

DANCE CONTEST AT GAMESCOM 2016 – RULES

Article 1: Place of the Contest

The Company Blizzard Entertainment Europe S.A.S, the head office of which is located at 145 rue Yves le Coz, 78000, Versailles, France, and operating under the commercial name of Blizzard (“**Blizzard**”) is organizing a dance contest (the “**Contest**”). The Contest will take place during the “Gamescom 2016” exhibition on August 19th, 2016 and is being held at Hall 7.1, at the Koelnmesse in Cologne, Germany (the “**Event**”).

Article 2: Eligibility

The Contest is open to individuals aged 13 or more (minors under 16 must have parental authorization – presence of the parent is required during the Contest) who have purchased a ticket for the Event, except Blizzard's personnel and their families affiliates companies or business partners (“**Entrants**” or “**Entrant**”).

Article 4: Failures

Failure to observe these “Dance contest at Gamescom 2016” rules (the “**Terms**”) hereinafter will lead to the nullification of the participation in the Contest.

Article 5: Entering the Contest

To enter the Contest, Entrants have to show up during the Event at the Blizzard booth (Hall 7.1).

Entrants need to register for the Contest by signing up at the Event between 09:00 a.m. (CEST) and 01:00 p.m. (CEST) on Friday, August 19th 2016, and seek confirmation from Blizzard. Additional Entrants may be placed on a waiting list. All confirmed participants need to check in at the Blizzard booth (Hall 7.1) before 01:00 p.m. (CEST) on Friday, August 19th 2016. After 01:00 p.m. (CEST) on Friday, August 19th 2016, Blizzard reserves the right to take additional Entrants who have been placed on the waiting list to fill the spots of those Entrants that did not check in to confirm their attendance.

Each qualified Entrant will be able to register and perform for only one dance. This dance will be determined at the time of the sign up and the qualified Entrant will perform the same dance for all phases of the Contest. The order in which qualified Entrants will perform on stage will be decided by Blizzard representatives on site.

Qualified Entrants should not wear another brand costumes, or be recognizable as another brand character than Blizzard ones.

It is understood that tickets to the Event shall not be reimbursed or paid by Blizzard, and that this Contest is opened for participation to individuals willing to attend the Event, and should not be considered an incentive to attend.

Article 6: Contest Process

The Contest shall commence at approximately 04:00 p.m. (CEST) on Friday, August 19th 2016 and will be organized as follows:

- First round: each qualified Entrant shall perform a "dance" based upon the dance moves exhibited by characters from Blizzard's "World of Warcraft" and "Heroes of the Storm" interactive games.

A jury composed of Blizzard developers shall select the Top 5 winners (referred to as "Winners" or individually "Winner") on grounds of the dance presentation, and the similarity of the qualified Entrant's dance to the character dance moves exhibited by the Blizzard characters.

- Second round: The Top 5 Winners shall perform the same dance and the jury above-mentioned will establish the ranking list based on the first round same criteria

The Winners will be announced during the Contest ceremony awards which will take place right after the end of the Contest on Friday, August 19th 2016. The decision of Blizzard is definitive and irrevocable. To claim a prize, winners should follow the instructions provided to them by Blizzard.

Article 7: Prizing

The first place Winner selected amongst the Contest finalists will be awarded the following prize:

- Dell Gaming Laptop (with an estimated value of € 1799, incl.VAT) with the following features:
 - Intel® Intel® Core™ i7-6700HQ (Quad-Core, 6MB Cache, Overclocked up to 3.5GHz)
 - NVIDIA® GeForce® GTX 970M with 3GB GDDR5
 - 17.3 inch FHD (1920 x 1080) IPS-Panel Anti-Glare 300-nits Display
 - 8GB Dual Channel DDR4 2133MHz (4GBx2)
 - 1TB 7200RPM SATA 6Gb/s

Resale of the prize is forbidden. No exchange of the prize worth against money. Another prize, object or service different from a prize eventually won by an Entrant will be accepted.

Article 9: Collection of Information

The details of each Entrant (name and e-mail address) will be collected during the Contest according to the "Informatique et Libertés" law, of the 6th of January 1978 and its later amendments, and according to the European directive number 95/46/CE.

Each Entrant grants Blizzard permission to use the information he is providing within the framework set by the "Informatique et Libertés" law of the 6th of January 1978. Each Entrant benefits from the right to access and modify his personal data.

Article 11: Responsibility

In case of circumstances outside Blizzard's control, in a fortuitous case, or under exceptional circumstances (fire, flood, natural disaster, malevolent intrusion in the IT system, strike, jeopardize of

the financial and technical viability of the Contest etc.), even in the case of its own responsibility (subject to its good faith), Blizzard retains the right to cancel the whole or part of the Contest. The present Contest will be cancelled in case circumstances outside Blizzard's control, without the Entrants or a Winner being able to claim any form of compensation.

Blizzard retains the right to exclude entry to the present Contest any individual having cheated, deceived, faked or disturbed the operations stated in this Terms. Blizzard retains the right to sue any individual having cheated, deceived, faked or disturbed the operations stated in this Terms, or tried to do so. A Winner having disturbed the Contest in any of the ways described in the present Terms will be rightfully denied the right to claim any prize. Any addition or amendment to these Terms will be announced on the Internet. They will be considered appendices to the present Terms.

Article 12: Grant of license

By participating in the Contest, Entrants hereby grant to Blizzard, a non-exclusive, worldwide, royalty free license for the duration of the protection usually granted to authors by laws and convention on copyright to: display and reproduce photographs or video material in association with Blizzard's Contest on its websites ("**Licensed Materials**"), including, but not limited to www.blizzard.com and eu.battle.net, for commercial, business, and trade purposes, as well as for advertising and/or publicity purposes. Additionally, Entrants hereby agree and acknowledge that Blizzard may, in its sole discretion, display the Licensed Material, in whole or in part, distorted in character or form, on its website/s.

Article 13: Image authorization

Blizzard is allowed to reproduce and use Entrants full name, country of residence, age, personal photograph, Contest participation video and picture footage and interview (hereinafter the "Elements"). Entrants hereby authorize Blizzard to reproduce, to digitize, to adapt, to diffuse, to represent and to communicate the Elements on any communication medium relative to the Blizzard's interactive games (the "Product") as:

Press releases, press conferences and press kits (audio and visual) of the Product by Blizzard relatively to its communication with the general and specialized (multimedia editions, general public computer science, family dedicated newspapers) press, provided that the Elements shall be reproduced and communicated in whole or in part by the aforementioned press.

The authorization hereby granted is free of charge, worldwide and for an undetermined term (or at least for the exploitation term of the Product and of the range to which it belongs). It is expressly understood that Blizzard shall not make use of any of Entrants eventual observation and image in a manner that could harm Entrants' reputation.

Article 14: Copyright Notice.

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

Article 15: Applicable law

The Contest and these official rules are governed, construed and interpreted under the laws of France. Entrants agree to be bound by these official rules.

In case of litigation, only tribunals in the country of physical residence of the head office of Blizzard will have jurisdiction.