied, (including, without limitation, any implied warranty of merchantability, fitness for a particular purpose, or non-infringement). Blizzard is not responsible for any lost, damaged, stolen, confiscated, or seized Prizes once shipped.

7. Sponsor Use of Entries. Each qualified entrant, in consideration of their being allowed the opportunity to enter the Promotion, hereby grant Blizzard a perpetual, non-exclusive, worldwide license and right to utilize the entry materials submitted to Blizzard in connection with the Promotion (collectively, "Entry Materials"), as well as Entrant's name, address (city, state, and country), character, likeness, Prize information, statements about the promotion and biography, for any publicity, advertising and promotional purposes without additional compensation, except where prohibited by law, and releases the Released Parties (defined below) from any liability with respect thereto. The Entry Materials will not be returned to any Entrant. Without limiting the generality of the foregoing, Entrant acknowledge that Blizzard 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 you or any other person or entity. Entrant further agrees to take, at Blizzard's expense, any further action (including, without limitation, execution of affidavits and other documents) reasonably requested by Blizzard to effect, perfect or confirm Blizzard's rights as set forth above in this paragraph.

8. Collection of Information. As stated above, the Promotion is not open to anyone under the age of majority in your country of citizenship or state of residence without the written consent of their parent or guardian. In the event that Blizzard becomes aware that you are under the age of majority in your country of citizenship, and consent from your parent or guardian was not obtained, Blizzard will delete, erase or destroy any and all personally identifiable information that is obtained from the Entry Materials. In the event that you are a citizen of France and/or any of the other countries whose citizens are eligible for this Promotion, 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 "r/Hearthstone 1 Million Subs Giveaway - 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 Promotion if you withdraw your personal data prior to the determination and fulfillment of the Prizes listed above.

9. General Release. By participating in this Promotion, you release Blizzard, 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 Promotion 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, any activity or travel related to the Promotion or from any interaction with, or downloading of Promotion information and any printing or typographical errors in any materials associated with the Promotion. EVERYTHING PROVIDED IN CONNECTION WITH THE PROMOTION IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSES OR NON-INFRINGEMENT. Some jurisdictions do not allow (i) the exclusion of implied warranties on applicable statutory rights, so the above exclusions and limitations may not apply in some cases.

10. Winners List; Rules Request. For a copy of the winners list, send a stamped, self-addressed, business-size envelope after May 3, 2019 and before November 3, 2019, to Blizzard at the following address: "r/Hearthstone 1 Million Subs Giveaway - 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 Blizzard at the following address: "r/Hearthstone 1 Million Subs Giveaway" c/o Blizzard Entertainment, P.O. Box 18979, Irvine, CA 92612. Residents of Washington and Vermont may omit return postage.

11. Copyright Notice. The Promotion and all accompanying materials are copyright 2019 Blizzard Entertainment, Inc. All rights reserved.

12. Privacy. Blizzard will be collecting personal data about entrants online in accordance with its privacy policy in each region. Please review Blizzard's privacy policy at <https://www.blizzard.com/en-us/legal/a4380ee5-5c8d-4e3b-83b7-ea26d01a9918/blizzard-entertainment-online-privacy-policy>. By participating in the Promotion, Entrants hereby agree to Blizzard's collection and usage of

their personal information and acknowledge that they have read and accepted Blizzard's privacy policy.

13. Miscellaneous. The Promotion and these Official Rules will be governed, construed and interpreted under the laws of the State of Delaware, United States of America. Entrants agree to be bound by these Official Rules and by the decisions of Blizzard, which are final and binding in all respects. No automated entry devices and/or programs are permitted. All entries become the sole and exclusive property of the Blizzard and receipt of entries will not be acknowledged or returned. Proof of submission will not be deemed to be proof of receipt by Blizzard. In case of dispute of the identity of any winner, entries will be declared made by the authorized account holder of the Reddit account used for entry. Blizzard is not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit Entrant's ability to enter the Promotion, including any injury or damage to Entrant's or any other person's computer relating to or resulting from participating in this Promotion or downloading any materials in this Promotion. Blizzard reserves the right to change these Official Rules at any time, in its sole discretion, and to suspend or cancel the Promotion or any Entrant's participation in the Promotion should viruses, bugs, unauthorized human intervention or other causes beyond Blizzard's control affect the administration, security or proper play of the Promotion or Blizzard otherwise becomes (as determined in its sole discretion) incapable of running the Promotion as planned. Entrants who violate these Official Rules, tamper with the operation of the Promotion, engage in any conduct that is detrimental or unfair to Blizzard, the Promotion or any other Entrant (in each case as determined in Blizzard's sole discretion), attempts to undermine the legitimate operation of the Promotion by cheating, hacking, deception or other unfair playing practices (including but not limited to the use of automated entry programs, the use of automated entry devices, the creation of multiple accounts, or by participating in, or benefiting from, a syndicate, group or block playing process or system), or intending to annoy, abuse, threaten or harass any other Entrants or Blizzard representatives are subject to disqualification from entry into the Promotion. Blizzard reserves the right to lock out persons whose eligibility is in question or who have been disqualified or are otherwise ineligible to enter the Promotion. If you have any questions about these Official Rules or the Promotion, please e-mail them to contest@blizzard.com or send written questions to "r/Hearthstone 1 Million Subs Giveaway" P.O. Box 18979, Irvine, CA 92612.

14. Promotion Sponsor. The sponsor of this Promotion is Blizzard Entertainment, Inc.