

## HASBRO PULSE SW BLACK SERIES UNBOXING CONTEST

### Official Rules

**NO PURCHASE NECESSARY to enter or win. Making a purchase will not increase your chances of winning. Void where prohibited by law.**

By submitting an entry, you represent and warrant that you meet the eligibility requirements set forth in these Official Rules, and agree to be bound by these Official Rules and any other requirements designated by Sponsor. The Contest is governed by U.S. law and is subject to all applicable federal, state, and local laws and regulations.

### OFFICIAL RULES

The *Hasbro Pulse SW Black Series Unboxing Contest* (the "Contest") begins on April 13, 2018 at 12:01 am Eastern Standard Time ("EST") and ends on April 18, 2018 at 11:59 EST ("Contest Period"). The sponsor of the Contest is Hasbro, Inc. (the "Sponsor" or "Hasbro"). This Contest is not sponsored, endorsed or administered by, or associated with, Instagram. By entering the Contest, you ("Entrant" or "you") accept and agree to follow these Official Rules.

- 1. Who is Eligible:** The Contest is open only to legal residents of the 50 United States and District of Columbia who are age 18 years or older with Internet access at the time of entry. Only entrants logging onto the Internet from within the 50 United States or the District of Columbia are eligible to enter the Contest.

The following persons are not eligible to enter the Contest: (a) employees, agents or suppliers of Hasbro, Inc., its affiliates or subsidiaries, (b) employees of any organizations directly involved with this Contest, including, but not limited to, any prize provider, (c) immediate family members and persons living in the same household as the persons identified in (a) or (b) above.

VOID IN PUERTO RICO, U.S. TERRITORIES AND POSSESSIONS, AND WHERE PROHIBITED OR RESTRICTED BY LAW.

- 2. How to Enter:** You must have an Instagram account to enter. Instagram accounts can be obtained by visiting [www.instagram.com](http://www.instagram.com) and following the onscreen instructions to create an account. To enter the Contest, Entrants must create their own unboxing video featuring a current Hasbro-branded *Star Wars: The Black Series* figure(s) and/or vehicle(s). Entrant's video can be no longer than sixty (60) seconds and should not include any person(s) other than Entrant, third party intellectual property (e.g. logos on t-shirts, posters on a wall), or non-Hasbro product. Entrant must post their video on their public Instagram account with the hashtag #HasbroBlackSeriesUnboxingContest that must be clear and conspicuous (above the fold).

Sponsor will not be responsible for lost, late, incomplete, stolen, illegible, or misdirected entries due to any reason.

YOUR INSTAGRAM ACCOUNT MUST BE PUBLIC TO ENTER THE CONTEST.

YOUR ENTRY WILL ACCURATELY REFLECT ONLY YOUR HONEST, CURRENT OPINIONS AND BELIEFS BASED ON YOUR PERSONAL

LIMIT ONE ENTRY PER INSTAGRAM ACCOUNT. ANY ENTRANT FOUND TO SUBMIT MULTIPLE ENTRIES OR USE MULTIPLE ACCOUNTS TO ENTER WILL BE INELIGIBLE

NO PURCHASE NECESSARY.

- 3. Who Will Win:** All decisions made by Sponsor or its nominated agents on all matters relating to the Contest are final and binding. There will be one (1) winner ("Winner") for the Contest. Between April 19, 2018 and April 20, 2019, a committee comprised of selected Hasbro employees ("Judges") will review all eligible entries submitted by eligible entrants during the Contest Period and select the Winner based on the following criteria: creativity (50%), depth of collection (25%), and quality of content (25%). All entries are eligible to be selected as the Winner unless (a) the entry violates any of these Official Rules; (b) the Entrant is disqualified; or (iii) the Entrant is ineligible.

LIMIT ONE (1) WINNER FOR THIS CONTEST.

- 4. Winner Notification:** The Winner will be notified by April 23, 2018, by Sponsor via a private message to the Winner's Instagram account used to enter the Contest with additional instructions. If the Winner does not respond within two (2) days to the notification sent to his/her Instagram account by Sponsor, such

Winner will be disqualified and will forfeit the prize. In such event, Sponsor reserves the right to withhold the prize or the prize will be awarded to another eligible Entrant chosen from the remaining pool of entries in accordance with the terms set forth herein. Sponsor will reveal the Winner on the official Hasbro Pulse Instagram account @HasbroPulse on or around May 24, 2018.

**5. Prize Information; Approximate Retail Value; Odds of Winning:** The Winner will receive:

Round trip economy airfare for Winner for travel to/from Hasbro Inc. headquarters located in Pawtucket, Rhode Island; lodging for Winner in one (1) standard hotel room; participation in a Hasbro unboxing video for a new product from Hasbro's *Star Wars: The Black Series* product line; and one (1) new product from Hasbro's *Star Wars: The Black Series* product line. The airline, hotel and new product are in Hasbro's sole direction. The Hasbro unboxing video may or may not ever be used, in the sole discretion of Hasbro. **Winner must be able to travel between April 30, 2018 and May 4, 2018.** Winner will adhere to all instructions provided by Hasbro or its designate in booking such travel. Unless specified otherwise, all other fees, including, but not limited to, meals, ground transportation, gratuities, travel documents, travel insurance, and fees caused by changes to airline reservations, are solely Winner's responsibility. Winner agrees to travel on dates designated by Hasbro or prize will be forfeited. All flight arrangements are subject to availability. The trip and any components of this Contest are non-transferable or prize will be forfeited in its entirety and no compensation given. Once travel arrangements are made, no changes will be permitted. All travel must be from the major airport nearest to the Winner's U.S. residence and the Winner will be responsible for any travel to and from that airport, unless otherwise specified. Winner will be responsible for securing passports, photo I.D. or other travel documents required for travel. Approximate retail value of this Prize package is USD 2,500.

Sponsor makes no representation or warranties concerning the appearance, safety or performance of any prizes awarded. The odds of winning depend upon the number of valid entries received. The Winner must provide his or her full name, date of birth, email address, mailing address, and state of residence to Sponsor and must execute and return an affidavit of eligibility, publicity release and liability waiver, and a non-disclosure agreement, and any other legal documents that Sponsor may require, within five (5) business days from notification in order to receive the prize. The prize is not transferable, assignable, or redeemable for cash. Sponsor, in its sole discretion, may substitute an alternative prize(s) of equal or greater value. If the Winner either fails to timely provide his or her contact information or declines a prize or fails to comply with any of the Official Rules, fails to execute and return the required legal documents, or if any prize is returned as undeliverable, such Winner will be disqualified and an alternate winner may be chosen from the remaining pool of entries in accordance with the terms of the Official Rules at Sponsor's sole discretion. The Winner is solely responsible for paying all applicable federal, country, state and local taxes, and all other expenses associated with any prize. Where applicable, the prize shall be delivered by Sponsor or Sponsor's designate to the Winner within the jurisdiction of the domicile provided by the Winner. For the name of the Winner of the Contest write to: *Hasbro Pulse SW Black Series Unboxing Contest c/o Hasbro, Inc., 1027 Newport Ave., Pawtucket, RI 02861.* Sponsor is located 1027 Newport Ave., Pawtucket, RI 02861.

**6. Disqualification:** Failure to comply with these Official Rules will result in disqualification. Further, an Entrant's entry will be disqualified, at the sole discretion of Sponsor, if Entrant:

- a. enters the Contest through any means other than described in these Official Rules;
- b. attempts to disrupt the Contest, circumvent the terms and conditions of these Official Rules, or in any way tampers with any component of the Contest;
- c. submits multiple entries in the Contest or submits entries generated or caused by script, macro or other automated means;
- d. submits his or her entry after the expiration of the Contest Period;
- e. alteration/modification of products used in the entry; or
- f. use of third party intellectual property (e.g. logos on t-shirts, posters on a wall) or non-Hasbro product or merchandise in the entry.

If any of the above occurs, Sponsor has the right to remedy any such action, disruption, or circumvention, and to seek damages from Entrant to the fullest extent permitted by law.

**7. Liability Release:** To the fullest extent permitted by law, by participating in the Contest, Entrant agrees to forever and irrevocably release, discharge, indemnify, and hold Instagram and Sponsor and each of their respective directors, officers, employees, parent companies, subsidiaries, affiliates, divisions, agencies and all prize suppliers, harmless from any and all liability, losses, damages, rights, claims, and actions of any kind in connection with the Contest, or resulting from acceptance, possession, use or misuse of any prize, including any activity related thereto, including without limitation to the fullest extent permitted by law personal injuries, death and property damage, and claims based on publicity rights, defamation, or invasion of privacy, whether suffered by Entrant or a third party. By entering the Contest, Entrant agrees to abide by and accept as final the Sponsor's decisions and waives any right to appeal.

**8. Publicity Release:** To the fullest extent permitted by law, by participating in the Contest, Entrant grants Sponsor permission to use, except where prohibited by law, Winner's name, Instagram username, image, likeness, and state of residence, for Sponsor's advertising and promotional purposes in all forms of media,

now or hereafter known, throughout the world and on the Internet in perpetuity, without compensation or additional consents from Entrant and prior notice, approval or inspection.

- 9. MISCELLANEOUS CONDITIONS:** THE SPONSOR ASSUMES NO RESPONSIBILITY FOR ANY ERROR, OMISSION, INTERRUPTION, DELETION, DEFECT, DELAY IN OPERATION OR TRANSMISSION, COMMUNICATIONS LINE FAILURE, THEFT OR DESTRUCTION OR UNAUTHORIZED ACCESS TO, OR ALTERATION OF, ENTRIES. THE SPONSOR IS NOT RESPONSIBLE FOR ANY PROBLEMS OR TECHNICAL MALFUNCTION OF ANY TELEPHONE NETWORK OR TELEPHONE LINES, COMPUTER ON-LINE SYSTEMS, SERVERS, OR PROVIDERS, COMPUTER EQUIPMENT, SOFTWARE, FAILURE OF ANY EMAIL OR ENTRY TO BE RECEIVED BY SPONSOR ON ACCOUNT OF TECHNICAL PROBLEMS, HUMAN ERROR OR TRAFFIC CONGESTION ON THE INTERNET OR AT ANY WEBSITE, OR ANY COMBINATION THEREOF, INCLUDING ANY INJURY OR DAMAGE TO ENTRANT'S OR ANY OTHER PERSON'S COMPUTER RELATING TO OR RESULTING FROM PARTICIPATION IN THIS CONTEST OR DOWNLOADING ANY MATERIALS IN THIS CONTEST. IF FOR ANY REASON THIS CONTEST IS NOT CAPABLE OF RUNNING AS PLANNED DUE TO INFECTION BY COMPUTER VIRUS, BUGS, TAMPERING, UNAUTHORIZED INTERVENTION, FRAUD, TECHNICAL FAILURES, OR ANY OTHER CAUSES BEYOND THE CONTROL OF THE SPONSOR WHICH CORRUPT OR AFFECT THE ADMINISTRATION, SECURITY, FAIRNESS, INTEGRITY, OR PROPER CONDUCT OF THIS CONTEST, THE SPONSOR RESERVES THE RIGHT AT ITS SOLE DISCRETION TO DISQUALIFY ANY INDIVIDUAL WHO TAMPERS WITH THE ENTRY PROCESS AND/OR TO CANCEL, TERMINATE, MODIFY OR SUSPEND THE CONTEST.
- 10. INFORMATION:** BY ENTERING THE CONTEST, ENTRANT GRANTS TO SPONSOR PERMISSION TO COLLECT, PROCESS, AND USE PERSONAL CONTACT INFORMATION PROVIDED BY ENTRANT (INCLUDING, FOR EXAMPLE, NAME, DATE OF BIRTH, EMAIL ADDRESS, MAILING ADDRESS, AND STATE OF RESIDENCE) AND TO TRANSFER SUCH PERSONAL INFORMATION OUTSIDE OF HIS/HER STATE OF RESIDENCE TO HASBRO, INC., IN THE UNITED STATES, WHICH MAY HAVE DIFFERENT PERSONAL INFORMATION PROTECTION LAWS THAN ENTRANT'S STATE OF RESIDENCE.
- Entrant may request access to and/or correction or deletion of Entrant's personal information (in connection with the Contest) at any time by submitting such request to Sponsor's Customer Service as set forth at <https://corporate.hasbro.com/en-us/consumer-care>. Any inquiries or complaints with respect to Entrant's personal information should also be channeled to Sponsor in this manner. Entrant further acknowledges that it will be necessary for Sponsor to store and process Entrant's personal information for the purpose of administering the Contest, without which Entrant will not be able to participate in the Contest.
- 11. Privacy:** Sponsor will be collecting, processing, and using personal information provided by Entrants in accordance with Sponsor's privacy policy. Please review Sponsor's privacy policy at <https://www.hasbro.com/en-us/privacy>. By participating in the Contest, you agree to Sponsor's collection and usage of your personal information and acknowledge that you have read and accepted Sponsor's privacy policy.
- 12. Governing Law:** By entering the Contest, Entrant acknowledges and agrees that these Official Rules, the Contest, and all disputes related thereto are governed by the laws of the State of Rhode Island in United States, without regard to its conflict of laws principles.
- 13. Right to Cancel Contest:** Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest.
- 14. Requesting Copies:** These Official Rules can be sent free of charge to anyone who requests them. To receive a copy of these Official Rules or the names of the prize Winners, send a self-addressed, stamped envelope to: *Hasbro Pulse SW Black Series Unboxing Contest c/o Hasbro, Inc., 1027 Newport Ave., Pawtucket, RI 02861*. All requests must be received by April 16, 2018. Residents of the State of Vermont may omit return postage.

© 2018 Hasbro, Inc.

**Abbreviated Rules for Social Media Post:**

**NO PURCHASE NECESSARY. ENTER BETWEEN APRIL 13-18, 2018, ONE WINNER WILL BE SELECTED, MUST BE 18+, OPEN TO U.S. RESIDENTS ONLY, FOR OFFICIAL RULES, GO [HERE](#).**